

23 June 2016

To Whom It May Concern:

I have had the pleasure of working with Isabelle for about one year. Working with Isabelle has been smooth from the outset. I count myself very lucky. She is phenomenal in skill transfer, using her creativity to come up with trouble shooting strategies, instilling confidence in others to do what they would normally not feel prepared to do. Isabelle has outstanding interpersonal skills.

Our project with Isabelle has been the ultimate test of skill transfer: to take what she knows (in this case it was about children's sleep, although she has quite a varied background that also includes engineering and product design) and see if we can (1) replicate this knowledge in another person, and (2) codify it so that a machine can provide personalised sleep recommendations.

In the first phase, she did an amazing job transferring her complex knowledge in a way that was easy to understand. Although I had previously read many books on the topic at hand, certain things clicked when Isabelle explained them. She has a knack for reading and understanding people, knowing how to explain things to each individual to suit his or her personality.

In the second phase, I brought her into consultations with families. Every case was different. Isabelle had a way of instilling confidence in parents who thought their child would never sleep well, and changing their mindset into one of positivity. It was never about her way being the only way. She determines where people are in their approach and abilities and incorporates that into the strategies to be implemented—strategies that depend on people's strengths and struggles.

In the third phase, we tested whether we could provide personalised sleep strategies that proved successful without Isabelle working directly with families, to create something more scalable. I'm happy to report that her skills transfer work was successful and we've been able to codify many scenarios, although we continue to bring her in for the more complex cases to continuously improve our algorithms.

Throughout all this, it has been a joy to work with Isabelle. She is so thoughtful, personable, professional, and really knows her stuff.

I am happy to discuss further.

Jessica A. Toh
CEO & Co-Founder, Huckleberry Labs
jessica@huckleberry-labs.com

