

# Women Founders in Tech

## Pitch Competition



### About the opportunity

Are you a Women in tech founder looking for an opportunity to grow your network and get the funding and support you need to drive your business forward? Join us at the Social Innovation Hub for an evening of networking with the tech ecosystem and pitch your company for the chance to receive investments and services from some of the leading partners in the tech ecosystem.

### Prizes

- First place: \$3,000
- Second Place: \$2,000
- Third Place: \$1,000
- Fourth and Fifth place: \$500

### Selection Criteria

To be considered for the tech pitch competition, companies must:

- Your business is registered in Alberta, and is at least 51% Women lead.
- Have an idea dedicated to solving a compelling problem using innovative technology
- Business is registered in Alberta
- Have an early MVP
- Have a team with at least one dedicated founder
- Have a tech solution in any industry
- At any revenue stage - Pre or post
- At any funding stage - bootstrapping, cash flow, grants, F&F, angels, VCs

### Timelines and Process



**APPLY NOW**

See the application questions below to help you prepare

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### Reference document

To help you prepare, here are the questions the application will ask for. Kindly note that only applications submitted via the [online form](#) will be considered.

### Application Questions

- Name
- Phone Number
- Email address
- How do you identify? (Man, Non-Binary, Two-Spirited, Transgender, Women, prefer not to say)
- City or town
- Province
- Company Name
- Are you a University of Calgary Student or Alumni? If yes, please specify which faculty.
- Is your company registered in Alberta?
- Do you confirm that your company is women led either as Founders, CEO's or in the C-Suite?
- Provide a description of your business (2-4 sentences)
- What sector or industry does your business operate in?
- Company website URL or link to product demo
- Years in operation
- What is your business model or how do you make money?
- Do you have an MVP?
- Do you have a team with at least one dedicated founder?
- Who is your target customer?
- Is your business fostering social impact? If yes, what is it and how do you measure social impact? How much revenue is your company generating?
- Choose the answer that best describes where you are with your start-up:
  - Ideating - Concepting - Committing - Validating - Scaling - Establishing (Full definitions here)
- Have you received any funding to date? If yes, please list:
- Why is your team uniquely suited to build this company?
- How does your solution work?
- What is your businesses biggest challenge right now?
- Please upload the following; your company logo, a high quality headshot, your company's pitch deck, link to a video of your 3 min pitch

### Have questions? Contact us!

- **Jerome Morgan, Innovate Calgary:** [jmorgan@innovatecalgary.com](mailto:jmorgan@innovatecalgary.com)

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