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Semi-Finalists Announced For FWE's 2018 Pitch for the Purse Program

Thirteen female entrepreneurs across the country progress in education and mentorship-based program with goal of securing capital

Vancouver (October 22, 2018) – The Forum for Women Entrepreneurs (FWE) has announced the 13 Semi-Finalists for its 2018 [Pitch for the Purse](#) program. Pitch for the Purse is a Dragon's Den-style pitch competition that culminates in a \$25,000 cash award for the best pitch. This year's 13 semi-finalists were chosen from over 100 applicants and will be delivering a business pitch within their market, with five semi-finalists pitching in Ontario on October 25, and eight pitching in Vancouver on November 15.

Access to capital remains a key barrier for women entrepreneurs; the Pitch for the Purse program has educated over 600 women entrepreneurs across Canada about accessing capital. The Semi-Finals provides exposure for these women and their businesses by providing a platform for each entrepreneur to deliver a business pitch in front of an audience of investors and potential clients.

The 13 women have each been assigned a Pitch Coach - members of the community who are well-versed in pitching for investment - to help them prepare for the semi-finals. Semi-Finalists will receive feedback on their pitches and growth plans, and three Finalists will be selected by industry leading judges who will then each mentor the finalist of their choosing for the Gala Finale.

The 13 Semi-Finalists represent a group of growth-oriented business owners working in a broad range of industries. The list includes female founders of companies in medicine, wellness, tech, and food and nutrition. Meet the 13 Semi-Finalists:

- Ashleigh Kennedy with [AlphaKinetic](#)
- Jessica Oblak with Copper Medical Inc.
- Heather Miller of [Zag Labs](#)
- Stephanie Florio with [Swob Inc.](#)
- Christine Yee with [House of Yee Fine Foods](#)
- Sarah Goodman with [iHeart](#)
- Marilyn Sanford with [LincEdge](#)
- Courtney Watkins with [Mine & Yours](#)
- Lili Mesak with [Nutrienvivus Technologies Inc.](#)
- Patrice Mousseau with [Satya Organics](#)
- Sonia Strobel with [Skipper Otto's Community Supported Fishery](#)
- Jennie Christensen with [Trich Analytics Inc.](#)

The culmination of the Program, the Pitch Finale, will be featured at The Odlum Brown FWE Gala: Pitch for the Purse on February 21, 2019 at the Fairmont Hotel Vancouver. The three Finalists will pitch live, and will need to be quick on their toes when two celebrity judges ask questions of the Finalists on stage. The Winner of the \$25,000 cash prize will be selected by the Gala's 650+ guests that include some of Vancouver's top business leaders and entrepreneurs. All three Finalists will also be given a spot at E-Series 2019, FWE's immersive three-day educational program held in the Spring of 2019.

More information about Pitch for the Purse can be found at pitchforthepurse.ca.

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About FWE:

The Forum for Women Entrepreneurs (FWE) is a Vancouver-based charity that educates, mentors and connects women entrepreneurs to be wildly successful, promoting strong economies and thriving communities. With the goal of building the economy, one woman-owned business at a time, FWE supports women who are venturing into new business opportunities or ready to ramp up and grow their existing business. From start-up advice to specific tips and tricks, FWE leaders, advisors, and business professionals are ready to share their expertise through game-changing and impactful programs. Since its inception, FWE has curated over 1,600 Mentor pairings, counts 470+ E-Series Alumnae, and has educated and mentored 250+ women with Pitch for the Purse. 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.