

Yes You Can - £20k Pitching Fund Competition

Guidelines for Pitchers:

Eligibility:

The Pitching competition is open to any NI female entrepreneur who meets the following criteria - pre-start with an idea, early start up or trading up to 2 years.

The 6 Regions:

1. Belfast City Council
2. Derry & Strabane / Causeway Coast & Glens
3. Lisburn & Castlereagh / Ards & North Down
4. Antrim & Newtownabbey / Mid & East Antrim
5. Armagh, Banbridge & Craigavon / Newry, Mourne and Down
6. Omagh & Fermanagh / Mid- Ulster

Those shortlisted to pitch will be allocated to a region which will be determined by either their home postal address (applicable to those not trading) or business address (applicable to early stage start up or applicants trading under 2 years)

The Pitch:

The competition will be in two stages:

Stage 1 – Regional Pitching

- Complete your online application through the Women in Business website. Applications open 15th March and must be received by **12 noon Friday 23rd April 2021**.
- Based on the applications, a max of 12 Pitchers will be invited to compete in the regional pitching competition **w/c 17th May 2021**. When applying individuals must ensure they are available to take part in regional pitching- timings and a link to the online panel session will be confirmed at time of shortlisting.
- The initial regional pitch will take place with a panel of judges, all pitchers will be allocated a specific time to pitch – there will be no spectators.
- The pitch will last no longer than 2 minutes with a maximum of 3 minutes for questions. The panel will be kept strictly to this time schedule. An alarm will ring after 2 minutes and again after 3 minutes to signal the end of your time.
- You may wish to screen share, however a presentation is not required and should not be relied on, as you will only have 2 minutes to pitch.
- The judges will have background information on your business (the application form that you completed). Do not assume they will remember detail about your business as they will not have time on the day to look over your form.
- The judges will score each pitch and the cumulative score will be added. The regional finalists will be announced **by Friday 28th May 2020** with the overall regional winner to be announced on **Thursday 10th June 2021 at our All-Island Virtual Female Entrepreneurs Conference**.

Stage 2 – Pitching Awards

- Finalists will be required to attend the virtual conference

- The conference will bring together entrepreneurial speakers, masterclasses and workshops.
- All 36 pitching finalists are invited to purchase a ticket for the conference and the 6 regional winners will be announced at the Women in Business All-Island Virtual Female Entrepreneurs Conference sponsored by Yes You Can. The conference will be held online on **Thursday 10th June.**
- The 6 regional winners will be announced on the morning of the conference and will automatically win £3k.
- The winners will be required to deliver their winning pitch at the virtual Conference, the best pitch on the day will win a further £2k bringing their total award to £5k.
- The awards are made on the condition that after 6 months, you will inform WIB of what you have spent the money on and how it has impacted your business. You must also agree to take part in marketing / publicity for Yes You Can.

Full details of all support is available from the Women in Business website www.womeninbusinessni.com.