

FAQs–THE WOMENPRENEUR PITCH-A-TON

About the Competition

The “**Womenpreneur Pitch-A-Ton**” is a business contest designed to give female business owners across Africa (from start-ups to established businesses) an opportunity to have access to finance and world-class business trainings as well as mentoring opportunities. It is an industry first tailored capacity building project in the country aimed at creating an enabling environment for female entrepreneurs to grow their businesses.

Female entrepreneurs’ resident in Ghana will compete by sharing innovative ideas on how their businesses could transform society when given the needed support.

The first edition of ‘**Womenpreneur Pitch-A-Ton**’ was held in Nigeria in 2019 and was extended to other countries where Access Bank operates. Ghana held its first home region programme in 2022.

FREQUENTLY ASKED QUESTIONS (FAQs)

1. What is “Womenpreneur Pitch-A-Ton 2024” all about?

The “Womenpreneur Pitch-A-Ton 2024” is an innovative and empowering project designed to give female business owners across Africa (from start-ups to established businesses) an opportunity to have access to finance and world-class business trainings as well as mentoring opportunities.

2. Is this project a competition or a capacity building programme?

It is a contest first and foremost. But it will give you access to trainings and mentoring opportunities.

3. Who can participate?

This contest is open to women entrepreneurs who want to grow their businesses.

4. Can men participate as well?

Unfortunately, no. This is strictly for women-led/owned businesses.

5. Is this open to Access Bank customers only?

No. The contest is open to both existing and new customers of the Bank.

6. Is it open to all Business Sectors?

Yes. It is open to all sectors. They include Agriculture & Agro-Processing, Health, Fashion, Tourism, Education, Manufacturing, ICT among others.

7. Will every applicant receive the training?

Although the contest is open to everyone, only the final shortlisted 50 applicants will have the opportunity to participate in the Business Management Bootcamp (BMB).

8. Who is eligible to apply for this contest?

Women between the ages of 18 and 45, who:

- a. Are resident in Ghana.
- b. Own and manage their own businesses or own 50% of the business
- c. Business must be registered and in active operations for (1) one year and above.

9. Can joint businesses apply?

Yes, joint businesses can apply if:

- i. a woman owns at least 50% of the business.

10. When does the application begin and end?

The application window opens from **17th October** and ends on the **31st October 2024**.

11. How can I apply?

You can apply here: <https://www.ghana.accessbankplc.com/Personal-Banking/Womenpreneur-Pitch-a-ton.aspx>

12. Can I apply manually?

No. All applications must be submitted electronically via

<https://www.ghana.accessbankplc.com/Personal-Banking/Womenpreneur-Pitch-a-ton.aspx>

13. What is the application process?

Stage 1: Fill out the online application.

- Fill out your personal and business details correctly.
- Fill out a brief description of your business and attach business registration documents.
- Upload your one-minute pitch video (Tell us about your business in 60 seconds. Create a 60-second video with clear audio about your business using a video camera or a phone. The video should not be more than 100 MB).
- Complete your registration.

Stage 2: Top 50 applicants shortlisted will undergo the Business Management Bootcamp

Stage 3: After the training, all 50 finalists will pitch before a jury.

14. How will I know if my application has been selected?

We will contact you via email if your application met the outlined criteria and was successful.

15. What is the selection process?

Applications will be screened based on the requirements provided as outlined in point 7.

16. How legitimate will the selection process be?

Screening will be done by an Independent Organization (with a team of business experts)

17. What are the prizes to be won?

The following are the rewards to be given:

Eighteen (18) finalists will be rewarded.

- a. Top 3 finalists will receive GHS100,000 each.
- b. One finalist will receive MD's Special Award of GHS20,000
- c. Three finalists will receive GHS10,000 each.
- d. Three finalists will receive Free Website Development
- e. Three finalists will receive Free Digital marketing for 1 month
- f. Five finalists will receive Personal Accident Cover worth GHS20,000 each and Business Protection worth GHS100,000 each

18. Where is the Business Management Bootcamp (BMB) taking place?

The training will be done virtually.

19. Who may not apply for this contest?

- a. Previous finalists (i.e, Top 50) of the Pitch-a-ton who have participated in the certified Mini MBA by IFC/Business Management Bootcamp.
- b. Not for profit organizations (i.e, local or international NGOs).
- c. Employees, contractors, officers, directors or agent of any of the following: Access Bank Plc., or any subsidiary, affiliated or related entity.
- d. Any person or entity involved in the development, production or distribution of the Programme.
- e. Any known major sponsor of the Programme or its advertising agency.
- f. Any person or entity supplying services or prizes to the Programme.

20. Who can I contact if I need more information?

You can reach us through the following:

- i. Edna Mensah on 0270146144
- ii. Contact Centre on 0800004400
- iii. Email: WOMENBANKING@accessplc.mail.onmicrosoft.com

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