**InnovateHER Challenge – 2017**

**SaferStays, LLC**

**Winning Entry from the WISE Women’s Business Center, Syracuse NY**

To Whom It May Concern:

Please accept our concept-breaking entry into the 2017 InnovateHER Challenge! We are very excited to present Clara Lawrence, an energetic former teacher, Clara has spent countless hours in the ideation and development phases of an innovative concept for the safety and security of women and their families – SaferStays, LLC.

Statistically, SaferStays’ revolutionary safety inspection product provides renters and their families with a necessary tool for safer living conditions in various environments. Statistically, renting has increased across all age groups, making a safety inspection essential for families with children and the elderly as they leave home for independent living circumstances.

Here at the WISE Women’s Business Center, when we see a new concept for business growth, we look for something built on a foundation of: need in the marketplace; stand-out selling points; a clear target market definition; and strong financials for revenue generation. SaferStays, LLC meets these for not only continuing to build on a solid foundation for interaction with immediate audiences such as real estate owners but also from a long-term contract standpoint, with the government as owner. Strategically, Clara Lawrence, will be filing for WBE certification to gain government contracts at the federal and New York State-owned residential properties.

As the product has evolved, Clara has her sights set on three target groups:

1. Short-Term Stays for travelers
2. Renter’s Insurance – Short term inspection
3. Student Rentals and yearly Rental Inspections

We are not only supportive of the SaferStays because it improves the lives of women and their families, but because it has the potential for commercialization and scaling in the marketplace, we support the IP structure and the opportunity for franchising or in the end, a healthy sale of the business after profitable years.

Regarding the potential for growth into other market segments, our population trends are extending into the Baby Boomers the segment which will require higher levels of safety as independent living rises. As the “sandwich generation” every woman with extended families in her household is concerned for the safety of her college-bound children and her elderly parents. Both targets can be helped by SaferStays, LLC by relieving the stress of knowing if all is safe.

We hope you will consider Clara Lawrence, SaferStays, LLC, your choice for the semi-final round in Washington, DC in 2017.

Sincerely,

Joanne M. Lenweaver, Director

WISE Women’s Business Center