



Bank of Guam®, Guam Women’s Chamber of Commerce®, and KUAM Communications Bring Back ElevateHER Pitch Program

Women Entrepreneurs will pitch their ideas with a chance to win \$5,000 Grand Prize

Hagåtña, Guam – After a powerful debut last year, the ElevateHER Pitch Program returns for its second year.

Launched by Bank of Guam, in proud partnership with the Guam Women’s Chamber of Commerce (GWCC) and KUAM Communications, the program is once again calling on women entrepreneurs to pitch their business ideas and growth plans for a chance to win funding, exposure, and mentorship.

More than just a pitch competition – ElevateHER is an empowerment platform designed to champion women-led businesses at any state of their business journey. The top finalists will receive one-on-one training sessions and targeted workshops over the course of the competition, culminating in a pitch presentation live on stage at *Fanachu Famalão’an 2025: In Bloom*, the GWCC’s signature women’s leadership summit scheduled for Friday, September 26, 2025 at Hyatt Regency Guam.

The exciting prize package for the winner includes \$5,000 in seed money from Bank of Guam, \$5,000 worth of advertising credit for TV, radio, or digital from KUAM Communications, and a 1-year membership in the GWCC. Additionally, a People’s Choice Award will be selected live by the audience at *Fanachu Famalão’an* along with a prize of \$2,000 from Bank of Guam.

We learned early on that this was more than just a pitch competition, it’s a space for inspiration and opportunity to uplift women and their dreams. Launching this program has been one of the most rewarding initiatives we’ve done, and witnessing entrepreneurs like last year’s winner, Karmen George from Nemin Boutique, grow her business, expand her brand, and deepen her impact has been a true honor. Her story reminds us that when women are given the tools and visibility they need, it can spark a movement in creativity and representation.

-Maria Eugenia H. Leon Guerrero, Executive Vice President and Chief Operating Officer, Bank of Guam and Past President, GWCC

KUAM Communications is proud to reaffirm our commitment to empowering women entrepreneurs and partner with Bank of Guam and the Guam Women’s Chamber of Commerce for the ElevateHer Pitch Program. In addition to awarding this year’s winners multi-platform advertising contracts, this year we will also be showcasing finalists, highlighting their innovative ideas, creativity and entrepreneurial spirit.

-Marie Calvo Monge, Chief Executive Officer, Pacific Telestations LLC/KUAM Communications and Secretary & Professional Development Co-Chair, GWCC

The ElevateHER Pitch Program continues to be a powerful platform for women entrepreneurs and we’re proud to support its growth! Throughout the year we had the privilege of working closely with Karmen of Nemin and have witnessed the impact of this inspiring competition first hand. We’re excited to see what this year’s applicants bring, and we’re ready to help their ideas bloom into reality!

-Dena Rendon-Pangelinan, President, Guam Women’s Chamber of Commerce

Karmen George, founder of Nemin Boutique, won the first ElevateHER Pitch Program grand prize along with the People’s Choice Award. Her fashion brand reimagines traditional Chuukese muumuus into bold, modern statement pieces. Her designs celebrate Micronesian heritage while empowering women to express confidence and individuality. Since her win, Karmen has elevated her brand, increased her followers, and expanded her clientele and customers. She has since graduated from the Guam Unique and Merchandise Art (GUMA) program becoming a certified GUMA Vendor and was featured in a commercial for Bank of Guam’s Proud to Be campaign.

Applications open on July 28, 2025 and close at 11:59pm on Friday, August 8, 2025. Applicants must be women entrepreneurs based in Guam, with a majority women-owned and women-run business. The judging panel will review all applications and determine the top three finalists. Interested applicants can complete the application form at bankofguam.com. For more information, email projectgive@bankofguam.com.

