

# Toyota Recognizes 20th Mother of Invention at Women in the World Dallas Salon

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PLANO, Texas (December 6, 2017) – This week at the Tina Brown Live Media Women in the World Dallas Salon, presented and co-hosted by Toyota, Maxeme Tuchman was honored as the 20<sup>th</sup> Toyota Mother of Invention (MOI) and granted \$50,000, marking \$1 million in total funds granted by Toyota to the MOI program since it began in 2012. The program celebrates pioneers who are driving positive change in the world through innovation and entrepreneurship.

In addition to building great cars, Toyota is committed to improving society and the lives of others, championing solutions to issues around food, water, shelter, healthcare, electricity, sanitation, and education. As a sponsor of the Women in the World Summit since its inception in 2012, Toyota has cultivated the Toyota Mothers of Invention program by not only awarding MOIs with the Driving Solutions Grant, but also facilitating networking opportunities, building relevant connections, and providing access to intellectual capital to help their organizations and causes go places. The finalists meet a myriad of criteria, solving large-scale problems, affecting impact and growth, introducing new product categories, finding solutions to societal issues around the globe, innovating technologies and more. Their stories can be read [here](#).

MOI Maxeme Tuchman was honored at the Dallas Salon for her work in creating [Caribu](#), the groundbreaking education platform that helps parents, extended family and mentors read and draw with children when they're not together. Used by military parents stationed overseas to parents traveling on business trips and more, the experience features an engaging livestream shared-screen experience featuring hundreds of books in six languages.

Adds Lisa Materazzo, VP of Toyota Vehicle Marketing and Communications, Toyota Motor North America, "Toyota is honored to support and celebrate female pioneers who are driving positive change in the world through innovation and entrepreneurship. Through their creativity and determination, they are solving daily challenges to improve society and enrich the lives of millions."

Past Toyota Mothers of Invention have united to solve some of the world's recent challenges:  
Recent Hurricane relief efforts:

[LuminAID](#)'s lightweight, long-lasting, solar-charged lanterns and portable phone chargers, invented by Anna Stork and Andrea Sreshta, aid those without electricity during disaster situations. Approximately 3,000 chargers and 740 lanterns were recently supplied through a Toyota contribution.

[DayOne Response](#): This 2.5-gallon water filtration bag was invented by Tricia Compas-Markman and Amy Cagle. DayOne Response and Well Aware supplied more than 3,000 water bags and the training to utilize them, providing access to clean water for over 13,000 people while infrastructure was restored.

[Well Aware](#), Austin-based MOI non-profit founded by Sarah Evans with experience in water analysis and filtration, assisted DayOne Response in implementing on-the-ground training of the water filtration bags as well as providing over 10,000 cans of water to those in need.

In another example, Mothers of Invention Ting Shih of [ClickMedix](#) and Lauren Shweder Biel of [DC Greens](#) combined forces and launched their big innovation – a mobile app and digital platform that allows low-income, Washington, DC residents to redeem vouchers prescribed by doctors for fruits and vegetables at local farmers' markets.