

Through funding provided by the PEI Interministerial Women's Secretariat and the Atlantic Canadian Women in Growth Partnership, PEIBWA is excited to offer this unique and exciting opportunity to women entrepreneurs across Prince Edward Island. The ***Sensational Summer Pitch Fest*** is a competitive pitch competition for women entrepreneurs in early growth-stage businesses seeking growth capital for an innovative business venture or to further develop or launch a new product or service. **The intent of this first-ever competition for women only is to invest funds to help in the successful growth and expansion of operations through a series of workshops, coaching with industry experts, networking opportunities - all for a chance to compete for a \$15,000 award!**

WHO CAN APPLY?

Women-owned, for-profit businesses (defined as being at least 51% owned by a woman or women), in any sector, currently registered in Prince Edward Island that have been in operation for at least one (1) year (as of April 2022) and are in good standing with the Canada Revenue Agency (CRA) are eligible to apply.

Successful applicants must meet the following additional criteria in order to be considered for this competition:

1. Resident living in and operating business in Prince Edward Island
2. Majority women-owned business operation (at least 51%)
3. Registered PEI Company
4. Been in operation for at least one (1) year (as of April 2022)

Priority may be given to underrepresented populations including but not limited to indigenous women and women of colour, women in trades and STEAM disciplines, LGBTQ+, newcomers, and women with disabilities, at the discretion of PEIBWA.

All eligible applicants will have the opportunity to participate in the business training and pitch coaching sessions leading up to the final PitchFest Competition.

PLEASE NOTE: Ineligible applications include

- PEIBWA Board members, employees and their households and immediate family members.
- A business that has a defaulted outstanding debt obligation on file in the Province's Central Default Registry.

HOW DO I APPLY?

All applicants must submit the online application form available on the PEIBWA website at www.peibwa.org.

Applicants will receive an email confirmation once their completed application has been received. Applicants will be advised by email in the week of June 10th whether they are accepted and can go to the next round.

All applications will be evaluated against a clear set of criteria using the information provided in your application, with the following considerations:

1. Experience of Founder(s)/Management Team
2. Proposed product/service
3. Market value/level of innovation
4. Demonstrated business growth opportunities
5. Export potential

WHO IS REVIEWING THE APPLICATIONS?

A Selection Committee will review your submission. Your application and the supporting materials should provide them with all of the information they need to know about you and your business project. A panel of Industry Experts will adjudicate finalists during the Live PitchFest Competition on July 27th.

WHAT HAPPENS IF MY APPLICATION IS SUCCESSFUL?

1. You will be notified by the PEI Business Women's Association by email the week of June 10th that you are an accepted applicant.
2. You will be able to participate in two (2) virtual pitch-training workshops (Date TBC) taking place during the two last weeks of June 2022.
3. Finalists will be advised by email on July 6th and will be notified of pitch preparatory coaching/mentoring schedule which will take place between July 10 -23rd in preparation for the actual Pitch Competition Event on July 27th.
4. Finalists will benefit from One on One Coaching with coach/mentors between July 10 and July 23rd.
5. Finalists will participate in the Pitch Competition Event in front of a panel of Judges & invited guests on July 27th. This panel will represent established and well-respected businesses/organizations across Industry, based on the business focus of finalists chosen for the final pitch competition.
6. The successful finalist will be asked to sign a Letter of Acceptance/Funding Agreement. This must be completed within thirty (30) days of receiving your acceptance notification.
7. The successful applicant may be invited to make a short presentation on their project at a PEIBWA event following the Competition and/OR asked to be featured in media interviews. PEIBWA reserves the right to include photos, names, interviews, quotes of semi-finalists and Competition winner in social media for the purpose of marketing PEIBWA and this project.

Please note: While there is no financial contribution required of the client, there is an expectation of a time commitment during the project and through the evaluation phase.

WHAT HAPPENS IF MY APPLICATION IS NOT SUCCESSFUL?

You will be notified from PEIBWA by email, and will be offered feedback, if available, on your application. Unsuccessful applicants are welcome to resubmit eligible projects at the next call for applications.

Important dates

- Deadline for Applications: **June 3rd at 1:00 pm**
- Final Review/Approval of completed Applications: **June 10th**
- Pitch Prep Training Workshops: **Week of June 22 - 28th**
- Finalists Announced: **July 6th**
- Sensational Summer PitchFest 2022 Competition Event (in-person): **Wednesday, July 27th**

WHAT WILL THE PRIZE FUND?

PEIBWA's *Sensational Summer Pitch Fest* funding can support activities associated with business or product development costs. Some activities eligible for support include but are not limited to: professional and consulting services (i.e. incorporation, legal services, etc.); product development and refinement; marketing and market research; intellectual property; business development; and capital purchases.

WHAT WON'T THE PRIZE FUND?

Funds received through PEIBWA's *Sensational Summer PitchFest* are intended to assist the successful candidate in the development or expansion of a new or existing product or service. Funds cannot be used for illegal activities or to pay outstanding debts, or other operational costs, such as rent or wages.

FINAL NOTES

All applications will remain confidential and on file at PEIBWA for future reference and data analysis purposes. The information provided will not be shared with any external parties without your permission.

Further questions?

Please contact the PEI Business Women's Association at 902-393-0306 or via email at rose@peibwa.org