

FOR IMMEDIATE RELEASE:

Forum for Women Entrepreneurs Announce Top Three Finalists in Pitch for the Purse Program
Finalists to prepare for pitch finale in hopes of securing \$50,000 prize

Vancouver, BC (December 2, 2020) – The Forum for Women Entrepreneurs (FWE) announced the three Finalists from its 2020 Virtual [Pitch for the Purse](#) Semi-Final Event. Following weeks of one-on-one coaching from business leaders across the country, twelve Semi-Finalists pitched their businesses to an esteemed and diverse [Community Panel](#) and a live audience. Nearly 700 people registered to tune into the event. The three Finalists were selected based on a 3-minute pitch and Q&A session with the Community Panel. The three Finalists are:

- **Rachel Bartholomew**, [Hyivy Health](#) (Ontario), an intelligent and holistic pelvic therapy device for the 1 in 3 women worldwide who will have a pelvic health diagnosis in their lifetime.
- **Karen Danudjaja**, [Blume Supply Inc.](#) (BC), botanical blends for your cup, mug and bowl.
- **Connie Stacey**, [Growing Greener Innovations](#) (Alberta), an award winning technology manufacturer with primary focus on battery energy storage systems and industrial energy efficiency, who's mission is to end energy poverty.

As mentorship is at the cornerstone of FWE's work, each Finalist will be paired with a business leader to provide mentorship and support in their preparation for The Odlum Brown FWE Pitch for the Purse Finale on February 25, 2021. The three inspiring Finale Mentors for this year's Pitch for the Purse Program are: [Nanon de Gaspé Beaubien-Matrick](#), Founder and President of Beehive Holdings, [Sophie Gupta](#), Principal at Yaletown Partners and Co-Founder & Board Member at Equality Fund, and [Christian Chia](#), CEO of OpenRoad Auto Group Limited.

"Rachel, Karen and Connie represent the ingenuity, resilience and the best of Canada's entrepreneurial spirit. FWE extends the biggest congratulations to each of them for being named Pitch for the Purse Finalists," said Paulina Cameron, CEO, FWE. "An ongoing pandemic hasn't dampened the ambition of any of the Pitch for the Purse participants and we're so proud of every one of the Semi-Finalists. We look forward to what's to come for each of these amazing entrepreneurs."

The Odlum Brown FWE Pitch for the Purse Finale on February 25, 2021 will be a live event taking place virtually for the first time with the three Finalists pitching and responding to questions. The winner of the \$50,000 cash prize will be selected by the audience members who tune in to the event and the two other Finalists will each receive a \$5,000 cash prize, with all Finalists being surrounded by a deeply supportive community of new champions, investors, clients, and friends.

"We applaud all the participants in this year's Pitch for the Purse for their incredible efforts and would like to congratulate the top three finalists," said Odlum Brown's President and CEO, Debra Hewson. "We look forward to seeing the great presentations the top three entrepreneurs will bring to the Odlum Brown Pitch for the Purse Finale on February 25, and are proud to continue our long-standing support for FWE."

More information about Pitch for the Purse can be found at fwe.ca/pitch-finale. Click [here for tickets](#) to the live virtual Odlum Brown FWE Pitch for the Purse Finale. Tickets for this year's event will be free to everyone in order to ensure as many people as possible are able to watch and be inspired by these entrepreneurs.

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About FWE:

The Forum for Women Entrepreneurs (FWE) is a Canadian charity that educates, mentors and connects women entrepreneurs to be wildly successful. With a mission to leave no woman behind, FWE reached over 5,000 women in the 7 months of the pandemic alone and continues to grow the community of women and allies coming together to ensure women entrepreneurs not only survive, but thrive.

Through its programs, FWE supports women who are venturing into new business opportunities or ready to ramp up and grow their existing business. Since its inception 19 year ago, FWE has curated over 2,300 [Mentor pairings](#), counts 670+ [E-Series](#) Alumnae, has educated and mentored 475+ women with [Pitch for the Purse](#), and supported 79 women in accessing capital through [Money Moves](#).

More importantly, when you help a woman entrepreneur through FWE, she will go on to create 10 more jobs and grow her revenue by over 30% each year. Although 50% of new businesses fail after the first 5 years, women who are educated and mentored by FWE are beating the odds stacked against them and are 3 times more likely to still be in business than the Canadian average. Learn more at www.fwe.ca.