

# ASU SBDC 2017 InnovateHER: Business Plan Competition

**Date | Time:**

**May 31, 2017 | 9am - 12pm**

**Point of Contact:**

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**Location:**

**ASU John Garrick Hardy Center  
Theater  
1055 Tullibody Drive  
Montgomery, AL 36104**

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## InnovateHER

### SBA 2017 Innovating for Women Business Challenge

U. S. Small Business Administration (SBA) is launching a nationwide competition to find the most innovative product and services that help impact and empower women's lives.

InnovateHER provides an opportunity for entrepreneurs to showcase products or services that have 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%).

#### FIRST ROUND COMPETITION

ASU SBDC has been selected as a host for the SBA 2017 Innovating for Women Business Challenge. The Center will sponsor a local InnovateHER Business Plan First Round Competition on May 31, 2017.

**Entrepreneurs are invited to submit their plans during the period of May 1 – May 22, 2017.**

The plans will be reviewed by a selection committee during the period of May 22 - 26, 2017. The committee will select 7 semi-finalists to pitch their plans to be judged in a local first round competition hosted on May 31, 2017 from 9 am – 12 pm at the ASU John Garrick Hardy Center Theater.

The top finalist's business plan will be submitted to SBA by June 23, 2017 to compete in the SBA InnovateHER 2017 Innovating for Women Business Challenge final round. If selected by SBA, the finalist will have the opportunity to pitch their products and ideas to a panel of expert judges and compete for the top three awards along with \$70,000 in prizes. (If finalist is selected on the national level, they will be responsible for covering their own travel costs to DC for the national competition.) For competition rules and guidelines, visit <https://www.challenge.gov/challenge/2017-innovateher-innovating-for-women-business-challenge/>

**Submit business plans electronically by 5pm, May 22, 2017 to [arprice@alasu.edu](mailto:arprice@alasu.edu).**