Statement of Support

  NAWRB nominates Jennifer Stewart-Tai of City Girl Prepper for the semi-final round of the SBA's 2017 InnovateHER Innovating for Women Business Challenge. Out of four participants in our local competition, City Girl Prepper earned the most points from the judges, who evaluated each product or service by the following judging criteria: 1) Has a measurable impact on the lives of women and families (30%); 2) Has the potential for commercialization (40%); and 3) Fills a need in the marketplace (30%). City Girl Prepper’s emergency backpacks and gear specialized for women and their families best satisfied the challenge criteria and presented the greatest potential for success.

The City Girl Prepper product line has a measurable impact on the lives of women and their families by providing them with the tools to ensure their preparedness and self-reliance in case of emergency, and in their daily lives. FEMA reports that 80 percent of women and families are not prepared for an emergency or national disaster, a percentage that has not changed in the last thirty years. City Girl Prepper’s products provide women, who drive 70% to 80% of all consumer purchasing, with the tools to protect themselves and their families. Having an emergency preparedness backpack will help women feel more secure, prepared and empowered during these times of uncertainty: “City Girl Prepper backpacks are fully loaded and uniquely designed for busy women who know how to take charge and get the job done.”

City Girl Prepper has the potential for commercialization and mass market distribution because it provides products for emergency preparedness that appeal to the general consumer, and women especially, which is lacking in today’s marketplace. Therefore, it is not a product that will face much competition. City Girl Prepper is unique because it offers multi-use products that can be used daily while also providing a solution in case of an emergency. For example, a hair clip product, which is included in the emergency backpack, functions also as a screwdriver and wrench. Overall, City Girl Prepper not only supports women’s preparedness but also allows them to express themselves through unique products that are both functional and fashionable.

City Girl Prepper’s products focused on women’s preparedness fill a need in the marketplace that has far too long gone unaddressed. Presently, the marketplace offers very few options that appeal to women consumers seeking the training and supplies to properly equip themselves and their families in the event of an emergency. Moreover, these products help women in the preparedness process, which can be overwhelming. These ready-made packs make it easy for busy women to be prepared and does the hard work for those unsure about what supplies they need, or how much. Jennifer Stewart-Tai has a great product that will impact women’s lives and general safety, appeal to women’s fashion sensibilities and resonate with consumers.

Desirée Patno, NAWRB CEO & President