

**Statement of Support December 3, 2015\_\_\_\_**

To: SBA InnovateHer Challenge Administrators

From: Anne M. Janiak, Executive Director, Women’s Enterprise Development Center (WEDC)

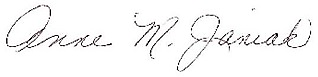
We are submitting this statement to show our support for Susanne Shoemaker of Undercare, Inc., winner of the WEDC round of InnovateHer. It is our belief that Undercare is a highly innovative product that fills a dire need in the market place. Use of Undercare products will not only help the users of the products but also caregivers, who are responsible for helping with dressing. Undercare products will convey the following benefits to women and families:

* Provides dignity and independence to the aged and those with balance problems. Over two-thirds of the population (69%) over 85 years of age is female. The majority of caregivers are also female.
* Encourages the elderly to remain active through activities such as swimming while avoiding the stigma of having problems getting dressed.
* Provides ease of dressing for those recovering from wounds or surgery, helping the injured and caregivers alike.
* Provides a garment design that looks like regular garments, so that users feel comfortable and are not self-conscious about their clothing.

After submission of a business plan and an in-person presentation to a panel of judges, Undercare Inc. was chosen to win the WEDC competition. The panelists selected Undercare for the following reasons:

* Potential for large scale impact on the lives of women and families. Undercare provides a desperately needed product that will help the aged, veterans, the disabled and anyone else with mobility impairment. In 2005, there were 21 million women living in the US aged 65 and older and that number is increasing every year. Undercare also expects to be able to serve a large wound and surgery recovery market with its products.
* The product will be commercially viable, and the company will be able to generate financial profits from the sales of these products. While the garments are reasonably priced, they will be offered at a price that will generate sufficient cash flow and profits for the company, making Undercare financially sustainable in the near term.
* The product is a highly innovative redesign which greatly enhances the value of the garment to the end user.

For these reasons, we recommend Undercare to you for the next round of the InnovateHer competition.

Sincerely,

Anne M. Janiak, Executive Director, WEDC