

## **SANTA CRUZ 2015 INNOVATEHER REGIONAL PITCH COMPETITION RESULTS**

For Immediate Release  
December 2nd 2015

InnovateHER2016 Santa Cruz has released the winner from InnovateHER2016 Business Pitch Competition held on Tuesday Dec 1st 2015 hosted by Step One, Slingshot and Event Santa Cruz.

"As one of the top ten cities for women entrepreneurs, we are excited to submit Calliope Waterworks to represent Santa Cruz at the 2016 InnovateHER Summit. Calliope represents the kind of innovation and solving big problems that we see around our area." Said Josh Bradley - Founder, Step One

The InnovateHER Challenge is a national prize competition aimed at unearthing products and services that impact and empower the lives of women and families through local business competitions that culminate in a live pitch Final Round.

Local entrepreneurs presented their services or products that support and empower women & families to an expert panel of judges. Business pitches were evaluated on three main criteria: whether the product or service has a measurable impact on women and families (30 percent); whether the product or service has potential for commercialization (40percent); and whether the business fills a need in the marketplace (30 percent).

Hilary Bryant from Calliope Waterworks, Inc. submitted the winning business plan to a panel of judges at Nextspace a local coworking space. Calliope business will provide households with a water device with predictive analytics applied to household water use and leak detection. As the winner of the challenge, Calliope will have the chance to win cash prizes (1st place - \$40,000, 2nd place - \$20,000, 3rd place- - \$10,000) at the InnovateHER final challenge to be held in Washington D.C. in March, 2016.

Judges included:

- Josh Bradley - Founder, Step One
- Andrew Van Valer – Founder Slingshot Business Accelerator
- Teresa Thomae – Director Small Business Development Center
- Amanda Frazier – Digital Marketing Consultant
- Matthew Swinnerton– Event Santa Cruz

Hilary Bryant's proposal for Calliope will now be forwarded to the Small Business Administration, the competition sponsor, to compete for cash prizes at the national level.

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