



InnovateHER: Topline Points

Overview:

- The SBA wants to unleash the entrepreneurial spirit of America's women and men by providing necessary resources and technical assistance to business owners and innovators.
- InnovateHER: *2015 Innovating for Women Business Challenge* is an engaging and cross-cutting women business challenge in which the SBA will facilitate unearthing and empowering entrepreneurs.
- The competition is open to entrepreneurs throughout the United States who are developing products or services that help impact and empower women and families.
- 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 provides that platform.
- The SBA is looking for entrepreneurs to create a product or service that has a measurable impact on the lives of women and families; has the potential for commercialization; and fills a need in the marketplace.

How to Participate:

- InnovateHER's first round goes live March 1st. Universities, accelerators, resource partners and other organizations will host local competitions throughout the month of March 2015.
- A month after going live, each local host across the country will select and submit one winner to the SBA, who will then identify no more than 10 finalists.
- These finalists will travel to Washington D.C., where they will have the opportunity to present a live pitch to a panel of expert judges during SBA's National Small Business Week, May 4 – 8, 2015 and compete for up to \$30,000 in prize money.
- For Competition Rules and other information, including a list of local competitions, go to SBA.gov/innovateHER.