WEINNOPITCH 101: EVERYTHING YOU NEED TO KNOW.

2020 Summit & Salute | Nashville, TN
WeInnoPITCH is a tournament style innovation-pitch competition incorporating elements from several WBENC signature programs.

**What is WeInnoPITCH?**

**WeInnovate!** is an innovation pitch opportunity for selected WBEs to present innovative solutions to America’s Top Corporations for Women Owned Business.

**WBENC-Pitch** is a multi-round elevator pitch competition with applications open to all WBEs to pitch their existing business with one grand prize winner.

WeInnoPITCH will be held at the 2020 Summit & Salute in Nashville, TN on March 17-18.
HOW CAN I PARTICIPATE IN WEINNO-PITCH?

**Step 1:** Register for a full Summit & Salute registration as a WBENC-Certified WBE.

**Step 2:** Work on perfecting your pitch about your innovative business or solution.

**Step 3:** Participate in Meet & Greet on Tuesday, March 17th from 8:30-11:30AM. Meet & Greet will serve as the live application and pre-tournament qualifying round for WeInnoPITCH. This is where WBE’s will be selected to participate in the First Round of the tournament.

**Step 4:** Watch for an email shortly following Meet & Greet announcing the 80 selected participants who will pitch in the First Round beginning on Tuesday March 17th from 2:30-5:00PM.
HOW DOES WEINNO PITCH WORK?

<table>
<thead>
<tr>
<th>Round</th>
<th>Meet &amp; Greet (Pre-Tournament Selection Round)</th>
<th>First Round</th>
<th>Semi-Final Round</th>
<th>Final Round (Salute! Dinner)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day/Date</td>
<td>Tuesday March 17th</td>
<td>Tuesday March 17th</td>
<td>Wednesday March 18th</td>
<td>Wednesday March 18th</td>
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<tr>
<td>Time</td>
<td>8:30AM – 11:30AM</td>
<td>2:30PM – 5:00PM</td>
<td>9:00AM – 11:30AM</td>
<td>7:00PM – 9:30PM</td>
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<tr>
<td>Pitch Length</td>
<td>90 Seconds</td>
<td>90 Seconds</td>
<td>3 Minutes</td>
<td>4 Minutes</td>
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<tr>
<td>Things to Know</td>
<td><em>Meet &amp; Greet</em> is open to all WBENC-Certified WBEs and will serve as the live application and pre-tournament selection round for WeInno PITCH. This is where WBE’s will be selected to participate in the First Round of the tournament.</td>
<td>80 participants selected from Meet &amp; Greet will compete in the First Round of WeInno PITCH. These WBEs will be notified of their selection shortly following the Meet &amp; Greet session.</td>
<td>20 participants will advance to compete in the Semi-Final round of WeInno PITCH.</td>
<td>4 finalists will compete live on-stage at Salute! Dinner for the Final Round of WeInno PITCH. One grand prize winner will be announced!</td>
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*Meet & Greet* is a business networking event providing WBENC-Certified Women’s Business Enterprises (WBEs) the opportunity to connect with participating corporations or government entities of their choice in an open but formal environment. During Meet & Greet, WBENC Corporate & Government Members are assigned a table, and during a series of 20-minutes sessions, WBEs visit the corporations of their choosing and pitch their businesses in a small group setting. For more information on Meet & Greet click [here](#).
HOW CAN I PREPARE FOR WEINNOPITCH?

What is an INNOVATION PITCH?

- Existing innovative business product, service or solution
- Solves a significant problem or addresses an opportunity
- Has potential to be a disruptor or generate new revenue stream(s)
- Articulate with facts in a memorable way

Building your INNOVATION PITCH:

9 C’s of an Effective Pitch

- CONCISE
- CLEAR
- COMPELLING
- CREDIBLE
- CONCEPTUAL

- CONCRETE
- CUSTOMIZED
- CONSISTENT
- CONVERSATIONAL

5 WAYS TO START A PITCH

1. Make a bold claim
2. Contradict expectations
3. Pique curiosity
4. Ask a question
5. Tell a story

WHAT’S THE OBJECTIVE?

Describe how your company is alleviating the problem in an INNOVATIVE way. Explain why your company’s solution is effective & unique.

HERE’S THE SOLUTION

VALUE

Explain the benefits associated with your company alleviating the problem you addressed.

COMPETITIVE ADVANTAGE

What gives your company an edge or “it factor”? Clarify the differentiation of your brand and explain the underlying MAGIC.

CLOSING

MIC DROP

Leave a lasting and memorable impression. End your pitch with a BANG!

CALL TO ACTION
For more information check out our frequently asked questions about WeInnoPITCH and the tournament rules and regulations.

Still need help? Contact us at pitch@wbenc.org.