



HY-VEE OPPORTUNITY INCLUSIVE BUSINESS SUMMIT
MINNEAPOLIS, MN

- Hy-Vee has committed \$50,000 to advancing local minority- and women-owned businesses.
- Area businesses that are minority- and women-owned are invited to submit products or services for showcase during a pitch competition at Hy-Vee's OpportUNITY Inclusive Business Summit at U.S. Bank Stadium in Minneapolis, MN on Feb. 9, 2023.
- Businesses representing various sectors will be selected to win up to \$30,000 by Hy-Vee following the pitch competition at Hy-Vee's OpportUNITY Inclusive Business Summit.
- Hy-Vee is accepting free submissions from eligible businesses for local products or services at www.hy-veeopportunitysummit.com through Jan. 12.
- Along with minority- and women-owned businesses, area community groups and business professionals are invited to attend Hy-Vee's OpportUNITY Inclusive Business Summit at no cost to network and participate in professional development. Registration is available Dec. 13, or while space is available.
- The purpose of the summit is to provide resources and professional learning opportunities to small businesses while investing in the success of minority- and women-owned companies.

Additional Information – Minority- and Women-Owned Businesses

- Eligible businesses must meet the below criteria and submit their products or services via www.hy-veeopportunitysummit.com by 11:59 p.m. on Jan. 12.
 - Minority- or woman-owned
 - Midwest-based
 - Operate primarily across Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, South Dakota and/or Wisconsin
 - Offer economically viable and/or previously tested products or services in one of the following categories: food and beverage; product innovation and technology; health, wellness and beauty
- Select businesses will be invited to participate in a pitch competition during Hy-Vee's OpportUNITY Inclusive Business Summit on Feb. 9, 2023, at U.S. Bank Stadium in Minneapolis, MN.
- The pitch competition will consist of short presentations with the respective business owner(s). Five businesses will be pre-selected to present their products or services in three pitch categories; or 15 businesses total.

- A panel of judges will select one grand prize winner to win \$30,000. Plus, one business from each pitch category will be selected to win \$5,000. Additional cash investments may be awarded and select finalists may be invited to participate in a roundtable meeting following the summit.

Additional Information – Chamber of Commerce, Business Professionals & Community Groups

- Local community groups, area businesses and other professionals that share Hy-Vee's mission to promote local talent and help advance minority businesses are invited to attend the summit at no cost.
- Interested attendees can learn more or register for the event by visiting www.hy-veeopportunitysummit.com. Hy-Vee is accepting registrations for the event through Feb.3, or while space is available.
- In addition to a pitch competition that showcases local brands, the summit will feature an expo that offers resources for small businesses, learning opportunities through presentations and panel discussions, the chance to be inspired by others and more.

FREQUENTLY ASKED QUESTIONS

- **What is an OpportUNITY Summit?**

Hy-Vee's OpportUNITY Inclusive Business Summit brings together local businesses and community members to help advance minority and women business owners with an expo that offers resources for small businesses, learning opportunities through presentations and panel discussions, the chance to be inspired by others and more. The summit will also feature a pitch competition where pre-selected businesses will participate in short presentations about their products or services for the chance to win up to \$30,000!

There is no cost to submit a pitch application or attend the summit. Learn more at www.hy-veeopportunitysummit.com.

- **Why is Hy-Vee hosting this summit?**

The purpose of the summit is to promote local talent and help advance minority- and women-owned businesses with an expo that offers resources for small businesses, learning opportunities through presentations and panel discussions, the chance to be inspired by others and more.

- **How can I learn more about the summit?**

More information about the summit is available at www.hy-veeopportunitysummit.com or by contacting Opportunity@hy-vee.com.

- **Is this the first summit Hy-Vee has hosted?**

No. Since 1930, Hy-Vee has been committed to sourcing products and services from local businesses to offer affordable solutions that enrich the lives of customers.

- **What will be the impact of this summit?**

The summit gives local minority- and women-owned businesses the opportunity to promote their brand, network with area professionals, participate in professional learning opportunities and get connected to resources that can enrich their business.

- **If I attended a previous Hy-Vee summit, applied to participate or did participate in a previous Hy-Vee pitch competition, can I do so again?**

Yes. Former applicants or participants are welcome to do so for the Hy-Vee OpportUNITY Summit in Minneapolis. Previous application(s) or involvement will have no bearing or ratings on this event.

- **Qualifications**

- **Who is qualified to participate in the pitch competition?**

Hy-Vee invites locally owned businesses to apply to pitch their products or services at the summit at no cost. Eligible businesses must meet the below criteria and submit their products or services via www.hy-veeopportunitiesummit.com by 11:59 p.m. on Jan. 12.

- Minority- or woman-owned
- Midwest-based
- Operate primarily in Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, South Dakota and/or Wisconsin
- Offer economically viable and/or previously tested products or services in one of the following categories: food and beverage; product innovation and technology; health, wellness and beauty.

- **Who is qualified to attend the summit?**

Hy-Vee invites minority- and women-owned businesses that are seeking professional learning, resources to grow their business and networking opportunities to attend the summit at no cost. Hy-Vee also invites local community organizations, area business groups and professionals that support small-business development.

In addition to watching a pitch competition, attendees will participate in an expo that offers resources for small businesses, learning opportunities through presentations and panel discussions, have the chance to be inspired by others and more.

- **Why should local businesses participate the summit? / Why should local businesses submit their products or services for showcase at the summit?**

Hy-Vee is committed to promoting the talents of small businesses to create growing and prosperous opportunities that advance their presence in our communities. Plus, eligible businesses can win up to \$30,000 if selected by a panel of judges during a pitch competition at Hy-Vee's OpportUNITY Inclusive Business Summit!

If eligible businesses are not ready to submit their products or services for showcase at the summit, Hy-Vee encourages them to register to attend the summit at no cost to participate in networking and professional development activities.

- **What can local businesses expect by attending the summit?**

In addition to watching or participating in a pitch competition, the Hy-Vee summit will include an expo that offers resources for small businesses, learning opportunities through presentations

and panel discussions, the chance to be inspired by others and more.

- **What is the fee to attend the summit?**

There is no cost to attend Hy-Vee's OpportUNITY Inclusive Business Summit.

- **What is the fee to submit local products or services for showcase at the summit?**

There is no cost to submit an application to pitch at Hy-Vee's OpportUNITY Inclusive Business Summit.

- **Winner selection**

- **How are winners chosen? / Does every business get the opportunity to participate in the pitching competition?**

Eligible businesses are encouraged to submit their products or services for showcase at Hy-Vee's OpportUNITY Inclusive Business Summit in Minneapolis, MN on Feb. 9, 2023. A panel of Hy-Vee judges will determine which applicants will participate in the pitch competition at the summit.

- **When will local business applicants be notified of their participation at the summit?**

Eligible businesses that apply to showcase their products or services at Hy-Vee's pitch competition will be notified by Hy-Vee's selection committee of their participation around Jan. 30.

- **What will winners receive?**

A panel of judges will select one grand prize winner to win \$30,000. Plus, one business from each pitch category will be selected to win \$5,000. Additional cash investments may be awarded and select finalists may be invited to participate in a roundtable meeting following the summit.

Grand Prize Winner: \$30,000

1st place – Food & Beverage Category: \$5,000

1st place – Product & Innovation Category: \$5,000

1st place – Health, Wellness & Beauty Category: \$5,000

Additional cash investments may be awarded