**Statement of Support**

The Robert C. Byrd Institute for Advanced Flexible Manufacturing nominates Healthy Kids Inc. as the winner of its local InnovateHER challenge.

Healthy Kids Inc. is a meal-planning tool that has the potential to significantly improve the lives of women and children. It makes meal planning more efficient, saving time and effort while involving children in the preparations. It also educates families about how to prepare the food and encourages more healthful choices.

Although other meal-planning tools are available, Healthy Kids Inc. offers special features that set it apart from competitors. Its website offers an easy-to-use “drag and drop” function that allows users to customize their meal plans. From each meal plan, a shopping list is created. The website also features videos of a trained chef making the recipes. There are numerous gluten-free, vegetarian and nut-free meals as part of the library of recipes. All of the recipes are reviewed by a registered dietician.

In 2016, Healthy Kids will incorporate garden technology into the meal planner. Families will be advised about what vegetables to plant and receive “push” notifications about how to care for their vegetables. When crops are ready to harvest, clients will receive recipes that use the produce, based on the customer’s history of meal choices.

All of these features make Health Kids Inc. an innovative product with great potential for commercialization.

**Criteria**

**Has a measurable impact on the lives of women and families**

The tool allows customers to select recipes for each day. From those recipes, a shopping list is created. The website will save customers a great deal of time and effort in the process of planning meals. The recipes come with videos that show families how to cook the meals and provide advice on what can be prepared ahead. The tool has the potential to improve the health of children and adults by steering them toward more healthy, home-cooked options.

**Has the potential for commercialization**

Parents are eager to make their lives easier through the use of technology. They will appreciate the ease of the product and the ability to customize meal plans. The videos will appeal to customers who are accustomed to turning to YouTube for entertainment and assistance. The gardening feature will appeal to people who are looking to grow more of their own food and make healthier choices.

**Fills a need in the marketplace**

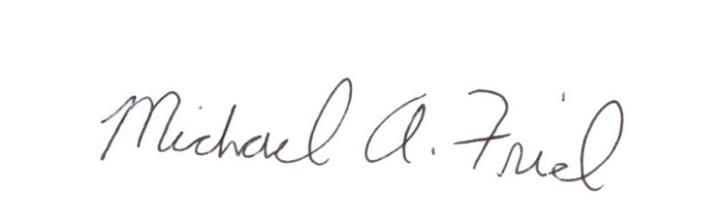
Other meal planning websites do exist, but this one has special features that add value. The business owners did a thorough job of assessing the competition and found ways to set themselves apart by offering more than just a collection of recipes.

**Potential for success**

We believe this product has a potential for success because it appeals to a target market that will embrace the technology and the website’s special features, including the videos and gardening advice. The owners understand their target market and have adequately assessed their competition. They have tested the product with an initial group of customers and forged partnerships in the community with schools and non-profits, which can greatly extend the product’s reach.

In addition, the owners have invested a great deal of time and money into the development of the product. Much of the groundwork has been laid; now the company wants to grow through additional investment.

Sincerely,



**MICHAEL A. FRIEL**

Robert C. Byrd Institute

for Advanced Flexible Manufacturing