**STATEMENT OF SUPPORT FOR NOMINATION**

The EC Women’s Business Center at the University of Hartford in Hartford, CT, is proud to support MOM-EEZ, LLC, a CT woman-owned business, in its application for the third local InnovateHer challenge hosted by WBC. The challenge received great interest, attracting well over 20 ideas and products and receiving 19 official online applications. Applicants were required to answer questions in an online application and submit a written business plan.

Of all the plans reviewed, we believe that MOM-EEZ’s product, ***Garbage-eez®,*** presented the best potential for success and best satisfied the competition criteria:

Measurable impact on the lives of women and families

Potential for commercialization

Fills a need in the marketplace

**Market Need and potential**

Current sales validate the market need for the product. With a solid plan, and over 123 million households in the US, the company is positioned to continue its growth, including internationally. Garbage-eez® fulfils the need of convenience, along with being a quality product. All consumers save time, steps and storage space. Garbage removal becomes quick, easy and sanitary. Consumers with daily challenges can benefit by using the product. Seniors find the ease of use, convenience and less bending to be extremely helpful when disposing of their garbage. Convenience and ease of use are key elements that make Garbage-eez® unique and of great value to consumers.

**Commercialization**

Garbage-eez® has been developed, patented and trademarked Manufacturing and distributor relationships are established. The product is present in the local market at local hardware stores (long-term goal is to reach the mass retail chains). Participation and recognition at vendor shows, including the INPEX trade show, has validated the potential and increased exposure and awareness.

The business has a clearly outlined strategy and goals for expansion. The plan includes financial projections and a marketing/sales plan for 2017. Besides current sales online and at shows, plans are under way to secure distribution through major retail chains and add a new focus on the elderly.

**Impact on the lives of women and families**

Women still carry a larger share of household responsibilities. Garbage-eez® can help women, families and businesses by offering them convenience while saving time. This simple, yet clever and innovative product saves time, steps and storage space. In a time when convenience is a necessity with busy schedules, something as simple as having garbage bags readily available at the bottom of the garbage pail makes life easier. The product has great potential with the elderly population (baby boomers, many of them women) would greatly benefit from the product. Less searching and bending when disposing of your garbage can help those who have limited physical ability to remove their garbage. The product has received great positive feedback from users, testifying to its impact

We feel this is an exciting and simple, yet effective and innovative product. The owners of the company have impressive background and credentials, and are well-positioned to make this venture successful. The company has already received numerous endorsements and awards. The Women’s Business Center believes in the potential of this company and product. We continue to work with the owners to develop a solid business plan. We appreciate the opportunity to nominate MOM-EEZ as our local InnovateHer winner.

Milena Erwin

WBC Program Manager