



Statement of Support  
Mark LeLong, Kool Relief

Mr. LeLong was the clear winner the InnovateHer competition hosted by University Enterprises Corporation on behalf of the Inland Empire Women's Business Center, given the direct and clear potential impact his product has on the lives of women and the fact that he is positioned to make Kool Relief available on a larger scale within a few months. His target market is large and the design principles behind his product may find applications in other medical or even non-medical areas.

Mr. LeLong has a viable product that can shortly be ready for mass commercial sale. He has used his own money so far to fund the manufacturing process, and his product testing, although informal, has yielded feedback that has allowed him to make adjustments to the design of Kool Relief. While Kool Relief is specifically designed and marketed to patients undergoing radiation therapy for breast cancer, the heat sink technology may eventually find other markets in other cancer patients, general heat/pain relief, and the like. Mr. LeLong is currently seeking additional funding to offset the cost of new machinery, which, once installed, will allow him to reduce production time and costs. This in turn will mean he can offer Kool Relief at a lower cost to consumers – an important consideration given the general costs of cancer treatment.

Winning the InnovateHER will be extremely impactful for this start-up company and its potential market. Without having to secure debt financing in the initial phases, Kool Relief can obtain the proper machinery and offer this product for sale to a higher percentage of the marketplace.

While Kool Relief has a very specific target market, the growing number of breast cancer diagnoses suggests that his product has the potential to impact the lives of thousands of women. While radiation therapy usually lasts approximately six weeks, recovery times vary, as do the severity of damage to skin and tissue. If during recovery a woman has an effective solution to the pain and discomfort of treatment, she may well be able to participate more fully in her daily activities and mitigate the impact of her illness on her loved ones. If the solution is priced reasonably enough, it can be purchased directly by the patient without the need to be covered under an insurance policy.

Kool Relief fills a need in the marketplace by offering an alternative to current relief therapies for women undergoing radiation therapy for breast cancer. It is non-invasive, simple, easy to use, can be used in conjunction with topical treatments, and is easily cleaned. It is a unique product for this market. Its cost over time is comparable to many over-the-counter topical treatments.

We are pleased to submit the business plan and accompanying financials for Kool Relief, and are ready to work with Mr. LeLong to further develop his business plan and prepare him to access capital for his business expansion.



Nicole Kinney, Director  
Inland Empire Women's Business Center  
3780 Market Street,  
Riverside, CA 92501  
909-890-1242 / [nkinney@iewbc.org](mailto:nkinney@iewbc.org)