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Main flash

Mums are talking

Inspired mums like you

3 5 counter

3 step to submit 1 Review our business resource 2 gather your proposal materials 3 Complete the application submit your idea

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About the grant

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Step1

Step2

Step3

Step4

Step5

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Dates & deadline

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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

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Event1
In hac habitasse platea dictumst.

Event2
In hac habitasse platea dictumst.

Event3
In hac habitasse platea dictumst.

Event4
In hac habitasse platea dictumst.

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Business resource

Registering a Business Name

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How to Write a Business Plan

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How to Name a Business

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Small Business Finance

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How to Set Up a Website

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Prototype Design

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Protecting Your Idea

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Setting Up A Business

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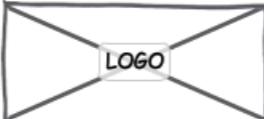
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Full Name*	<input type="text" value="First"/>	<input type="text" value="Last"/>
Country*	<input type="text"/>	
Email Address*	<input type="text"/>	
Confirm Email Address*	<input type="text"/>	
Password*	<input type="text"/>	
Confirm Password*	<input type="text"/>	

Register

Already Registered?

Email Address*	<input type="text"/>
Password*	<input type="text"/>

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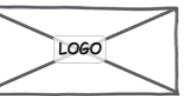
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STEP1

Primary Muminspired Contact Information

Full Name* First Last
 Country*
 Address*
 Line2
 City,State,Postal Code*
 Email Address*
 Confirm Email Address*
 Date of Birth DD MM YYYY
 Telephone Number*

STEP2

STEP3

STEP4

Primary Muminspired Profile & Educational Background

Highest Degree Completed*
 Area of Study*
 Name of School / Institution*
 Graduation Date*
 Number of Children* Ages
 Something Interesting About You

Additional Muminspired parents + Add Another Business Parent?

Save **Save & Continue**

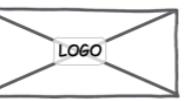
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Step2 Confidentiality Agreement

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I have read and agree to the terms of this agreement

Applicant's Signature (first name)

date

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Step3 Your Idea

Company Location

Product Name* [Text Input]

Company Name [Text Input]

Web Address, Twitter Stream, Etc [Text Input]

STEP1

STEP2

STEP3

STEP4

Idea Summary*

Origin of Idea*

What is New about your

Do you currently have a patent or pending patent application?*

Yes
 No

Do you consider your idea to be patentable?*

Yes
 No

Have you submitted this idea to Huggies Muminspired program before?*

Yes
 No

Save **Save & Continue**

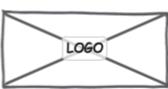
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Step4 Your Plan

Implementation Details

Describe where things currently stand with your business idea*

STEP1

Describe where you are going. What is your implementation plan?*

STEP2

STEP3

STEP4

What size grant are you seeking?*

How would the Huggies grant help you move your business forward?
Specifically, how would you use the grant money?*

Barriers & Risks

Who are your main competitors?*

What are the biggest risks you foresee in reaching your goal?*

Attachment

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Step4 Your Plan

Implementation Details

Describe where things currently stand with your business idea*

STEP1
STEP2
STEP3
STEP4

Congratulations!
Your grant proposal has been submitted

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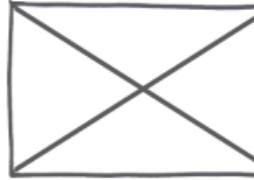
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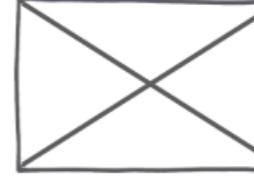
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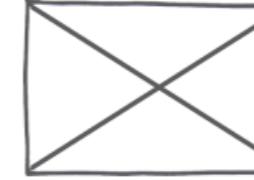
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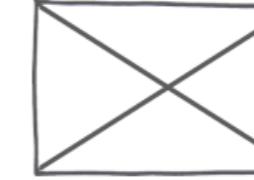
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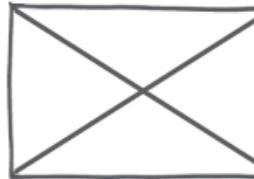
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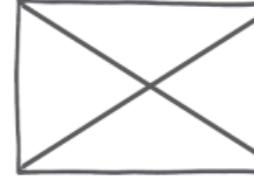
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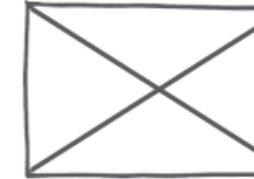
Winner Name :: Ideas

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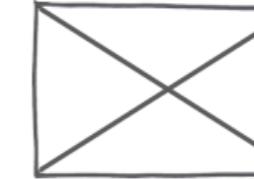
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Winner Name :: Ideas

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Winner Name :: Ideas

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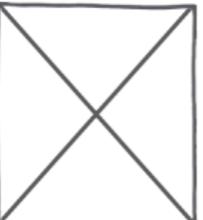
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Winner Name :: Idea



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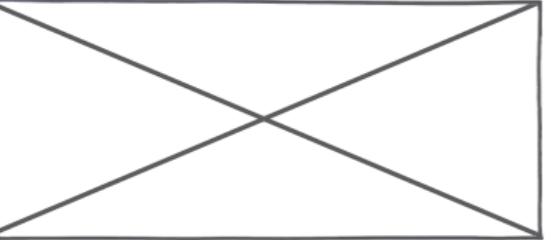
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Other Winners

[winner1](#)
[winner2](#)
[winner3](#)
[winner4](#)
[winner5](#)
[winner6](#)



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Moms Are Talking

Liquam interdum ipsum faucibus metus venenatis imperdiet, integer ultrices, diam in pellentesque.

1:26 AM Feb 3rd from web



Inspired Moms Like You

“ One ten year old girl was the inspiration for this entire company - think of the difference you can make! Always believe in your dream.”

Bear hugs, Maxine Clark, Chief Executive Bear

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3 Easy Steps to Submit

1 Review our business resources.

2 Gather your proposal materials.

3 Complete the application.

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YOU KNEW IT WAS A LITTLE TOO QUIET...



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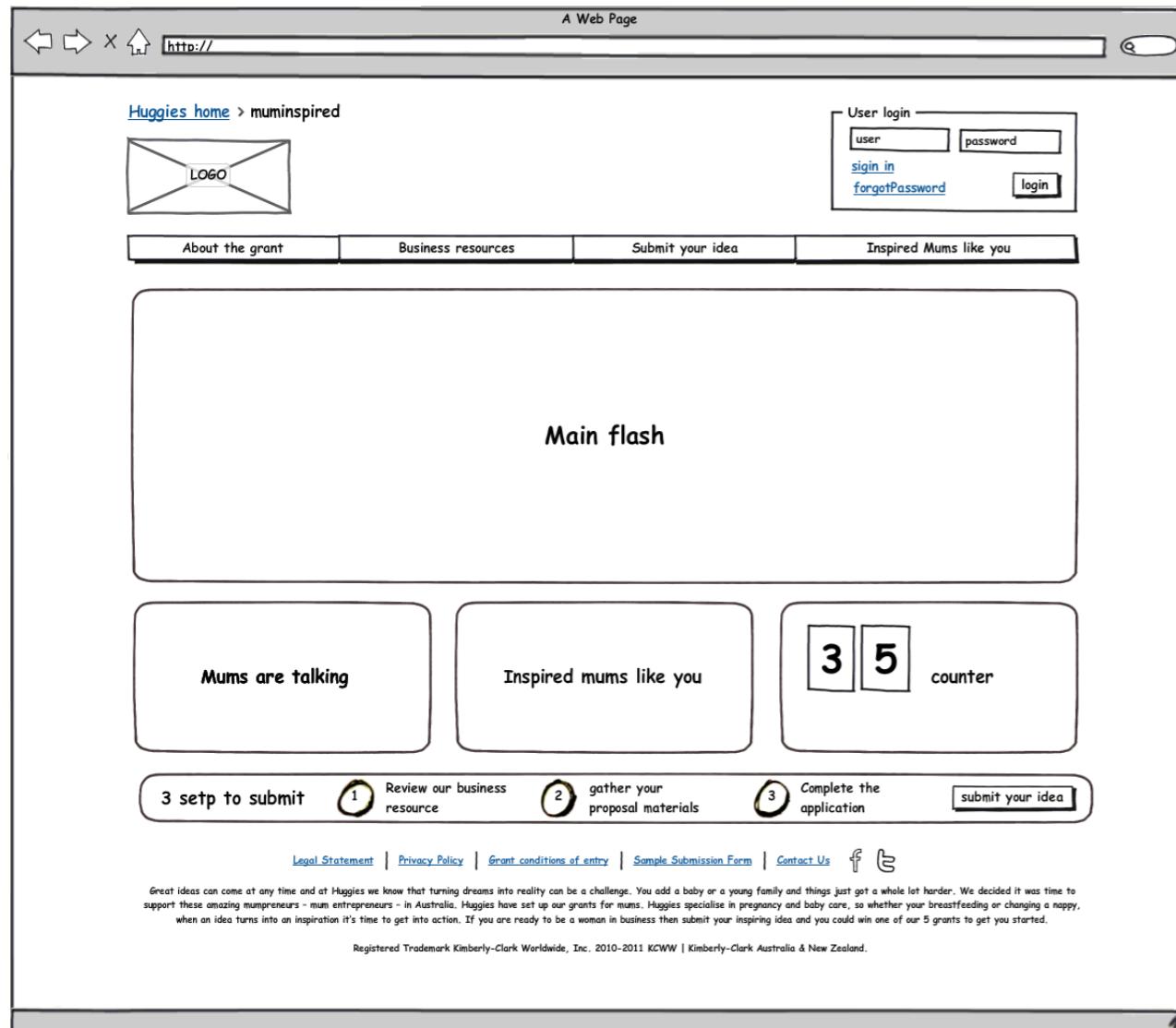
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YOU KNEW IT WAS A LITTLE TOO QUIET...

Whoa! What a silly mess you made.
Face painting with frosting, are we?

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"One ten year old girl was the inspiration for this entire company - think of the difference you can make! Always believe in your dream."
Bear hugs, Maxine Clark, Chief Executive Bear
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3 Easy Steps to Submit

- Review our business resources.
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- Complete the application.

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① Initial entries



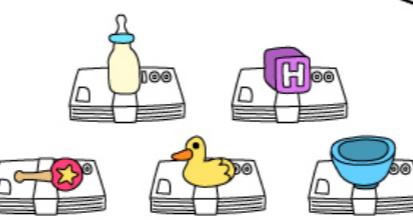
② Secure judging panel

At no time will your entry idea be seen by others, only our judging panel.



③ Five winners get picked and win \$20,000

We interview & publish your story



④ Members vote



⑤ People's choice winner

The winner of the people's choice voting will receive an additional \$10,000



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Step1 → Step2
Step3 → Step4
Step5

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Dates & Deadlines

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① Initial entries

Initial entries illustration: A thought bubble containing icons of a baby bottle, a spoon, a lightbulb, a gear, and a pencil.

② Secure judging panel

Secure judging panel illustration: Three people sitting at a table with a laptop, surrounded by a cloud of icons.

③ Five winners get picked and win \$20,000

Five winners illustration: Five small bags with a dollar sign and a yellow duck.

④ Members vote

Members vote illustration: A Facebook 'like' button with a yellow duck icon.

⑤ People's choice winner

People's choice winner illustration: A yellow duck holding a gold medal.

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First Submission Period Dates & Deadlines



Days Left to Submit

The Huggies® MomInspired™ Grant Program accepts grant proposals two times per year. The next submission period will be announced soon.

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- ◆ Submission Period Open: **April 28**
- ◆ Submission Period Closed: **June 9**
- ◆ Grant Proposals Evaluated: **June 14 - July 7**
- ◆ Grants Awarded: **July 14 - August 9**

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Event1
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Event2
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Event3
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Event4
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All Grants Awarded!

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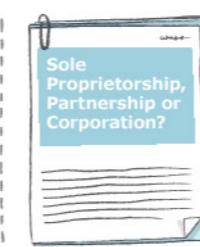
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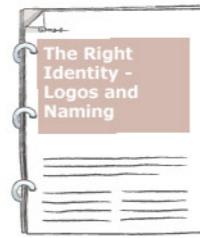
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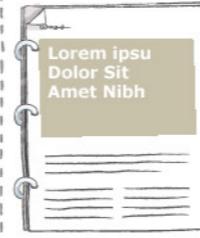
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Registering a Business Name

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Protecting Your Idea

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Setting Up A Business

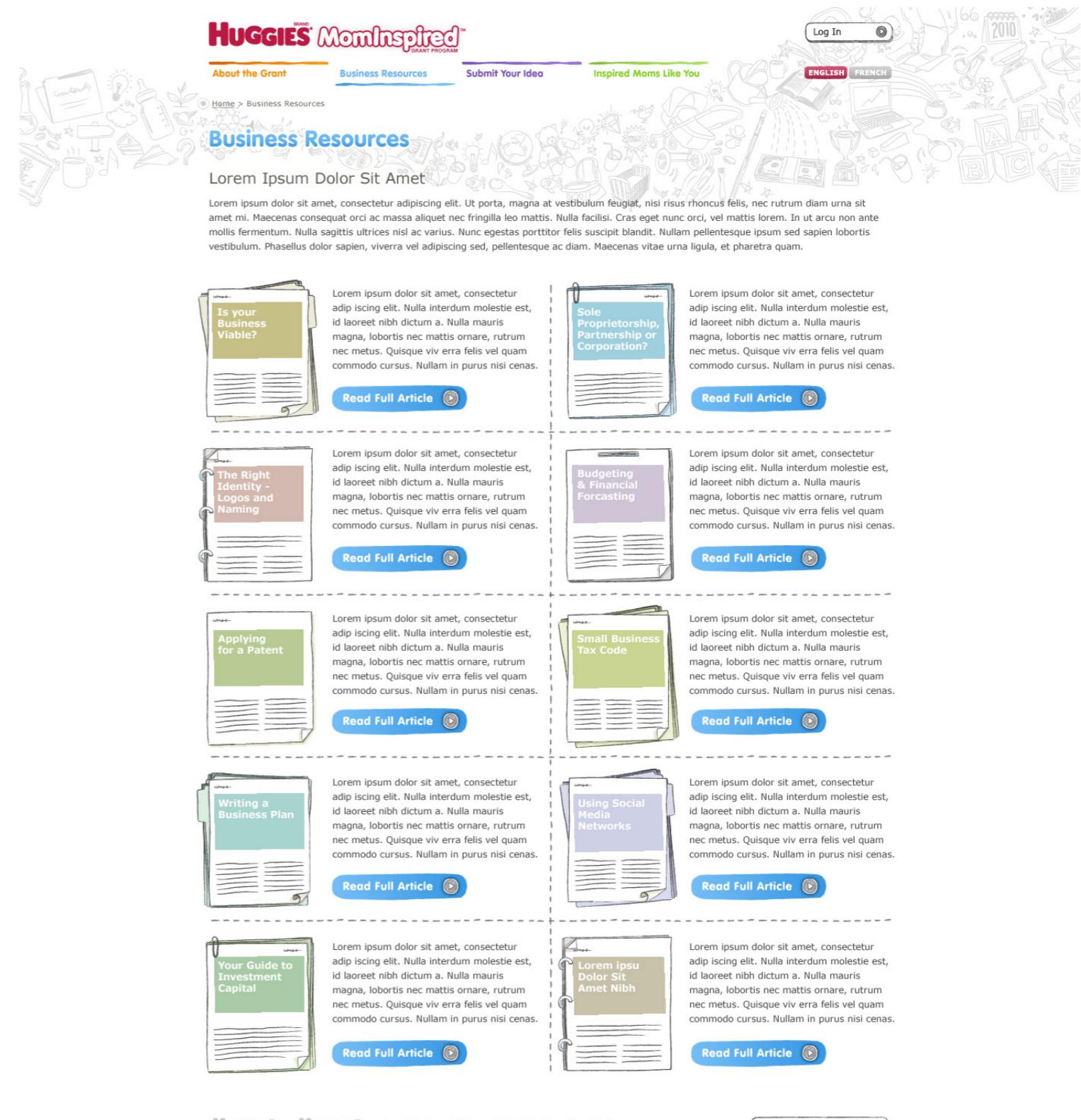
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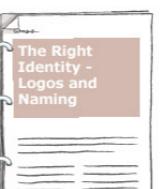


The image shows a landing page for the Huggies MomInspired Grant Program. The header features the Huggies logo and the program name. Navigation links include 'About the Grant', 'Business Resources' (which is underlined), 'Submit Your Idea', and 'Inspired Moms Like You'. A 'Log In' button is in the top right. The background is white with a decorative border of various icons like books, babies, and tools.

Business Resources

Lore ipsum dolor sit amet

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. UT PORTA, MAGNA AT VESTIBULUM FEUGIAT, NISI RISUS RHONCUS FELIS, NEC RUTRUM DIAM URNA SIT AMET MI. MAECENAS CONSEQUAT ORCI AC MASSA ALIQUET NEC FRINGILLA LEO MATTIS. NULLA FACILISI. CRAS EGRET NUNC ORCI, VEL MATTIS LOREM. IN UT ARCU NON ANTE MOLLIS FERMENTUM. NULLA SAGITTIS ULTRICES NISL AC VARIUS. NUNC EGESTAS PORTTITOR FELIS SUSCIPIT BLANDIT. NULLAM PELLentesQUE IPSUM SED SAPIEN LOBORTIS VESTIBULUM. PHASELLUS DOLOR SAPIEN, VIVERRA VEL ADIPISCING SED, PELLentesQUE AC DIAM. MAECENAS VITAE URNA LIGULA, ET PHARETRA QUAM.

 <p>Is your Business Viable?</p> <p>LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. NULLA INTERDUM MOLESTIE EST, ID LAOREET NIHIB DICTUM A. NULLA MAURIS MAGNA, LOBORTIS NEC MATTIS ORNARE, RUTRUM NEC METUS. QUISQUE VIV ERA FELIS VEL QUAM COMMODO CURSUS. NULLAM IN PURUS NISI CENAS.</p> <p>Read Full Article</p>	 <p>Sole Proprietorship, Partnership or Corporation?</p> <p>LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. NULLA INTERDUM MOLESTIE EST, ID LAOREET NIHIB DICTUM A. NULLA MAURIS MAGNA, LOBORTIS NEC MATTIS ORNARE, RUTRUM NEC METUS. QUISQUE VIV ERA FELIS VEL QUAM COMMODO CURSUS. NULLAM IN PURUS NISI CENAS.</p> <p>Read Full Article</p>
 <p>The Right Identity - Logos and Naming</p> <p>LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. NULLA INTERDUM MOLESTIE EST, ID LAOREET NIHIB DICTUM A. NULLA MAURIS MAGNA, LOBORTIS NEC MATTIS ORNARE, RUTRUM NEC METUS. QUISQUE VIV ERA FELIS VEL QUAM COMMODO CURSUS. NULLAM IN PURUS NISI CENAS.</p> <p>Read Full Article</p>	 <p>Budgeting & Financial Forecasting</p> <p>LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. NULLA INTERDUM MOLESTIE EST, ID LAOREET NIHIB DICTUM A. NULLA MAURIS MAGNA, LOBORTIS NEC MATTIS ORNARE, RUTRUM NEC METUS. QUISQUE VIV ERA FELIS VEL QUAM COMMODO CURSUS. NULLAM IN PURUS NISI CENAS.</p> <p>Read Full Article</p>
 <p>Applying for a Patent</p> <p>LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. NULLA INTERDUM MOLESTIE EST, ID LAOREET NIHIB DICTUM A. NULLA MAURIS MAGNA, LOBORTIS NEC MATTIS ORNARE, RUTRUM NEC METUS. QUISQUE VIV ERA FELIS VEL QUAM COMMODO CURSUS. NULLAM IN PURUS NISI CENAS.</p> <p>Read Full Article</p>	 <p>Small Business Tax Code</p> <p>LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. NULLA INTERDUM MOLESTIE EST, ID LAOREET NIHIB DICTUM A. NULLA MAURIS MAGNA, LOBORTIS NEC MATTIS ORNARE, RUTRUM NEC METUS. QUISQUE VIV ERA FELIS VEL QUAM COMMODO CURSUS. NULLAM IN PURUS NISI CENAS.</p> <p>Read Full Article</p>
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 <p>Your Guide to Investment Capital</p> <p>LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. NULLA INTERDUM MOLESTIE EST, ID LAOREET NIHIB DICTUM A. NULLA MAURIS MAGNA, LOBORTIS NEC MATTIS ORNARE, RUTRUM NEC METUS. QUISQUE VIV ERA FELIS VEL QUAM COMMODO CURSUS. NULLAM IN PURUS NISI CENAS.</p> <p>Read Full Article</p>	 <p>LOREM IPSU DOLOR SIT AMET NIHIB</p> <p>LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. NULLA INTERDUM MOLESTIE EST, ID LAOREET NIHIB DICTUM A. NULLA MAURIS MAGNA, LOBORTIS NEC MATTIS ORNARE, RUTRUM NEC METUS. QUISQUE VIV ERA FELIS VEL QUAM COMMODO CURSUS. NULLAM IN PURUS NISI CENAS.</p> <p>Read Full Article</p>

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*Required

Profile & Password

Full Name*

Country*

Email Address*

Confirm Email Address*

Password*

Passwords must be at least 5 characters

Confirm Password*

Yes! Keep me posted on news & updates about the MomInspired Grant Program

Register 

Already Registered?

Email Address

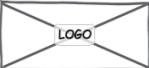
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Profile & Password

Full Name* First Last

Country*

Email Address*

Confirm Email Address*

Password*

Confirm Password*

Register

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Password*

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*Required

Profile & Password

Full Name*

Country*

Email Address*

Confirm Email Address*

Password* Passwords must be at least 5 characters

Confirm Password*

Yes! Keep me posted on news & updates about the MomInspired Grant Program

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Contact Information

Grant Submission Form

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There are four different sections of the Huggies MomInspired Grant application form. Please complete each of the four, beginning with your contact information below. You can save your submission at any time and return to complete it at a later date. However, once you have submitted your proposal you will not be able to make additional edits.

Submissions will not be accepted after March 31, 2010. Good luck!

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*Required

Primary MomInspired Contact Information

Full Name* First Last

Country*

Address*

Line 2

City, State, Postal Code*

Email Address*

Confirm Email Address*

Date of Birth* DD MM YYYY

Telephone Number*

We are only accepting submissions from the United States and Canada at this time.

We are only accepting submissions from adults 21 years or older.

We will only use your telephone number if we have a question about your proposal or you are chosen as a grant recipient.

Grants will not be awarded on the basis of profile information alone. We ask for these details to help give us a better understanding of you as a mother, and a business woman.

Primary MomInspired Profile & Educational Background

Highest Degree Completed*

Area of Study*

Name of School / Institution*

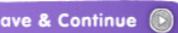
Graduation Date*

Number of Children* Ages Separate with a Semicolon

Something Interesting About You

500 Word Maximum / 500 Words Remaining

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Primary MumInspired Contact Information

Full Name* First Last
Country*
Address*
Line2
City, State, Postal Code*
Email Address*
Confirm Email Address*
Date of Birth DD MM YYYY
Telephone Number*

Primary MumInspired Profile & Educational Background

Highest Degree Completed*
Area of Study*
Name of School / Institution*
Graduation Date*
Number of Children* Ages
Something Interesting About You

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Confidentiality Agreement

Grant Submission Form

Step 2_ Confidentiality Agreement

We look forward to discussing your business and product plans. The purpose of this letter is to set expectations relative to our discussion and to put guidelines in place to protect confidential information that may be shared between us.

In the course of conducting our preliminary discussions with each other, it may be necessary for either you or for K-C to share confidential information. The party sharing its confidential information will be referred to as the "disclosing party" and the party with whom the information is being shared will be referred to as the "receiving party". In this context, both parties agree that the receiving party will keep confidential information received from the disclosing party, regardless of whether the information is shared verbally or in writing. The disclosing party will mark written materials containing confidential information with a legend (e.g. "Confidential") that identifies the materials as being subject to this obligation of confidentiality. When K-C is the receiving party, your information will be disclosed only on a need-to-know basis within K-C. Each party will treat information disclosed to it by the other with at least the same degree of care as it does in protecting its own confidential information. The receiving party does not have an obligation of confidentiality to the receiving party for information that the receiving party can show was already in the public domain or that the receiving party can show was already in its possession outside of this relationship.

The parties agree that the action of conducting preliminary discussions with each other does not constitute an obligation on the part of either party to enter into a commercial relationship, partnership or joint venture of any kind or a commitment to a further relationship with the other party beyond what is contemplated in this letter. Each party acknowledges that the other may currently or in the future be developing information internally, or receiving information from other parties, that is similar to that party's confidential information. For example, K-C has a large research and marketing staff that is devoted to continually creating new products and improving the products we offer to consumers, it is not unusual for K-C to receive ideas that are similar to products or concepts that are already known to K-C or under development somewhere within K-C's research efforts around the world. Accordingly, nothing in this letter will be construed as a representation or agreement that either party will refrain from developing or authorizing another to develop any products, designs, concepts or product features that are similar to those contemplated in any discussions between the parties or disclosed or embodied in one party's confidential information provided that the receiving party does not violate any of its obligations set forth in this letter.

We would appreciate your acknowledgement of the guidelines and obligations set forth in this letter with your signature below. Please return a signed copy of this letter back to us. We look forward to working with you and if you have any questions, please do not hesitate to contact us.

Typing your name serves as your electronic signature.

I have read and agree to the terms of this agreement.

Applicant's Signature - Allison Smith

Date

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I have read and agree to the terms of this agreement

Applicant's Signature (first name)

Date

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Great ideas can come at any time and at Huggies we know that turning dreams into reality can be a challenge. You add a baby or a young family and things just get a whole lot harder. We decided it was time to support these amazing mumpreneurs - mum entrepreneurs - in Australia. Huggies have set up our grants for mums. Huggies specialise in pregnancy and baby care, so whether your breastfeeding or changing a nappy, when an idea turns into an inspiration it's time to get into action. If you are ready to be a woman in business then submit your inspiring idea and you could win one of our 5 grants to get you started.

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STEP 1 STEP 2 STEP 3 STEP 4 Confidentiality Agreement

Step 2_Confidentiality Agreement

We look forward to discussing your business and product plans. The purpose of this letter is to set expectations relative to our discussion and to put guidelines in place to protect confidential information that may be shared between us.

In the course of conducting our preliminary discussions with each other, it may be necessary for either you or for K-C to share confidential information. The party sharing this confidential information will be referred to as the "disclosing party" and the party with whom the information is being shared will be referred to as the "receiving party". In this context, both parties agree that the receiving party will keep confidential information received from the disclosing party, regardless of whether the information is shared verbally or in writing. The disclosing party will mark written materials containing confidential information with a legend (e.g. "Confidential") that identifies the materials as being subject to this obligation of confidentiality. When K-C is the receiving party, your information will be disclosed only on a need-to-know basis within K-C. Each party will treat information disclosed to it by the other with at least the same degree of care as it does in protecting its own confidential information. The receiving party does not have an obligation of confidentiality to the receiving party for information that the receiving party can show was already in the public domain or that the receiving party can show was already in its possession outside of this relationship.

The parties agree that the action of conducting preliminary discussions with each other does not constitute an obligation on the part of either party to enter into a commercial relationship, partnership or joint venture of any kind or a commitment to a further relationship with the other party beyond what is contemplated in this letter. Each party acknowledges that the other may currently or in the future be developing information internally, or receiving information from other parties, that is similar to that party's confidential information. For example, K-C has a large research and marketing staff that is devoted to continually creating new products and improving the products we offer to consumers, it is not unusual for K-C or under development somewhere within K-C's research efforts around the world. Accordingly, nothing in this letter will be construed as a representation or agreement that either party will refrain from developing or authorizing another to develop any products, designs, concepts or product features that are similar to those contemplated in any discussions between the parties or disclosed or embodied in one party's confidential information provided that the receiving party does not violate any of its obligations set forth in this letter.

We would appreciate your acknowledgement of the guidelines and obligations set forth in this letter with your signature below. Please return a signed copy of this letter back to us. We look forward to working with you and if you have any questions, please do not hesitate to contact us.

Typing your name serves as your electronic signature. At a Glance

I have read and agree to the terms of this agreement.

Applicant's Signature - Allison Smith

Date

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Business Summary

Grant Submission Form

Step 3_ Your Idea *Required

Company Location

Product Name*

Company Name

Web Address, Twitter Stream, Etc Select One

+ Add Another

Primary MomInspired Profile & Educational Background

Idea Summary* 500 Word Maximum / 500 Words Remaining

Origin of Idea* 500 Word Maximum / 500 Words Remaining

What is New about your Approach* 500 Word Maximum / 500 Words Remaining

Do you currently have a patent or pending patent application?*

Yes
 No

Would you consider your idea to be patentable?*

Yes
 No

Have you submitted this idea to the Huggies MomInspired program before?*

Yes
 No

Save  **Save & Continue** 



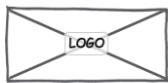
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Step3 Your Idea

Company Location

Product Name* STEP1

Company Name STEP2

Web Address, Twitter Stream, Etc STEP3

Idea Summary* STEP4

Origin of Idea*

What is New about your

Do you currently have a patent or pending patent application?*

Yes
 No

Do you consider your idea to be patentable?*

Yes
 No

Have you submitted this idea to Huggies MumInspired program before?*

Yes
 No

Save **Save & Continue**

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STEP 1 STEP 2 STEP 3 STEP 4 Business Summary

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Company Name
Web Address, Twitter Stream, Etc Select One + Add Another

Primary MomInspired Profile & Educational Background

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 No

Have you submitted this idea to the Huggies MomInspired program before?*

Yes
 No

Save **Save & Continue**

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STEP 1 STEP 2 STEP 3 STEP 4

Business Details

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Step 4_Your Plan

*Required

Implementation Details

Describe where things currently stand with your business idea*

500 Word Maximum / 500 Words Remaining

Describe where you're going. What is your implementation plan?*

500 Word Maximum / 500 Words Remaining

What Size Grant are you Seeking?* \$ 500.00

How would the Huggies grant help you move your business forward?
Specifically, how would you use the grant money?*

500 Word Maximum / 500 Words Remaining

Barriers & Risks

Who are your Main Competitors?*

500 Word Maximum / 500 Words Remaining

What are the Biggest Risks you Foresee in Reaching your Goal?*

500 Word Maximum / 500 Words Remaining

Attachments

You can include up to 50MB of attachments to support your proposal.
Consider including a business plan, photographs, sketches or even a video.

Choose File No file selected

[Cancel](#) [Review & Print](#)

Huggies is offering grants from \$500 to \$15,000.

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Grant Submission Form

Step4 Your Plan

Implementation Details

Describe where things currently stand with your business idea*

STEP1

Describe where you are going. What is your implementation plan?*

STEP2

What size grant are you seeking?*

STEP3

STEP4

How would the Huggies grant help you move your business forward?
Specifically, how would you use the grant money?*

Barriers & Risks

Who are your main competitors?*

What are the biggest risks you foresee in reaching your goal?*

Attachment

Urna non sem sollicitudin tempor. In hac habitasse platea dictumst. Cras egestas, elit sed vestibulum mollis, sapien nibh fermentum arcu, ut auctor arcu lectus et diam. Vestibulum tortor est, fringilla et, accumsan id, rutrum ut, nisi. Vestibulum

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Upload

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Business Details

Step 4_Your Plan *Required

Implementation Details

Describe where things currently stand with your business idea*

500 Word Maximum / 500 Words Remaining

Describe where you're going. What is your implementation plan?*

500 Word Maximum / 500 Words Remaining

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Specifically, how would you use the grant money?*

500 Word Maximum / 500 Words Remaining

Barriers & Risks

Who are your Main Competitors?*

500 Word Maximum / 500 Words Remaining

What are the Biggest Risks you Foresee in Reaching your Goal?*

500 Word Maximum / 500 Words Remaining

Attachments

You can include up to 50MB of attachments to support your proposal.
Consider including a business plan, photographs, sketches or even a video.

Choose File No file selected Cancel Review & Print

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Sample Submission Form

Submission #006723

Business Name Lorem Ipsum Dolor

▼ Contact Information

Full Name: Smith, Allison

Country: United States

Address: 309 Hedgerow Lane

City, State, Postal Code: West Chester, PA, 19380

Email Address: allison.smith@gmail.com

Date of Birth: 610-644-4654

Telephone Number:

Highest Degree Completed: 4 Year College / BA, BS, or Equivalent

Area of Study: Psychology

Name of School / Institution: Franklin and Marshall

Graduation Date: May, 2001

Number of Children: 2 Children, Ages 2 and 4

Something Interesting About You: Picaeperio tectemo luptaspe omnim adisi ut andis abori
consequate nullend emquis maximi, tent audi volum
sunt pel es eossimi incidunt offi cipid quisin consepero
maior aut quiat ute lacculeni atis dellacipsa num
debitem facculpa que doluptati voleni susdaecum re
eatecum saectenim deliat.

▼ Business Summary

Company Name: Lorem Ipsum Dolor

Country: United States

Address: 309 Hedgerow Lane

City, State, Postal Code: West Chester, PA, 19380

Web Address: allison.smith@gmail.com

Idea Summary: Quid moluntas aut ius millautem aut incto qui
rereputidae. Ime eaquam aut ut doluptiis ducieniet
aligent unt que nimet repella volorio.

Origin of Idea: Ita delit earis dolupta tesernam, nihillessus arum
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millabo rporum corerum quam, ent debis quaeicum que
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What is New about your Approach: In natquibusam, consed quos vendionsequo ipis
autaquamus aditecusapid magnimet, nis dumum aut.

Patent or Application Pending: Yes

Patent Number: 6106477197

► Business Details

Grant Submission Form

STEP 1 STEP 2 STEP 3 STEP 4

Contact Information

Step 1_The Basics

There are four different sections in this form. Please complete each of the following sections and save your submission at any time before you have submitted your proposal.

Submissions will not be accepted after Step 4.

 [Sample Submission Form](#)

Don't forget!

Please save your submission periodically to avoid losing any information. Would you like to save now?

[Yes, save](#)

[No thanks](#)

Primary MomInspired Contact Information

Full Name* First Last

Country*

Address*

Line 2

City, State, Postal Code*

Email Address* abcde@adg.org.uspc

Please enter a valid email address.

Confirm Email Address*

Please confirm your email address.

Date of Birth* DD MM YYYY

We are only accepting submissions from the United States and Canada at this time.

We are only accepting submissions from adults 21 years or older.

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Nobody does a better job figuring out what parents need than those who are with their little one daily. And many of our favorite products have been inspired by just that: real-life, day-to-day parenting experiences. That's why we at Huggies are helping moms like you take ideas from your memorable parenting moments and make them a reality with our Huggies® MomInspired™ Grant Program.

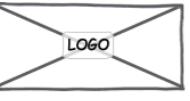
Inspired by a need and acting on it — our first entrepreneurial grant award recipients designed amazingly unique products that nurture the relationship between parent and child. We asked these creative moms to tell us what inspired their innovation and what the future has in store for their ideas. Now you can dive into the fascinating world of entrepreneurship and see how moms like you are striving to make parenting easier around the world.

Allyson Phillips :: TILTY Cup Creating a successful experience with the first step towards independent feeding, the TILTY cup is a spill-proof training cup with an internal angled wall that allows children to drink without tipping the cup past half way, making the transition from a bottle easier and the transition to a regular cup a success.	Amy Baxter :: Buzzy Shot Aid Nulla interdum molestie est, id laoreet nibh dictum a. Nulla mauris magna, lobortis nec mattis ornare, rutrum nec metus. Quisque viverra felis vel quam commodo cursus. Nullam in purus nisi, non hendrerit leo. Mauris ullamcorper vestibulum scelerisque.	Amy Hilbrich Davis :: Balance MAP An online tool that creates personalized action plans for motherhood; the Inspiring Moms' Balance MAP offers a way for moms to achieve greater balance, success and happiness in their lives.
Dea Viola :: The Mama Taco Towel™ Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla interdum molestie est, id laoreet nibh dictum a. Nulla mauris magna, lobortis nec mattis ornare, rutrum nec metus. Quisque viverra felis vel quam commodo cursus. Nullam in purus nisi, non hendrerit leo. Mauris ullamcorper	Joan Henehan :: QuickZip! Crib Sheet Nulla interdum molestie est, id laoreet nibh dictum a. Nulla mauris magna, lobortis nec mattis ornare, rutrum nec metus. Quisque viverra felis vel quam commodo cursus. Nullam in purus nisi, non hendrerit leo. Mauris ullamcorper	Leslie Espowe :: The Water Wrap Nullam in purus nisi, non hendrerit leo. Mauris ullamcorper Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla interdum molestie est, id laoreet nibh dictum a. Nulla mauris magna, lobortis nec mattis ornare, rutrum nec metus quisque.
Linda Varga :: ezShade A UPF 50+ portable curtain that instantly attaches to any umbrella or canopy, ezShade helps you keep the shade just where you want it to protect your little ones.	Lynette Mattke :: PicPocket Books Using portable devices like iPhones to lessen your load when taking your children out, PicPocket Books uses the iTunes platform to help parents on the go bring books without all the weight.	Michelle Staley :: Busy Breather Backpack An online tool that creates personalized action plans for motherhood; the Inspiring Moms' Balance MAP offers a way for moms to achieve greater balance, success and happiness in their lives.
Monica Jones :: Bunchees Baby Bottle Bibs A UPF 50+ portable curtain that instantly attaches to any umbrella or canopy, ezShade helps you keep the shade just where you want it to protect your little ones.	Robin McCoy-Ramirez :: SoothEaze Blanket Using portable devices like iPhones to lessen your load when taking your children out, PicPocket Books uses the iTunes platform to help parents on the go bring books without all the weight.	Sandra Frawley :: Baby Olivie Adding convenience to running errands, BabyBindle™ lessens the load moms and dads have to carry when making short trips throughout the day by attaching to car seats and strollers.

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Winner Name :: Ideas

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Inspired Mums Like You



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Amy Baxter :: Buzzy Shot Aid

An online tool that creates personalized action plans for motherhood; the Inspiring Moms' Balance MAP offers a way for moms to achieve greater balance, success and happiness in their lives.


Amy Hillrich Davis :: Balance MAP

Moms ulamcorper vestibulum scelerisque.


Dea Viola :: The Mama Taco Towel™

Lorum ipsum dolor sit amet, consectetur adipiscing elit. Nulla interdum molestie est, id laoreet nibh dictum a. Nulla mauris magna, lobortis nec mattis ornare, rutrum nec metus. Quisque viverra felis vel quam commodo cursus. Nullam in purus nisi, non hendrerit leo. Mauris ulamcorper vestibulum scelerisque.


Joan Henehan :: QuickZip Crib Sheet

Nulum in purus nisi, non hendrerit leo. Mauris ulamcorper Lorum ipsum dolor sit amet, consectetur adipiscing elit. Nulla interdum molestie est, id laoreet nibh dictum a. Nulla mauris magna, lobortis nec mattis ornare, rutrum nec metus. Quisque viverra felis vel quam commodo cursus. Nullam in purus nisi, non hendrerit leo. Mauris ulamcorper vestibulum scelerisque.


Leslie Espewe :: The Water Wrap

Nulum in purus nisi, non hendrerit leo. Mauris ulamcorper Lorum ipsum dolor sit amet, consectetur adipiscing elit. Nulla interdum molestie est, id laoreet nibh dictum a. Nulla mauris magna, lobortis nec mattis ornare, rutrum nec metus quiske.


Linda Varga :: ezShade

A UPF 50+ portable curtain that instantly attaches to any umbrella or canopy, ezShade helps you keep the shade just where you want it to protect your little ones.


Lynette Matthe :: PicPocket Books

Using portable devices like iPhones to lessen your load when taking your children out, PicPocket Books uses the iTunes platform to help parents on the go bring books without all the weight.


Michelle Staley :: Busy Breather Backpack

An online tool that creates personalized action plans for motherhood; the Inspiring Moms' Balance MAP offers a way for moms to achieve greater balance, success and happiness in their lives.


Monica Jones :: Bunchees Baby Bottle Bibs

A UPF 50+ portable curtain that instantly attaches to any umbrella or canopy, ezShade helps you keep the shade just where you want it to protect your little ones.


Robin McCoy-Ramirez :: SoothEaze Blanket

Using portable devices like iPhones to lessen your load when taking your children out, PicPocket Books uses the iTunes platform to help parents on the go bring books without all the weight.


Sandra Frawley :: Baby Olivie

Adding convenience to running errands, BabyOlivie™ lessens the load moms and dads have to carry when making short trips throughout the day by attaching to car seats and strollers.

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Lorraine Akemann & Annabel Heinemann :: My Busy Kit®

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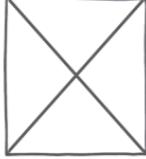
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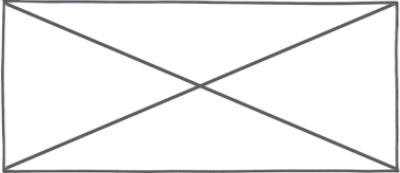
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Great ideas can come at any time and at Huggies we know that turning dreams into reality can be a challenge. You add a baby or a young family and things just get a whole lot harder. We decided it was time to support these amazing mumpreneurs - mum entrepreneurs - in Australia. Huggies have set up our grants for mums. Huggies specialise in pregnancy and baby care, so whether your breastfeeding or changing a nappy, when an idea turns into an inspiration it's time to get into action. If you are ready to be a woman in business then submit your inspiring idea and you could win one of our 5 grants to get you started.

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Mothers of Invention

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 **Lorraine Akemann & Annabel Heinemann :: My Busy Kit®**

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 **Maxine Clark**, Chief Executive Bear

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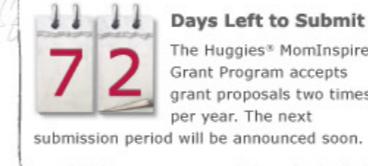
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72 Days Left to Submit

The Huggies[®] MomInspired[™] Grant Program accepts grant proposals two times per year. The next submission period will be announced soon.

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March 12, 2010

Inspired Advice for Inspired Moms

Reaching Moms On and Offline

You have a great product, now what? Start growing your business with mom-to-mom word of mouth marketing and invite moms to interact with your brand in a way that's relevant and valuable.

Twitter and Facebook are great places to start. Get creative in your initiative so mom can engage with your brand on her terms. Build partnerships to get your product at the pediatrician's office, in retail stores and in mom's favorite magazine. Initiate the conversation and get ready to spark a buzz that lives both on and offline!

Meet the 2010 Grant Recipients!

Of the 398 Round 1 submissions, the Huggies® MomInspired™ Grant Program recognized 12 women for their winning ideas! Here's a glimpse into the inspired journey of two of our recipients.



Amy Baxter :: Buzzy Pain Relief

Creator of Buzzy, a pediatric device that reduces needle pain, Amy recalls one of her biggest emotional achievements, "one woman said her needle-phobic father decided not to quit dialysis" because of Buzzy. For Amy, hearing these stories and the impact her product has made on so many lives, makes it all worthwhile.



Michelle Staley :: Busy Breather Backpack

Founder and CEO, Michelle developed the oxygen backpack after her son was born 3 months premature and needed oxygen for a full year. The innovative product makes it easier for moms with children on oxygen to maintain their busy lifestyles.

Managing everything from marketing to accounting, Michelle admits that the busier she gets, the harder it becomes to maintain a healthy balance between work and family. But when things get stressful, she takes a deep breath and makes special time for her husband and little boy.

Questions Asked by Moms Like You



1. What are my different financing options; partnerships, investors, small business loans, etc?

Quick Pick Chart for Financing Sources

Get a glimpse into what your financing options are with this chart of suggested sources and see how small businesses like you are getting their funding.



2. What steps do I need to build a prototype?

How/Where to Source a Prototype for a New Product

Whether you're creating your own prototype or hiring a professional to do it, here are some tips on how to successfully bring your idea to life.



3. What legal issues or information should I be aware of?

Legal and Tax Advice for Small Businesses

The road to building your business can be long. Small business service agencies specialize in guiding entrepreneurs just like you through legal and tax issues.



MomInspired™ News

Awarded for Innovation

Consumer Goods Technology has awarded Kimberly-Clark with an Outstanding Achievement Award, naming the company one of the most innovative in the consumer goods industry. The recognition is due in huge part to the Huggies® MomInspired™ Grant Program, which awarded \$250,000 in seed capital and business resources to Round 1 Grant recipients!

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Has motherhood inspired you?



The Huggies® MumInspired® Grant Program is
AWARDING OVER \$100,000

Dear Ruth,

Many great business ideas come from life experiences and motherhood is no exception. Huggies has begun the [MumInspired grant program](#) and we want to meet all you 'mumpreneurs' out there with a business or product idea you want to get underway! We are looking for ideas that solve an everyday parenting problem, making the lives of mums and bubs easier. Your ideas should be suitable for any stage from pregnancy through to 4 years old.

If you're one of our five winners you'll receive \$20,000 to get your idea off the ground or invest in a small business you've already started. The most popular entry, as voted by Huggies members, will receive an additional \$10,000!

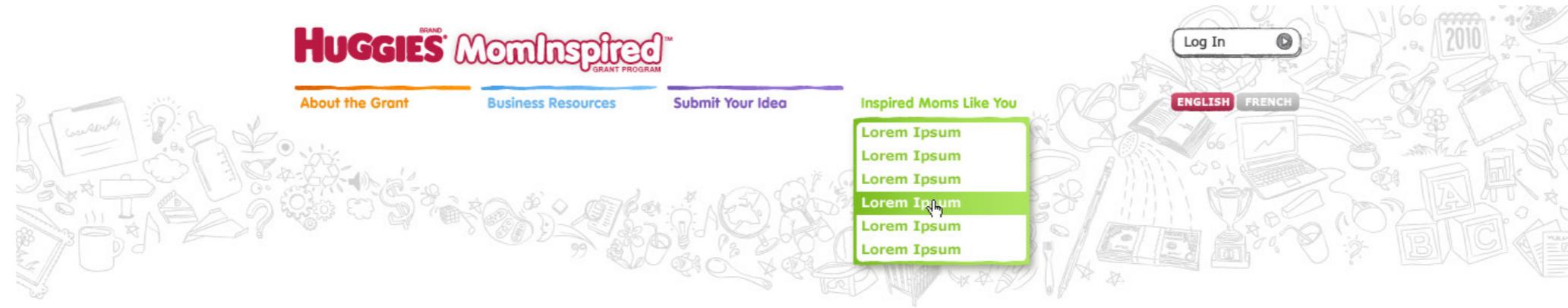
Submissions are already open and will close on **1st May 2011**.

[Visit MumInspired website](#) to submit your idea and browse our business resources for mums.

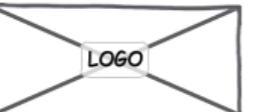
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Number of Children* Ages
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