



NEWS RELEASE

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ETV Announces Regional InnovateHER 2015 Competition Winner

*The team behind the innovative Drive Control will have a chance to present at
Small Business Week before the SBA*

Alamogordo, NM – Last month the Small Business Association announced the InnovateHER 2015 competition that sought novel innovations in products or services that 1) have a measurable impact on the lives of women and families 2), have the potential for commercialization and 3), fill a need in the marketplace. SBA sought regional partners to host the first round of the competition to narrow down participants, and ETV in partnership with the Alamogordo Small Business Development Center were the only organization in New Mexico to heed the call for participation.

Though the competition brought out a wide pool of good competitors with some novel ideas, Heather Badal and her team behind the app Drive Control were selected as the regional winner for the state of New Mexico as they best represented the ideals behind the competition. They join a pool of over 75 regional competition winners who have a chance to be selected as a national finalist.

The Drive Control app is being developed to disable cell phone communications when a vehicle is travelling over 10 miles an hour. The app can be remotely activated by parents or employers to maintain safety for both the driver and vehicle occupants as well as those that surround them on the roadways. The app was developed after a teenage Rhythm Badal confessed to her mother how hard it was to ignore her cell phone.

Recently, a notification was sent out that Drive Control was selected as one of the 15 national level finalists who will have an opportunity to present before the SBA at Small Business Week in Washington D.C. These finalists will have a chance to receive up to \$30,000 in funding to be able to bring their idea to market.

ETV was very proud to be able to help in the competition to bring family centric innovations to the forefront and believe that Drive Control have an extremely good chance for taking home a prize at Small Business Week.

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