

## **WelInnovate! 2018 Frequently Asked Questions (FAQs)**

### **What is WelInnovate!?**

*WelInnovate!* is an exclusive opportunity for Women's Business Enterprises at National Conference & Business Fair to showcase their company's expertise in areas of innovation that are critical to WBENC's Corporate Members. At *WelInnovate!* a select group of WBEs will make innovation proposals to WBENC's Corporate Members. These corporations are eager to hear from women-owned businesses who are qualified to bring groundbreaking solutions to market.

### **What are the event details?**

*WelInnovate!* will take place on Tuesday, June 19 from 8:00-11:30am at the 2018 National Conference & Business Fair, which will take place at the Cobo Center in Detroit, Michigan.

### **What are the qualifications to apply?**

We are seeking certified WBEs with highly innovative, market ready solutions. All WBEs **must** be registered for National Conference & Business Fair to be eligible to participate.

### **Where can I apply?**

Applications for *WelInnovate!* 2018 can be found [here](#).

### **What is the deadline?**

The deadline to apply is Tuesday, May 15, 2018.

### **I am in the process of receiving a patent – should I still apply?**

All submitted applications will be kept confidential and will not be shared with anyone except for the application reviewers. Only corporate members will be able to see the WelInnovate Session presentations.

### **My business doesn't fit into any of the given categories. Can I still apply?**

If your business has an innovative solution to any industry need, but does not need fit into any of the categories, please fill out the application and provide more details in the capability statement section.

### **Where can I register/learn more about National Conference & Business Fair?**

Please visit our website at <http://conf.wbenc.org/>.

### **How many WBEs will be selected?**

We will accommodate as many WBEs as possible who meet the innovation criteria.

### **Who will be selecting the final WBEs?**

A team of selected WBENC staff members will review all applications, and select the final cohort based on the innovation application criteria.

**What industries are you seeking?**

We are seeking WBEs across all industries, but cannot guarantee that we will have a WBE from each industry track.

**Are there any requirements once selected?**

This year, we will hold a mandatory presentation skills Q/A webinar on Monday, June 5<sup>th</sup>. We are offering this as a wonderful opportunity for our WBEs to ask questions and brush up on pitch presentation skills!

**Who will be in the audience?**

The audience for WeInnovate! will be WBENC Corporate Members that are attending our 2018 National Conference & Business Fair. A full list of the WBENC Corporate Members can be found at: <http://www.wbenc.org/wbenc-corporate-members-list/>. There will likely be many senior executives, CPO's, and supplier diversity teams in the room.

**Will the Corporate Members receive information from our application?**

Corporate Members will not receive information from the applications, but they will receive a profile sheet of all the selected WBEs. The profile sheet will include basic information such as name, contact information, business name, and business description.