

InnovateHER 2017: Innovating for Women Business Challenge

Nashville Application Deadline: May 26, 2017 at 5:00 P.M.

The complete Challenge rules can be found at www.sba.gov/InnovateHER.



SUBJECT OF THE CHALLENGE

The SBA is looking for innovative products and services that help impact and empower the lives of women and families. Our workforce looks very different from 50 years ago. Women now make up nearly half of the labor force and play a critical role in our nation's economic prosperity. Most children live in households where all parents work. And as our population ages, families are increasingly caring for aging parents while balancing the needs of work and home. As the demands on women and families grow, the need for products and services that address these unique challenges increases. This Challenge will provide a platform to fulfill that need. Contestants must develop a product or service that meets the following three Challenge criteria:

- Has a measurable impact on the lives of women and families (30%);
- Has the potential for commercialization (40%); and
- Fills a need in the marketplace (30%)

Cash prizes totaling **\$70,000** will be awarded to the three highest-rated contestants in the final round of the national Challenge in the following amounts:

- 1st Place - \$40,000
- 2nd Place - \$20,000
- 3rd Place - \$10,000

For winning entries submitted by teams of competitors, prize money will be awarded to the self-identified project leader for distribution to the rest of the team at their discretion and independently from SBA.

CHALLENGE CRITERIA

Eligibility Rules for Participating in the Challenge: This Challenge is open only to: (1) citizens or permanent residents of the United States who are at least eighteen (18) years of age at the time of their submission of an entry (or teams of such individuals); and (2) private entities, such as corporations or other organizations, that are incorporated in and maintain a primary place of business in the United States. Individuals submitting on behalf of corporations, nonprofits, or groups of individuals (such as an academic class or other team) must meet the eligibility requirements for individual contestants. An individual may belong to more than one team submitting an entry in this Challenge. SBA employees are not eligible, nor are Federal entities or Federal employees acting within the scope of their employment. Individuals or organizations that are currently suspended or disbarred by the federal government are not eligible for this Challenge.

Applicable Law: This Challenge is being conducted by SBA pursuant to the America Competes Act (15 U.S.C. § 3719) and is subject to all applicable federal laws and regulations. By participating in this Challenge, each contestant gives its full and unconditional agreement to the Challenge Rules and the related administrative decisions described in this notice, which are final and binding in all matters related to the Challenge. A contestant's eligibility for a prize award is contingent upon their fulfilling all requirements identified in this notice. Publication of this notice is not an obligation of funds on the part of SBA. All prize monies are funded through private sector sources. The private sector source is liable

to the winners for payment of the prize. SBA, however, will coordinate with the private sector source regarding instructions for award of the prize purse. SBA reserves the right to modify or cancel this Challenge, in whole or in part, at any time prior to the award of prizes.

Conflicts of Interest: No individual acting as a judge at any stage of this Challenge may have personal or financial interests in, or be an employee, officer, director, or agent of any contestant or have a familial or financial relationship with a contestant.

Intellectual Property Rights: All entries submitted in response to this Challenge will remain the sole intellectual property of the individuals or organizations that developed them. By registering and entering a submission, each contestant represents and warrants that it is the sole author and copyright owner of the submission, and that the submission is an original work of the contestant, or if the submission is a work based on an existing application, that the contestant has acquired sufficient rights to use and to authorize others to use the submission, and that the submission does not infringe upon any copyright or upon any other third party rights of which the contestant is aware.

Publicity Rights: By registering and entering a submission, each contestant consents to SBA's and its agents' use, in perpetuity, of its name, likeness, photograph, voice, opinions, and/or hometown and state information for promotional or informational purposes through any form of media, worldwide, without further payment or consideration.

Liability and Insurance Requirements: By registering and entering a submission, each contestant agrees to assume any and all risks and waive claims against the Federal Government and its related entities, except in the case of willful misconduct, for any injury, death, damage, or loss of property, revenue, or profits, whether direct, indirect, or consequential, arising from their participation in this Challenge, whether the injury, death, damage, or loss arises through negligence or otherwise. By registering and entering a submission, each contestant further represents and warrants that it possesses sufficient liability insurance or financial resources to cover claims by a third party for death, bodily injury, or property damage or loss resulting from any activity it carries out in connection with its participation in this Challenge, or claims by the Federal Government for damage or loss to Government property resulting from such an activity. Contest winners should be prepared to demonstrate proof of insurance or financial responsibility in the event SBA deems it necessary.

Record Retention and Disclosure: All nomination packages and related materials provided to SBA in the semi-final and final rounds of the Challenge automatically become SBA records and cannot be returned. Contestants should identify any confidential commercial information contained in their entries at the time of their submission to the local Host Organization. SBA will notify contestants of any Freedom of Information Act requests the Agency receives related to their submissions in accordance with 13 C.F.R. part 102.

ACKNOWLEDGEMENT

I understand and acknowledge all the above rules/rights/regulations and that if selected as a finalist by the SBA I will travel to proposed final competition location at my own expense. Please check "YES" in lieu of a signature.

YES NO

The complete Challenge rules can be found at www.sba.gov/InnovateHER.

CHALLENGE GUIDELINES & APPLICATION

The SBA is looking for entrepreneurs to create a product or service that has a measurable impact on the lives of women and families, has the potential for commercialization, and fills a need in the marketplace. One winner from the SD CEO InnovateHER competition will be submitted to the Small Business Administration, who will then identify no more than ten (10) finalists from around the nation. Each finalist will be offered the opportunity to participate in the InnovateHER Final Challenge to be held September 2017 (Location TBA) where they will make a live marketing

pitch to a panel of expert judges drawn from the private sector. The panel of judges will select the three finalists (1st place = \$40,000, 2nd place = \$20,000, 3rd place = \$10,000) whose pitches, in their sole judgment, best satisfy the Challenge criteria and present the greatest potential for success and rank them in descending order.

Finalists will be responsible for covering their own travel costs for the national competition. Local Nashville applicants must:

1. Complete and submit this application form and criteria listed below by **May 26th, 2017**
2. Submit a one page description of business products/services and what sets you apart to win.
3. Submit a business plan with the application that clearly demonstrates the impact of the product or service on the lives of women and families, the potential for commercialization, and how the product or service fills a need in the marketplace.
 - a. The business plan may be no more than 20 pages
 - b. For a business plan template visit www.sba.gov.
4. Judge panel will review all completed submissions and announce local winner on **June 14th, 2017**.

** There is no entry fee for the Challenge.*

Name: _____

Business Name: _____

Business Address: _____

Phone Number: _____

Email: _____

Website: _____

Describe how your product and/or service impacts the lives of women and families (150-word maximum):

Type your answer below:

Are you currently in business? YES NO

Please send this completed document and your business plan to: info@theinsidestoryllc.com

Contact Laurie Guzman at 615-210-9907 or via email at info@theinsidestoryllc.com for questions.

The complete Challenge rules can be found at www.sba.gov/InnovateHER.