1. Anna Sandovnikova (Project Lead/Chief Officer/Founder)
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3. Liquid Gold aims to be the first to design a realistic, affordable, and multi-functional lactation simulator that is paired with a crowd-sourced, innovative, hands on curriculum.
4. Total number of applicants that participated in your InnovateHER competition🡪 **5**
   1. Business Plan- See Attachment
   2. Statement of Support- See Attachment

Statement of Support for Liquid Gold Concepts

Liquid Gold Concept gave a compelling delivery when introducing their product and technique, by identifying a social problem that directly impacts the lives of women and children. A group of panelist pooled by California Capital met with Anna Sandovnikova where she explained, “Students in medical, nursing and physician assistant training programs in the United States rarely receive training in breastfeeding procedures” (Liquid Gold Concepts 1). Anna and her team thoughtfully came to the conclusion, “there is a pressing need to develop innovative and efficient lactation education tools to train future health professionals” (Liquid Gold Concepts 5).

Liquid Gold Concept proposes to incorporate lactation trainings into the nursing and medical school curricula so that all providers can support and promote breastfeeding using a very realistic simulation model of a female figure. Moreover, they aim to be the first to design a realistic, affordable, and multi-functional simulator that is paired with a crowd-sourced, evidence-based, hands-on curriculum (Liquid Gold Concepts).

The solution proposed by Liquid Gold Concepts, would not only increase the number of women that breastfeed in the United States, it would “promote the infant’s neurocognitive development and decreases the risk of infant mortality, developing asthma, obesity, diabetes, and gastrointestinal infections (Liquid Gold 5). Liquid Gold Concepts’ overall mission and solutions in comparison to the other candidates, left a memorable impression on every panelist irrefutably placing them in the winning position.