

**Statement of Support June 22, 2017\_\_\_\_**

To: SBA InnovateHer Challenge Administrators

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

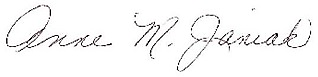
We are submitting this statement to show our support for Camille Newman, Pop Up Plus Inc., winner of the WEDC round of InnovateHer. It is our belief that Pop Up Plus Inc. has an innovative approach to retailing in a market that has been underserved. Pop Up Plus approach and products convey the following benefits:

* Provides trendy clothing to plus sized women, a market that has been historically underserved.
* Counters the current fashion industry narrative that leads to body shaming and low self-esteem for women in this category.
* Provides an innovative retail platform that is scalable and commercially viable.
* With its new rental business, will provide additional mechanisms for scale and provide customers new and convenient ways to access fashionable attire.

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

* Pop Up Plus products have a positive impact on women by providing affordable apparel for plus sized women, that will improve self-esteem and body confidence.
* The plus sized market has historically been underserved and this is the one growth spot in an otherwise difficult apparel market.
* The product will be commercially viable, and the company will be able to generate financial profits from the sales of these products. While the retail apparel market has suffered in recent years, the company’s innovative approach to sales will allow for expansion and increased reach.
* The company’s new rental line, with its Smart Fit technology, is highly innovative and will greatly enhance customer experience and the company’s ability to scale.

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

Sincerely,

Anne M. Janiak, Executive Director, WEDC