

2017
28 CARROTS
InnovateHER
PITCH CONTEST
& COCKTAIL
PARTY



May 4, 2017 28Carrots.com

InnovateHER is a cross-cutting prize competition to unearth innovative products and services that help impact and empower the lives of 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 and services that address unique challenges increases. The InnovateHER Challenge provides that platform.

Challenge Criteria

InnovateHER provides an opportunity for entrepreneurs throughout the United States to showcase products and services that have a measurable impact on the lives of women and families (30%), have the potential for commercialization (40%), and fill a need in the marketplace (30%).

Participants must be at least 18 years old, U.S. citizens or permanent residents, and meet other requirements per the Challenge Rules.

Find the Challenge Rules and other information on our website:
sba.gov/InnovateHER
More Questions?
Contact us at
womenbusiness@sba.gov
or call 202-205-4401

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

* 2014 U.S. Department of Labor statistics

Examples:



Website listing approved childcare providers in your zip code



Fresh, healthy ingredients mailed to your door

How to Participate

InnovateHER launched on December 29, 2016. Through April 29, 2017, universities, accelerators, Resource Partners, and other organizations will host local competitions. No later than 12 of May, 2017, each host will submit one local winner to the SBA, who will then identify up to 10 Finalists. These finalists will be invited to travel on July 27, 2017 for a live pitch competition and compete for up to \$70,000 in prize money provided by the Sara Blakely Foundation.