InnovateHer Challenge 2017

1. Winner & Host Information

a. Winner Name: Veteran Rita Smith (creator of Naggy App)

Product Name: Naggy App

Product Website: Naggyapp.com

Address: 551 Valley Road #139, Montclair NJ 07043

Phone: 347-705-7774

Email: naggyapp@gmail.com

**\*\* NIKKI PLEASE CHECK INFO BELOW**

BE SURE THIS MATCHES THE INFORMATION GIVEN TO SIMONA WHEN SENT EMAIL TO BE A HOST

b. Host Name: Microsoft Paramus NJ

Address: 1 Garden State Plaza Blvd #2303, Paramus NJ, 07652

POC: Nikki Debiase

Phone: 201-221-7311

Email: nidebias@microsoft.com

c. Product Description

Naggy is a chore app that has a special feature to temporarily shut down the child's phone if the task is not completed. It will revolutionize the way parents interact with their kids, using technology to complete their chores.

d. Total number of applicants - 1

2. Business Plan – Included in package

3. A signed statement of support prepared by the host organization that explains why the winner of the local competition best satisfied the Challenge criteria and presented the greatest potential for success (maximum length: 2 pages).

Hi Nikki,

Here are some things that you can use in your sign state of support, explaining why you all feel that I best satisfy the Challenge Criteria to reach the greatest potential for success.

*CHALLENGE CRITERIA -InnovateHER* provides an opportunity for entrepreneurs throughout the U.S. to showcase products and services that have a measurable impact on the lives of women and families (30%), have the potential for commercialization (40%), and fill a need in the marketplace (30%).

1. I’m a **Veteran** and a Mom

2. My app will help women, parents and families

3. Does my app impact the lives of women and families? YES…There are many reports and data showing that there is a huge problem parents are having getting their kids off the cell phone to do their chores. My app will help parents save time, reduce stress, preventing them from having to fight, debate, and reason with their kids. Essentially keeping the peace in their homes and promoting quality family time and happy memories!

4. Commercialization & Filling a need in the Marketplace- Apps are the new norm and very trendy right now. If you have a cell phone, you either have downloaded or purchased an app. An app can be purchased anywhere, anytime, around the world. Right now apps are a $51 billion dollar industry and is forecast to double to $100 billion by year 2020. Naggy app falls under lifestyle & productivity which are 11.3% of the app market; this translates to $5.7 billion dollars of potential revenue. It has been reported that 73% of millennials (18-34), 69% of Gen X (35-44) and 62% of Baby boomer (45+) parents said they either had or intended to purchase an app for their children. We believe that these are promising statistics where parents today can see the value of Naggy app and will be willing to purchase it.

Value Proposition and Problems Naggy app will solve:

⮚No more arguing, debating & being stressed about kids not doing their chores

⮚Naggy app will help kids be more responsible and be productive

⮚Parents no longer have to be the bad guy, Naggy does the dirty work for them

⮚Parents don’t have to discipline or punish their kids because Naggy will get their attention

⮚No more coming home from work tired and having to fight with kids

⮚No more seeing kids distracted by cell phone and not getting tasks done

⮚Parents can get kids to complete task without saying a word

⮚No more hearing kids say "stop nagging"

⮚Parents will have more quality family time with their kids and peace in their homes

No later than **June 23, 2017** -Each host organization is responsible for preparing the complete nomination package, including obtaining a copy of the relevant business plan from the winner and ensuring that the full package is submitted timely to the SBA via the **“Submit Solution”** tab on the left.

**https://www.challenge.gov/challenge/2017-innovateher-innovating-for-women-business-challenge/**

No later than June 23, 2017, host organizations must select and submit one winner from the local competition along with a nomination package to SBA through this website. The nomination package must contain all of the following:

1. A single cover page detailing:
   1. The name of the winning individual (in the case of a winning team, please provide the name of the team’s self-identified project lead); company name (if applicable); product/service name; company address, city, state, and place of incorporation (if applicable); product/service website (if applicable); telephone number of winning individual; and his/her e-mail address;
   2. The host organization’s official legal name, street address, city, state, designated POC, and his/her best contact number and e-mail address (Note: This information must match the information provided by the organization as part of its request to SBA to host a local competition);
   3. A concise, two-sentence description of the product or service (Note: this description may also be used in promotional or informational materials in connection with InnovateHER).
   4. The total number of applicants that participated in the host organization’s InnovateHER competition.
2. A business plan from the winning individual/team (maximum length: 20 pages, including attachments.
3. A signed statement of support prepared by the host organization that explains why the winner of the local competition best satisfied the Challenge criteria and presented the greatest potential for success (maximum length: 2 pages).

Each host organization is responsible for preparing the complete nomination package, including obtaining a copy of the relevant business plan from the winner and ensuring that the full package is submitted timely to the SBA via the “Submit Solution” tab on the left.