



## **Bank of Guam® and Guam Women’s Chamber of Commerce launch Elevate-HER Pitch Competition**

*Women Entrepreneurs will pitch their ideas at Fanachu Famalão’an*

Hagåtña, Guam – Bank of Guam, in partnership with the Guam Women’s Chamber of Commerce (GWCC), is proud to announce a new program aimed at empowering women entrepreneurs and helping them achieve their dreams.

The Elevate-HER Pitch program is an exciting opportunity for women-owned businesses to pitch their entrepreneurial ideas before a judging panel with the chance to win an exciting prize package including \$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 Guam Women’s Chamber of Commerce.

The goal of the program is to empower female entrepreneurs, at any stage of their business journey, by providing the tools, confidence, and platform needed to clearly and effectively present their professional goals and value propositions.

Imagine a “business pitch competition” experience, but with a local twist- before a judging panel of accomplished businesswomen and in front of over 300 attendees at Fanachu Famalão’an 2024: ElevateHER, the GWCC’s signature women’s summit scheduled for Thursday, September 19, 2024, at the Dusit Thani Guam Resort.

Fanachu Famalão’an attendees will also have the opportunity to vote for their favorite pitch via a live audience poll to determine “The People’s Choice” award. Along with the grand prize, the program allows participants to engage with other professionals in workshops and coaching sessions.

*Bank of Guam started as a dream over 52 years ago, built on a grassroots approach of helping our local people and businesses with their financial needs. Today, that same spirit drives us to support and empower local businesses and entrepreneurs. This Elevate-HER Pitch program is more than a competition, it’s a platform for empowerment, a space for inspiration, and an opportunity to showcase what Guam’s women entrepreneurs bring to the table. We understand what it takes to turn dreams into a reality, and we’re here to help women succeed and take their business ideas to the next level.*

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

*We’re excited to partner with Bank of Guam on the Elevate-HER Pitch Program as it perfectly aligns with our mission to advance women in business through advocacy, networking, mentorship, and access to resources. We thank Bank of Guam for putting this program together as it will inspire, uplift, and open doors for women entrepreneurs, demonstrating that their ideas are valued and have the power to make a real impact.*

**-Rachel Davis, Executive Director, Guam Women’s Chamber of Commerce**

Finalists will be evaluated based on their elevator pitch and presentation in several key criteria including clarity and persuasiveness, market opportunity, business model, and the potential for growth and impact.

The application period opens on Thursday, August 29, 2024 and closes on Sunday, September 8, 2024. Applicants must be women entrepreneurs residing 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 participants can complete the application form at [bankofguam.com](http://bankofguam.com). For more information, email [projectgive@bankofguam.com](mailto:projectgive@bankofguam.com).

