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Description automatically generatedBLK Women in Excellence**

**2022 Pitch Competition**

# Instructions

**To be considered for the 2022 Pitch Competition, you must complete the application form below.**

**Be concise with your answers. The more complete the information provided, the better your chances are of being selected as one of the final candidates.**

**Eligibility:**

* All applicants must be 18 years of age or older.
* All applicants must be Black or of African Descent.
* The business must currently operate within Atlantic Canada.
* All businesses must be an existing registered business that is less than 5 years old. Startups are welcomed.
* The business must be an operating company with products on the market, or services that show value and impact.
* All successful candidates must attend a virtual orientation meeting with the organizer once they have been selected as a finalist.

**Only 15 Black women entrepreneurs will be selected to pitch their businesses to a panel of industry leaders.**

# Applicant Information

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Business Name |  | Address: | | | |  |
|  |
| Applicant Name |  | Phone # | | | |  |
| Email Address |  | Web Site | | | |  |
| Facebook |  | Instagram | | | |  |
| Twitter |  | TikTok | | | |  |
|  |  | |  |  |  | |
| Please write a 250-character elevator pitch about your business |  | | | | | |
|  |  | | | | | |

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# Documentation to include:

|  |  |  |  |
| --- | --- | --- | --- |
| **One-page Executive Summary including the following:** | | | |
| Business Team or Solo | Included ( ) | Market Size | Included ( ) |
| Business Model | Included ( ) | \*\*2021 Cash Flow | Included ( ) |

\*\* Please submit Cash Flow as a separate page from the Executive Summary.

# Tells us about:

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  |  |
| How many years have you been in business? |  | | |
|  |  |  |  |
| Why did you decide to start this business? |  | | |
|  |  |  |  |
| What have been some of your challenges? And how did you overcome them? |  | | |
|  |  |  |  |
| What is your proudest moment as a business owner? |  | | |
|  |  |  |  |
| What is your five-year goal for your business? |  | | |
|  |  |  |  |
| Who is your support team/person; and what do they do for you and your business? |  | | |
|  |  |  |  |
| What advice would you give a new entrepreneur? |  | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Please submit your application, executive summary and all other required materials to L Searl Project Lead at [lsearlvcs@gmail.com](mailto:lsearlvcs@gmail.com).  All applicants will be notified of the status of their application once decisions have been made. At that time, successful applicants will be notified about their presentation to the judging panel.  The successful candidate will be required to present for seven (7) minutes, and they may use props or an electronic presentation that must be sent to the organizer 10 days after selection. | | | | |
| Signature |  |  | Date |  |
|  | Signature of the Person Submitting this Form |  |  |  |

*\*\*\*Information you provide when registering will be shared with BLK Women in Excellence and L Searl Virtual Consultant Services and will be used by them for: application, review, voting and follow up.*

*Your information will NOT be shared with any outside contacts without your consent.*