

2017
28 CARROTS

InnovateHER

**PITCH CONTEST
& COCKTAIL
PARTY**

MAY 4TH



28Carrots.com

GRACIOUSLY HOSTED
AT THE BEAUTIFUL, HISTORIC
WILLOWDALE ESTATE
THE EVENT WILL FEATURE
SAVORY & SUMPTUOUS APPETIZERS
AND A SIGNATURE DRINK!



3 PM - DOORS OPEN & CHECK IN

3-4 PM - ENTREPRENEUR & START UP
SHOWCASE (CONSERVATORY)

4-5 PM - KEYNOTE SPEAKERS

5-6 PM - PITCH CONTEST

6-8:30 PM APPETIZERS,
CASH BAR
(ENTREPRENEUR & START UP
SHOWCASE CONTINUES)

PURCHASE TICKETS AT 28CARROTS.COM

**INNOVATEHER IS A PRIZE COMPETITION TO UNEARTH INNOVATIVE PRODUCTS AND SERVICES
THAT HELP IMPACT AND EMPOWER THE LIVES OF WOMEN AND FAMILIES.**



The SBA Office of Women's Business Ownership invites all entrepreneurs in the United States to compete for \$70,000 in cash prizes



2016 Winner: Picc Perfect, Mighty-Well.com
Co-Founders Emily Levy, CEO & Maria Del Mar Gomez, CMO

Limited Sponsorships Available - Support Women Entrepreneurs

Empowering and supporting women entrepreneurs makes economies thrive. We value our partner relationships and seek to align ourselves with partners & sponsors who share our passion and vision. Sponsors will understand the value of the entrepreneurial ecosystem and its impact on economic development, innovation and accelerating change. Our partnerships are built on trust, two-way communication, and collaborations that foster mutual success.

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%).

Winner of the 28Carrots local InnovateHER contest will have a chance to go to Washington, D.C as a National Finalist.

National Finalists will present a live pitch to a panel of expert judges and compete for up to \$70,000 in cash prizes:

1st Place - \$40,000

2nd Place - \$20,000

3rd Place - \$10,000

Final round will be held on July 27, 2017 (Location: TBD)

28 CARROTS APPLICATION DEADLINE: April 28, 2017 Visit 28Carrots.com for Application & Rules

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

This competition is funded through a generous gift from **Sara Blakely Foundation**.



SPONSORSHIPS & MORE INFORMATION CONTACT LISA CHRISTINE SUMMERVILLE

617.803.0447

INNOVATEHER@28CARROTS.COM

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