

About the WEpitch Competition

Applications are now open for the WEpitch competition, a fast-paced business pitch tournament, brought to you by Great Lakes Women's Business Council (Great Lakes WBC). Fifteen WBEs will pitch their businesses to a panel of business experts on **September 26, 2023** at the Great Lakes WBC Business Conference 2023 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 27** and a winner will be selected by the audience.!

Eligibility

Participants must meet the following criteria:

1. Applicant must be a WBENC-certified **WBE** in good standing and must submit the Online Application (through link) and a **60-second video** emailed to scummins@greatlakeswbc.org by the application deadline of **Monday, July 17, 2023**.
2. Person pitching must be a **female owner of the company**.
3. Immediate prior year (2022) Great Lakes WBC pitch competition cash prize winners are not eligible to participate.

How to Enter

1. **Complete** the WEpitch competition Online Application by **July 17, 2023**.
2. **Send** a video of you pitching to scummins@greatlakeswbc.org by **July 17, 2023**. This video will only be viewed among the application 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 60-seconds. No application will be reviewed without the video.

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**—existing product, service or business solution that is ready for market or currently in market (not a future idea or endeavor seeking an investor.)
4. WBE participants agree that Great Lakes WBC (GREAT LAKES WBC) may record the pitch rounds throughout the tournament. **Video, pictures and recordings of the WEpitch rounds are the property of GREAT LAKES WBC** and may be used by GREAT LAKES WBC 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 audiences of rounds on September 26 and 27, 2023 may include members and the general public.
6. **GREAT LAKES WBC 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 GREAT LAKES WBC staff and affiliates and 15 semi-finalists are selected. All applicants will be notified of those selected.
2. You must be registered for Great Lakes WBC Women's Business Conference 2023 to participate in the competition (you don't have to have completed conference registration before you apply.)
3. Semi-Finalists are highly encouraged to attend all training sessions to help prepare for the competition. GREAT LAKES WBC has identified **Kim Boudreau Smith** as the 2023 WEpitch coach. She will provide a live training webinar August 23, 2023 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 27, 2023.
4. Semi-Finalists will present live at Suburban Collection Showplace the afternoon of September 26, 2023 and will be selected by a panel of expert judges.
5. The Final Four finalists will present live at Suburban Collection Showplace on the main stage at the Awards Luncheon September 27, 2023. The conference audience will select the Grand Prize Winner.

Questions

Direct any questions regarding the 2023 WEpitch competition to Sherry Cummins by calling (734) 677-1400 or by emailing scummins@greatlakeswbc.org.

NOTE: If you are accessing this document online, use the back arrow in your browser to return to your application for completion.