InnovateHER Challenge

March 31st, 2017

Austin, TX

**Winning Submission:**

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Company: Cook Learn Grow

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**Host organization:**

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**Project Description:**

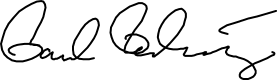
CookLearnGrow LLC is a professional mobile kid’s cooking school creating Food Literacy in children through hands-on cooking classes in after school classes, spring break camps, summer camps and family friendly events in four major US cities: Austin, Houston, Dallas and Seattle.

**Supporting Statement**

**Judges’ comments on selection of winner:**

*CookLearnGrow is riding the convergence of trends and findings that reveal food literacy and preparation skills as a growing deficit and opportunity. Understanding that the kitchen is the "hub of life" CLG has built a business to address and capitalize on trends impacting health, education, and community outcomes, succeeded in achieving key business development milestones, and convinced the judges it is poised for growth, scale and impact.*

*Particular elements that impressed the judges were the format of the classes designed to boost confidence, social and presentation skills; the high rate of repeat customers, filled classes, novel storytelling of the children as celebrity chefs; and identification of new demographic targets (college students, youth sports programs, pediatric hospitals, foster care, etc) where there is strong growth potential.  The judges were convinced that supporting and investing in CLG at this stage is a sound business and impact opportunity with potential for meaningful ROI and long-term sustainability*



*Paul Rodriguez*

*Business Specialist*

*Microsoft*