

April 12, 2016

Dear Ms. Rohlich:

As an affiliate to the Doyenne Group, I am thrilled to lend support for Doyenne's application to the Entrepreneurship & Small Business Development Resource Fund (RFP # 8452-0-2015-RR).

I am a minority woman entrepreneur based in the city of Milwaukee and proud founder of ASAPk!ds, a newly formed technology company. The link between ASAPk!ds and the Doyenne Group was established this past February at their quarterly retreat for women entrepreneurs within your city and the surrounding area. The objective of the retreat was to provide women with support and resources in furthering their businesses. During my company's participation we found great value in advancing our business in three main ways:

- Introduction to the professional community of Madison.
- Additional business resources from seasoned entrepreneurs.
- Professional development as an upcoming entrepreneur.

Doyenne Group's mission and program priorities are focused on enhancing business creation, increasing job opportunities and generating revenues that will build economic prosperity throughout the region. The impact Doyenne Group is making not just for Madison's entrepreneurial and small business community, but by embracing women across the state has and will continue to build a broader, more integrated and robust city and state.

Like Milwaukee, Madison is home to many unexperienced business owners who want to learn how to position to scale to the next level of success, many of which are woman or minority owned. Financial support from the Entrepreneurship & Small Business Development Resource Fund will enable Doyenne Group to support not only the businesses in their next phase of growth and development in Madison but also the state.

As an aspiring business owner I seek opportunities to develop my business and I did not hesitate in engaging Madison as a potential business community by the use of Doyenne. I believe Doyenne Group is uniquely positioned to lead, nurture and cultivate a strong and healthy entrepreneurial community. I strongly encourage you to support the Doyenne Group's application and help them continue to put dollars into the hands of business owners to ensure economic prosperity for all.

Sincerely,

Cordella Jones

Cordella Jones
ASAPk!ds LLC, Founder