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Forum for Women Entrepreneurs launches 2018 Pitch for the Purse Program

Applications are now open for the Forum for Women Entrepreneur's keystone program, designed to educate and mentor female entrepreneurs across the country

Vancouver (August 1, 2018) – Today, Forum for Women Entrepreneurs (FWE) launched its Pitch for the Purse program for 2018. The program invites female entrepreneurs to submit their business to gain access to mentorship, education, and capital.

This annual program, which culminates in a \$25,000 cash award for the best pitch, has provided education and mentorship to over 250 women entrepreneurs across Canada. As participants progress through the program, they gain direct exposure to mentors and a network of resources to help them grow their venture.

Access to capital remains a key barrier for women entrepreneurs. The program is divided into four sections designed to educate and mentor every step of the way. These sections include pitch training, in which participants work directly with pitch coaches to refine their business pitch to appeal to investors; Semi-Finals, in which the entrepreneurs use their training to pitch their business to a panel of judges comprised of notable business leaders who then select the Semi-Finalist they choose to mentor; Mentorship, in which each judge works closely with the entrepreneur to prepare them for the pitch finale; and the pitch finale, in which entrepreneurs pitch their business to a panel of judges at the Pitch for the Purse Gala.

"We are thrilled to launch the third year of Pitch for the Purse." says FWE Chair, Christina Anthony. "We have worked with so many incredible female entrepreneurs over the years and are always blown away at the caliber of businesses that come through our doors. We couldn't be more excited to support these women in breaking down the barriers to capital to ensure these women can thrive."

The program is open to female entrepreneurs across Canada that own a majority stake in their business. Applications are open from August 1 to October 1, 2018.

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 Canadian 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. Learn more at www.fwe.ca.