

# good dirt® wins eosera® Foundation Pitch Competition

*Woman-founded company develops health-conscious soda with prebiotic mushroom fibers for gut, brain health*

FORT WORTH, TX, UNITED STATES, November 14, 2024 /

EINPresswire.com/ -- [good dirt®](#), a woman-owned business based in Austin, Texas, won \$20,000 at the [eosera® Foundation](#) Pitch Competition in Fort Worth, Texas, on November 12th. The health-conscious soda company won the Simmons Bank First Place award worth \$15,000 as well as the iHeartMedia Peoples' Choice award worth \$5,000.

Good dirt® was founded by Lynn Callaway after she gave birth to her son and started searching for a way to heal her gut.

"I couldn't even hold my son sometimes due to the inflammation I was experiencing," she said. "My husband and I have a background in urban agriculture. We're folks who like to forage for mushrooms, and they're amazing in terms of the impact and benefit on one's body."

Callaway said indigenous cultures around the world have been using mushrooms for thousands of years for their health benefits.

"We're sharing it in a different way — it's an approachable soda," she said.



Callaway said the total earnings of \$20,000 will go a long way toward helping them market their product.

"I'm forever grateful for what eosera® has provided me today," she said. "I can't stress that enough."

In its third year, the eosera® Foundation partners with local organizations to provide thousands of dollars in funding for women-owned, newly-founded businesses based in Texas. There were more than 120 qualified entrants this year, and the three finalists competed for the top prize in front of a panel of judges at the Kimbell Art Museum. Kellie Rasberry, co-host of the KHKS 106.1 Kidd Kraddick Morning Show, was the emcee.

This year, \$35,000 in funding was awarded from Simmons Bank (\$15,000), Higginbotham (\$10,000), Satori Capital (\$5,000), and iHeartImpact (\$5,000).

"The pitch competition is my favorite day of the year. I won a pitch competition during the early days of our company, and my business partner, Joe Griffin and I vowed to pay it forward," said [Ellyse Stoltz Dickerson](#), eosera® CEO. "This competition is our way of doing just that, and I couldn't be more excited about the amazing businesses that presented this year. The energy in the room was so palpable – you could just really feel the excitement. I have no doubt each of these businesses will go on to be successful."

Winning the Higginbotham Second Place Award of \$10,000 was Dr. Meena McCullough, founder of Body Spring, based out of Euless, Texas. McCullough developed PressEX, a revolutionary tool and program for mobilizing fascia for improved movement, flexibility, and chronic pain relief.

McCullough, who suffers from Fibromyalgia, developed PressEX to relieve her own pain, as well as the pain of her physical therapy patients. The funding she won will help her company pay for marketing services, she said.

"My main message is that if you want to stay active as you age, it's important to keep searching for answers to movement challenges that you have," she said. "I found mine with PressEX, and I hope other people do too."

Winning the Satori Capital Third Place Award worth \$5,000 was Addison LaBonte, founder of



Photo credit: Kimberly Ikpo

Sweet Addison's, a gluten free bakery. Like the other finalists, LaBonte's business was born because she needed to find a solution for her own health problems. A Division 1 soccer player in college and marathon runner, LaBonte began experiencing numbness in her legs while running.

"I was diagnosed with compartment syndrome," she said, adding that she tried yoga, compression socks, and other alternatives, but nothing brought her relief. "It wasn't until I became gluten free that I was able to run normally again."

LaBonte has since developed numerous desserts made from wholesome ingredients, without gluten and dairy, that "taste like your favorite local bakery."

"I was extremely honored and humbled that I was chosen to be a finalist out of 125 applicants," she said. "The whole competition, start to finish, was very professional, and I'm really happy I was able to be a part of it."

Lori Baldock, President of Simmons Bank – Fort Worth Market, said her company was proud to sponsor this year's first prize award worth \$15,000.

"We know how important funding is when you're starting a small business, and we can't wait to see what Lynn Callaway and good dirt® accomplish in the coming years," she said. "It's very important to us that we give back to small businesses, and we're happy to support the eosera® Foundation in this endeavor."

Taylor Tomczyszyn, Director of iHeartIMPACT, iHeartMedia's community impact division designed to help corporate brands partner with nonprofits, said her team was inspired by the finalists this year.

"We congratulate the eosera® Foundation on its continued commitment to supporting women-led small businesses," she said. "We look forward to following the successes of the entrepreneurs who generously shared their stories and aspirations with us, and we're grateful to be part of their journey."

Dickerson said she can't wait until next year's pitch competition. Applications will open in July, and any female-owned company that is three years old or less can apply.

For more information about the eosera® Foundation Pitch Competition, visit [pitch.eosera.com](http://pitch.eosera.com).

About the eosera® foundation

The eosera® foundation, a 501(c)(3) nonprofit organization, is committed to igniting the potential of women and girls through empowerment, entrepreneurship, and education. By fostering a supportive community and providing strategic investments, the foundation aims to create a

more inclusive business landscape where women leaders can thrive.

## About eosera®

eosera® is a woman-led O-T-C ear care industry leader known for providing fast-acting drops and sprays for humans with ears™ throughout the United States. The brand manufactures innovative ear care solutions addressing the issues of ear pain, earwax, and itchy ears from Fort Worth, Texas. Best-selling products from eosera® include EAR PAIN MD®, EAR WAX MD®, WAX BLASTER MD®, and EAR ITCH MD® retailing nationwide at most major retailers including CVS, Walmart, Walgreens, Albertsons, Kroger, Amazon and eosera.com. With its vibrant culture of innovation, collaboration, and support, eosera® fosters an environment where anyone can have clean, clear, and happy ears.

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