Dear NAME OF COMPANY,

Congratulations! BUSINESS NAME has been selected as the second-place winner in Purdue’s division of the Small Business Administration’s InnovateHER Challenge. Your selection is based on three outstanding aspects about your business that our judges found in your business plan:

* Its measurable impact on the lives of women and families
* Its potential for commercialization
* Its ability to fill a need in the marketplace

Your entry will receive $1500 in prize money from Purdue’s Krannert Women in Management program. To receive your prize money and allow us to provide information about your organization in upcoming media releases, we ask that you provide the following information to **Joy Dietz (**[**jdietz@purdue.edu**](mailto:jdietz@purdue.edu)**) and Bambrah Walker (bambrah@purdue.edu):**

1. The name of the winning individual or, in the case of a team, the self-identified project lead.
2. Company name
3. Product/service name
4. Company address, city, state, and place of incorporation (if applicable)
5. Product/service website (if applicable)
6. Telephone number of winning individual and his/her email address
7. A concise, two-sentence description of your project or service. This description may also be in promotional or informational materials in connection with InnovateHER.

Once again, congratulations on your accomplishment. All of us at Purdue are proud of the work you are doing.

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**Joy G. Dietz**

Director, Women in Management

Purdue University

Krannert School of Management

765-496-6615

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**Purdue’s Krannert School**

*Preparing analytical global business leaders*