



Strengthen Maryland's Economy by **INVESTING IN WOMEN-OWNED BUSINESSES**

StartRight! BUSINESS PLAN COMPETITION FOR WOMEN ENTREPRENEURS **Start** 2017 out **Right** by demonstrating your support of Maryland's women-owned businesses. Partner with Maryland Women's Business Center (MWBC) in its 14th Annual **StartRight!** Business Plan Competition for Women Entrepreneurs.

Support Women Business Owners through the **StartRight!** Business Plan Competition

StartRight! is a statewide business plan competition encouraging women entrepreneurs to write effective business plans to help position their companies for long-term growth in our community. The competition includes counseling, pitch coaching, specialized workshops, and other resources to support women as they develop solid business plans. Winners are announced and presented cash awards during the keynote lunch at The Power Conference. This annual event for women in business, which attracts more than 800 attendees from across the region, will be held on September 7, 2017, in Bethesda.

Women entrepreneurs invest 90% of their revenue back into their communities and families.

Why Invest in Maryland's Women-owned Businesses?

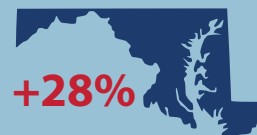
Your **StartRight!** sponsorship investment yields five important benefits.

- 1. Improve Maryland's economy** by boosting our state's fiscal growth through jobs and revenue.
- 2. Grow YOUR business** by connecting with a broad range of entrepreneurs, community leaders, and other sponsors.
- 3. Access new ideas** from our entrepreneurial applicants who represent a range of ages, backgrounds, insights, and industries.
- 4. Enhance community relations** by demonstrating your commitment to women in business.
- 5. Enjoy tax benefits** through your tax-deductible sponsorship contribution.

Your sponsorship dollars provide seed money for new women-owned businesses.

Demonstrate your commitment today! Contact MWBC at 301-315-8091 to sponsor the **StartRight! Competition.**

Women-owned Businesses in Maryland:



Increased in number by 28% since 2007.



Increased **3x** faster than the national average growth rate for all businesses.



Grew revenue by approximately **40%**.



Ranked within the **top 10** states showing growth of firms owned by **African-American women** and **Asian-American women**.

*Maryland statistics taken from the detailed data tables provided in *The State of Women-owned Businesses, 2016*—a report published by American Express OPEN. Comparisons are summaries of trends between 2007 and 2016.



ECONOMIC IMPACT


In FY2016
MWBC served
1,205 clients



24
business starts

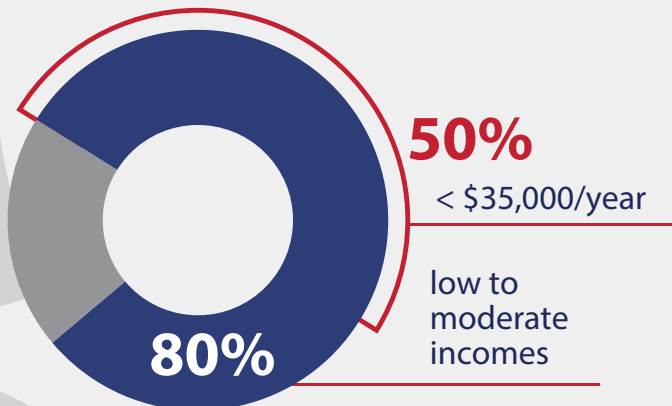

119
jobs created/
retained


\$2.3M
increased sales


\$553K
Capital Infusion


A little more about the women we work with

Our client demographics indicate **80%** of our participants have low to moderate incomes, and half report very low incomes of **less than \$35,000 per year.**



SUCCESS STORIES



FREE STATE COOPERAGE

Alice Blayne-Allard, Owner

"The StartRight! Business Plan Competition came at the right time as I prepared to launch my business. The feedback was very comprehensive and focused. Everyone was incredibly helpful, and I look forward to building my business."

Manufactures sustainably sourced American oak barrels for use in distilleries, wineries, and breweries, and offers tours featuring Maryland history and forestry practices.



PILATES CENTER OF ROCKVILLE

Aliyah Hardy, Founder

"When you launch a business, you are tightly watching your budget, so the cash prize came at the right time. MWBC has supported me every step of the way."

Pilates Center of Rockville has four employees and is looking to hire new teachers. Pilates Center of Rockville is certified through the Pink Ribbon Program to work with breast cancer survivors.



SAMEGRAIN

Anne Balduzzi, Founder

"I had no idea how helpful winning the StartRight! Women's Business Plan Competition would be. It not only gave SameGrain much needed cash, but also enabled us to compete in The Washington Post's Capital Business pitch competition, which we also won. The combination of the two fast-tracked us into more opportunities."

To date, SameGrain has raised \$1.8m in seed funding. Received Appy Award for Best Social App of 2015 and a 4 out of 5 Star Review in iPhone Life Magazine.



FOUR CORNERS COUNSELING

Hetty Irmer, Founder

"The StartRight! Competition has provided a structured opportunity to learn new skills in a supportive environment, and has made me think about business is a new way."

Irmer has gone from a sole proprietor to having two associates. Four Corners Counseling opened their second office in Washington, D.C. in June 2016.



MERCARIS

Kellee James, Founder

"Entering this competition was a great decision because early capital came at the right time, and the visibility helped as well. In fact, 95% of our investor capital came after StartRight!"

Mercaris has five full-time employees and two contractors. In 2015, Mercaris was awarded \$100k in the InvestMaryland Challenge.

MWBC Locations:

Montgomery County
51 Monroe Street, Plaza East-20
Rockville, MD 20850

Prince George's County
Bowie Business Innovation Center
14000 Jericho Park Rd.
Bowie, MD 20715

Frederick County
118 North Market Street, 3rd Floor
Frederick, MD 21701

@MarylandWBC
 @MarylandWBC
 @Maryland.WBC





Women entrepreneurs start new businesses at nearly twice the rate of men.

However, their enterprises often do not grow at the same success rate. This is why MWBC programs like StartRight! are critical to building confidence, influencing long-term stability, and strengthening Maryland's companies.



PACKAGES TO FIT ANY BUDGET

The **StartRight!** Business Plan Competition for Women Entrepreneurs offers five sponsorship levels to fit within any budget. Sponsor benefits are listed below by donation level. MWBC also offers additional benefits for multi-year commitments.

FOR COMPLETE DETAILS OR TO PLEDGE YOUR SPONSORSHIP, CONTACT MWBC AT 301-315-8091.

PREMIUM LEVEL SPONSOR // \$15,000

- Opportunity to deliver brief remarks to approximately 800 people at the Awards Ceremony.
- Company listed as a full-year program sponsor of MWBC. Your company will join an exclusive group of sponsors, which includes Rockville Economic Development, Inc., SBA, Citi, the Coca-Cola Foundation, Montgomery County Government, Montgomery County Economic Development Corporation, Prince George's County, Walmart Foundation, Frederick County Office of Economic Development, City of Rockville, City of Bowie, Capital One, and FEDLINE.US. Your company will be featured prominently on all MWBC materials (not just StartRight! materials) and receive thousands of impressions through our website's home page, reception area signage, our weekly newsletter, monthly workshops flyer, press releases, ads, specials events, and more.
- Plus all Platinum Level benefits.

PLATINUM LEVEL SPONSOR // \$10,000

- Opportunity to listen to the finalists' presentations and judge the final round competition.
- Prominent placement of logo on all materials.
- Participation in the presentation of all prizes on stage.
- Reserved table of eight at the Awards Ceremony.
- Plus all Gold Level benefits.

GOLD LEVEL SPONSORS // \$5,000

- Opportunity to present a \$5,000 1st Place Prize at Awards Ceremony.
- Exclusive sponsor within your industry.
- Reserved half table of four at the Awards Ceremony.
- Opportunity to promote a special offer to MWBC contacts.
- Plus all Silver Level benefits.

SILVER LEVEL SPONSORS // \$3,000

- Opportunity to present a \$2,500 2nd Place Prize at Awards Ceremony.
- Two tickets for luncheon at the Awards Ceremony.
- Plus all Bronze Level benefits.

BRONZE LEVEL SPONSORS // \$1,000

- Opportunity to present a \$1,000 3rd Place Prize at Awards Ceremony.
- One ticket for luncheon at Awards Ceremony.
- Invitation to exclusive pre-awards lunch in August with other sponsors and all finalists, including personal introductions.
- Opportunity to judge the first-round competition.
- List of all business plan entrants with contact information and personal introductions, as requested, to any entrant, including finalists.
- Company listed as a sponsor, with logo, on the StartRight! flyer which is printed and distributed to thousands of people via local libraries, community centers, economic development organizations, women's groups, business associations, and chambers of commerce.
- Company listed as a StartRight! sponsor on more than a dozen eblasts that are sent to thousands of people on the REDI and the MWBC mailing lists.
- Company listed as a sponsor, with clickable logo, on the StartRight! page of our website for one year.
- Company listed as a sponsor, with logo, on all advertising and signage related to the StartRight! program.
- Company mentioned in all press releases for the event.
- Recognition at the Awards Ceremony attended by more than 800 people:
 - > Large sign featuring your company's logo;
 - > Acknowledgement by the emcee;
 - > Company's logo projected on big screen during lunch;
 - > Seat at a prominently located table with other sponsors and finalists; and
 - > Company's logo included in StartRight! ad in program book.

Sponsor MWBC's StartRight! Business Plan Competition Today!

To learn more and make your commitment to the 2017 **StartRight!** Business Plan Competition, contact Klesha Houghton, MWBC Managing Director, at klesha@marylandwbc.org, or Donna Gallagher, **StartRight!** Manager, at donna@marylandwbc.org, or by phone at 301-315-8091.