



Frequently Asked Questions

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 subsidiaries where Access Bank operates. Ghana held its first home region programme in 2022.

Question: What is “Womenpreneur Pitch-A-Ton 2023” all about?

Ans: The “Womenpreneur Pitch-A-Ton 2023” 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.

Question: Is this the first edition?

Ans: No. This is the fifth edition. The first edition was introduced four years ago (2019) in Nigeria and was subsequently extended to nine other countries including Ghana, Nigeria, Zambia, Rwanda, Sierra Leone, Gambia, Mozambique, Kenya & DR Congo. This year, all countries are running the programme concurrently to give many prospects in their local market an opportunity to participate.

Question: Is this project a competition or a capacity building seminar?

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

Question: Who can participate?

Ans: Unlike the previous year’s edition that was opened to female-owned/led businesses in all sectors, this year’s programme is limited to women in the **Agribusiness and Agro-allied sectors** of the economy (aggregators, input dealers, mechanization service providers, agritech companies, etc).

Question: Can men participate as well?

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



Question: Is this open to Access Bank customers only?

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

Question: Will every applicant receive the training?

Ans: 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) by the GIZ Programme “Sustainable Employment through Agribusiness (**AgriBiz**)” and to be coached by seasoned business experts.

Question: Who is eligible to apply for this contest?

Ans: Women between the ages of 18 and 45, who:

- a. Are resident in Ghana.
- b. Own and manage an Agribusiness or Agro-allied business.
- c. Own at least 50% shares in business.
- d. Business must be registered and in active operations for (1) one year and above.

Question: Can joint businesses apply?

Ans: Yes, joint businesses can apply if a woman owns at least 50% of the business.

Question: When does the application begin and end?

Ans: The application window opens from **11th September** and ends on the **15th of October 2023**.

Question: How can I apply?

Ans: You can apply here: <https://forms.gle/4GsWNx8EY4K4cjU59>

Question: Can I apply manually?

Ans: No. All applications must be submitted electronically via <https://forms.gle/4GsWNx8EY4K4cjU59>

Question: What is the application process?

Ans: 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 150 MB).
- Complete your registration.
- Shortlisted applicants will be contacted for in-person visits of their businesses.

Stage 2: Top 50 applicants shortlisted will undergo the Business Management Bootcamp (BMB) by GIZ/AFC.



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

Question: How will I know if my application has been selected?

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

Question: What is the selection process?

Ans: Applications will be screened based on the requirements provided as outlined in points 4, 8 and 13.

Question: How legitimate will the selection process be?

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

Question: What are the prizes to be won?

Ans: The following are the rewards to be given:

Ten (10) finalists will be rewarded with Seed Capital.

- a. Top 3 finalists will receive GHS100,000 each.
- b. Three finalists will receive GHS10,000 each.
- c. Three finalists will receive free website development and digital advertisement.
- d. MD's Special Award of GHS20,000

Question: Where is the Business Management Bootcamp (BMB) taking place?

Ans: The training will be a hybrid, (i.e., physical, and virtual). The physical training will be for 5 days in November 2023. Residents who are out of the training location will be housed during the period. The rest of the training will be done virtually.

Question: 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.
- 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.

Question: Who can I contact if I need more information?

Ans: You can reach us through the following:

- i. Jemima Ansong on 0579734663
- ii. Charity Ahadzie on 0202022299
- iii. Contact Centre on 0800004400
- iv. Email: WOMENBANKING@accessplc.mail.onmicrosoft.com

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