



February 12, 2019

Representative John Lively, Chair
House Committee on Economic Development
900 Court St. NE
Salem, OR 97301

RE: Support for the Oregon Innovation Council (Oregon InC)

Dear Chair Lively, Vice-Chair Bonham, Vice-Chair Fahey and Members of the Committee,

I am writing in support of the Oregon Innovation Council (Oregon InC) programs administered by the Innovation & Entrepreneurship (I&E) division of the Oregon Business Development Department. Oregon InC provides critical guidance into how best to invest limited dollars to support innovation in Oregon. In addition, Oregon InC provides critical funding for early-stage companies trying to commercialize technology and create the next generation of Oregon businesses. Funding for businesses at this stage is very difficult to find, and Oregon InC's programs help fill these gaps.

De Las Mías™ is a healthy lifestyle platform for Latinas. Our unique approach to healthy living is culturally tailored, built on community, and grounded in evidence-based information and proven behavior change models. Through a highly competitive process, our company was awarded a grant from the National Institutes of Health - National Cancer Institute - Small Business Innovation Research program (SBIR NCI Grant # 4R44CA177037-02) to develop and test De Las Mías. However, we are unable to use any of those funds for commercialization or marketing to promote our company. The matching grant we have received from the SBIR Support Program under Oregon InC enables De Las Mías to be the first to market with our Android and iOS apps, develop a robust marketing and social media campaign to reach our target audience, and secure additional funding from Angel and Venture Capital investors.

Oregon InC's programs help ensure that Oregon's entrepreneurs are not at a disadvantage compared to their peers in other states that have similar types of support programs. In addition, Oregon InC's funding leverages private investment and federal government grants, which magnifies its impact on Oregon's start-up community. We are solid supporters of Oregon InC and its programs and will continue to work with the Council and the I&E division in the coming biennium to help Oregon's entrepreneurs be as successful as possible. We strongly encourage the Legislature to continue to fund this critical effort.

Sincerely,

A handwritten signature in black ink that reads 'Sara Naegelin'.

Sara (Sada) Naegelin, CEO & Co-Founder
De Las Mías LLC