STATEMENT OF SUPPORT FOR NOMINATION

Gloria Kolb, Elidah, LLC

The EC Women’s Business Center at the University of Hartford in Hartford, CT, hosted a local InnovateHer challenge for the second time. The challenge received great interest and 17 applications were submitted. Applicants were required to answer questions in an online application and submit a written business plan. Of all the plans reviewed, we believe Elidah best satisfied the competition criteria and presented the greatest potential for success.

The following points were clearly articulated in the executive summary, and expanded in the business and commercialization plans.

**Market Need and potential** – A clear need was identified for this new product to enter the market as an alternative to existing treatments of stress urinary incontinence – a widely prevalent condition, affecting 1 in 3 women, or 40 million women in the US (case made for large market potential). There are no medications that address SUI, surgery is a painful last resort, and exercises are hard to complain (alternatives/competition clearly identified). Using the device offers a discreet, comfortable, and convenient solution. The plan identifies both physicians as customers and direct sales to patients, providing a goo

**Commercialization** –

The entry and supporting documents presented a clearly outlined solid strategy for bringing the product to market. After identifying contract manufacturers and obtaining FDA clearance, the company will proceed with a pilot clinical study. Commercialization plans include selling the product directly to patients online, to physicians via distributors, and renting. The disposable electrodes will be a recurring revenue source. The plan includes financial projections and show profitability by 2017.

**Impact on the lives of women and families**

A case was made in the plan for a needed alternative to a prevalent medical condition. On the 40 million women in the US that suffer from SUI, 25 million have mild to moderate SUI and will be the primary target market for the product. Although a very private concern, urinary incontinence has far-reaching physical physical, social and economic implications, with costs to the US healthcare system approaching $25 billion. Elidah’s device will improve the quality of life and reduce the need for surgery for many women. Because of poor treatment options, many women suffer quietly without treatment while their symptoms worsen. This device will give them treatment, comfort and convenience

We felt Elidah’s supporting documents addressed all issues related to the product, the need for it and its commercialization. The owners of the company have impressive background and credentials, and are well-positioned to make this venture successful. The company has already received funding and numerous endorsements. The Women’s Business Center strongly believes in the potential of this company and product. We appreciate the opportunity to nominate Elidah as our local InnovateHer winner.

Milena Erwin

EC-WBC