



PITCH **INVESTMENT**



A competition for female entrepreneurs, designed to give businesses both in the idea and growth stage cash prizes, publicity and networking opportunities!



ABOUT SHE PITCH

SHE Pitch is a unique opportunity for Frederick County female entrepreneurs, both in the idea stage and growth stage of their businesses to win money, resources and publicity and grow their company!

Implemented in 2021, SHE Pitch is an integral part of The Frederick County Chamber of Commerce's S.H.E. Week, a week of events celebrating the Strength, Heart and Equality of women.

SHE Pitch had over 50 competition entries in 2023. Ultimately, seven finalists competed in front of a panel of live judges vying for over \$10,000 in cash prizes.

COMPETITION ELIGIBILITY & REQUIREMENTS

Idea-Stage Businesses:

- Must be at least 51% woman-owned.
- Owner must be a resident of Frederick County; OR lease or own a physical business location in Frederick County.

Growth-Stage Businesses:

- Must be at least 51% woman-owned.
- Owner must lease or own a physical business address/location in Frederick County.
- Must be registered and in good standing in the state of Maryland.
- Must be at least two years old (Registered prior to March 1, 2021).
- Must have at least 24 months sales/revenue data and annual revenue must be less than \$5 million per year.

"The SHE Pitch experience played a pivotal role in moving my business from concept to reality. As the 2022 Idea Stage winner, I received a grant that funded the construction of two phone booths for my space and a social media package from award-winning local company 88Visual, assets which will help me attract and retain members as my business grows."

- Megan Donovan, Owner of SHIFT Work + Play and 2022 SHE Pitch Idea Stage Winner

investing in the future

COMPETITION FUNDING OPPORTUNITIES

Is your organization interested in investing in the future of minority entrepreneurship in Frederick County?

SHE Pitch is looking for investors to join together to provide cash prizes for the winners of this year's competition. Although investments will be accepted in any monetary dollar amount, we suggest the following funding levels:

- \$5,000
- \$2,500
- \$1,000
- \$500
- \$250

RECOGNITION

All organizations who provide funding investments to the SHE Pitch competition will be recognized throughout the duration of the SHE Pitch and S.H.E. Week process whenever applicable.

Your funding investment is not a sponsorship of S.H.E. Week. Please know that all money received will be funneled directly to the appropriate participants and winners and not used for any other purpose.



2023 COMPETITION PRIZES:

- Idea Stage Winner: **\$5,250**
- Growth Stage Winner: **\$5,250**
- People's Choice Award: **\$500**
- She's Rising Award: **\$500**
(funded by the Maryland Women's Business Center)
- Manning Media: **\$5,000 Marketing Package** to the Growth Stage winner (included radio ads, website banner display ads, and more)
- SASS Magazine Quarter Page Annual Ad for Growth Stage Winner: **\$1,750 value**
- Print at Hood awarded both winners with a **\$250 voucher for printing services**



VIEW LAST YEAR'S COMPETITION

SHE Pitch 2023 was held at Hood College in front of a live audience and was also broadcast out via YouTube to the Frederick County community at large.

You can watch last year's event online [at this link.](#)



SHE PITCH COMMITTEE:

Mary Ford-Naill, City of Frederick Department of Economic Development

Jennifer Gerlock, Frederick County Chamber of Commerce

Sarah Hurwitz-Robey, Colonial Jewelers

Karen Kalantzis, Maryland Women's Business Center

Becky Kaler, City of Frederick Department of Economic Development

Shelby Maly, Frederick County Chamber of Commerce

Helen Propheter, Hood College

Britt Swartzlander, Frederick County Office of Economic Development

Megan Donovan, SHIFT Work + Play

Natalie Walsh, M&T Bank

SHE PITCH IS MADE POSSIBLE THROUGH THE FOLLOWING COLLABORATION:

