

The SBA is looking for innovative products and services that help impact and empower women's lives as they navigate the challenges of a changing work and family life.

We know that our workforce looks very different from 50 years ago. Women now make up nearly half of the labor force and play a critical role in our nation's economic prosperity. Most children live in households where all parents work. And as our population ages, families are increasingly caring for aging parents while balancing the needs of work and home. As demands on women and families grow, the need for products, services, and technologies that address unique challenges increases. This Challenge will provide that platform.

Did you know...?

57% of working age women participate in the labor force

74% of employed women work full-time

70% of working women have children under 18 years old

* 2013 U.S. Dept of Labor statistics

Challenge Criteria

The SBA is looking for entrepreneurs to create products or services that have a measurable impact on the lives of women and families (30%), has the potential for commercialization (40%), and fills a need in the marketplace (30%).

Participants must be at least 18 years of age, U.S. citizens or permanent residents, and meet other requirements as defined in the Competition Rules.

How to Participate

InnovateHER's first round goes live March 1st. Throughout the month of March, universities, accelerators, resource partners and other organizations will host local competitions. A month after going live, each host will select and submit one local winner to the SBA, who will then identify no more than 10 finalists. These finalists will travel to Washington D.C., and have the opportunity to pitch to a panel of judges and compete for up to \$30,000 in prize money during National Small Business Week, May 4 – 8, 2015.

Examples:



Website listing approved childcare providers in your zip code



Fresh, healthy ingredients mailed to your door

Find all competition materials and information on our website:

sba.gov/innovateHER

More Questions?

Contact us at womenbusiness@sba.gov or call 202-205-7430

Finalists will be responsible for covering their own travel costs to DC for the national competition. For Competition Rules and other guidelines, visit SBA.gov/innovateHER.