

## About the WEpitch Competition

Applications are now open for the WEpitch competition, a fast-paced business pitch tournament, brought to you in partnership with DOW. Fifteen WBEs will pitch their businesses to a panel of business experts on **September 27, 2022** at the Great Lakes WBC Business Conference 2022 at the Suburban Collection Showplace in Novi, Michigan. The Final Four finalists will be selected from the fifteen to pitch live in the final round at the Awards Luncheon on **September 28** and a winner will be selected by the audience for a \$2,500 cash prize!

## Eligibility

*Participants must meet the following criteria:*

1. Applicant must be a WBENC-certified **WBE** in good standing and must submit application and video by the application deadline of **Monday, July 11, 2022**.
2. Applicant **must be registered** for the Great Lakes WBC Business Conference 2022. Applications will not be reviewed if you are not registered for the conference. No refunds will be granted if you are not selected to participate.
3. Person pitching must be a **female owner of the company**.
4. Previous Great Lakes WBC pitch competition cash prize winners are not eligible to participate.

## How to Enter

1. **Register** for the Great Lakes WBC Business Conference [here](#) or at [www.greatlakeswbc.org/Events](http://www.greatlakeswbc.org/Events).
2. **Complete** the WEpitch competition application by **July 11, 2022**.
3. **Send** a video of you pitching to [scummins@greatlakeswbc.org](mailto:scummins@greatlakeswbc.org) by **July 11, 2022**. This video will only be viewed among the judges selecting the fifteen semi-finalists and will not be part of the live competition. You may send a Zoom file, a file from your phone or a file you know is viewable. Videos should be no longer than 2 minutes.

## Competition Guidelines and Rules

1. **Pitch is a maximum of 2 minutes** long in both the Semi-Finalist round and in the Final Four round.
2. **Pitch is strictly the WBE speaking**. These are not permitted in the pitch: slides, audio visual support, samples costumes, props (large or small including wearables). This is firm. Candidates using prohibited supports mentioned are automatically eliminated.
3. **Pitch must be about your existing business**.
4. WBE participants agree that Great Lakes WBC (GLWBC) may record the pitch rounds throughout the tournament. **Video, pictures and recordings of the WEpitch rounds are the property of GLWBC** and may be used by GLWBC in any manner, form or medium, including the distribution of links that provide access to archived or stored recordings or captures of the event.
5. All rounds on September 27 and 28, 2022 may include members and the general public.
6. **GLWBC does not guarantee** that any WBE who participates in this opportunity will be awarded a contract or secure new business.

## Selection

1. Applications are reviewed by a closed committee of GLWBC staff and affiliates and 15 semi-finalists are selected. All applicants will be notified of those selected.
2. Semi-Finalists are highly encouraged to attend all training sessions to help prepare for the competition. GLWBC has identified Kim Boudreau Smith as the 2022 WEpitch coach. She will provide a live training webinar August 17, 2022 for the Semi-Finalists. The Final Four finalists will attend a one-hour live session with Kim on the main stage the morning of September 28, 2022.
3. Semi-Finalists will present live at Suburban Collection Showplace the afternoon of September 27, 2022 and will be selected by a panel of expert judges.
4. The Final Four finalists will present live at Suburban Collection Showplace on the main stage at the Awards Luncheon, September 28, 2022. The conference audience will select the Grand Prize Winner.
5. GLWBC is the final authority on rules, guidelines and decisions impacting the WEpitch competition in situations that warrant that authority.

## Questions

Direct any questions regarding the 2022 WEpitch competition to Sherry Cummins by calling (734) 838-3859 or by emailing [scummins@greatlakeswbc.org](mailto:scummins@greatlakeswbc.org).

**NOTE: Use the back arrow in your browser to return to your application for completion.**