

PowHer Pitch

Women in Motion

Fueling The Future of Health Innovation

The PowHer Pitch is a national competition celebrating women-led innovation that advances health, movement, mobility, and well-being. We empower entrepreneurs, researchers, and change makers to transform bold ideas inspired by women's lived experiences into solutions that create healthier communities.

movement is life
start moving, start living

Health Summit Detroit, MI

September 24-25, 2026





Why & Solutions

Your Why – What inspired you to create this innovation?

The Challenge – What health problem or unmet need are you solving?

Your Innovation – What makes your solution unique and impactful?

Community Impact – Who will benefit, and what change do you hope to create?

Fueling the Future – How will PowHer Pitch help take your innovation to the next level?



Application Criteria

01 | Eligibility

- Open to women-led for-profit startups and businesses with annual revenue under \$500,000.
- The founder or a member of the executive leadership team must identify as a woman.

03 | Innovation Focus

Innovations should advance the following:

- Health and well-being
- Movement and mobility
- Prevention and healthy aging
- Healthcare innovation or technology
- Consumer wellness solutions

05 | Potential for Impact

Applicants should demonstrate:

- A clearly defined problem and innovative solution.
- Potential to improve health outcomes and create meaningful impact.
- Opportunities for growth and long-term sustainability.

02 | Stage of Innovation

- Open to early-stage ventures, pilot programs, and emerging businesses.
- A prototype, proof of concept, or early market traction is encouraged but not required

04 | Mission Alignment

Proposed innovations should align with Movement is Life's mission by improving health outcomes through movement, prevention, education, innovation, and community engagement.

06 | Pitch Readiness

Submit a complete application and all required materials.

Be available to present live at the 2026 Movement is Life Health Summit in Detroit on **September 25, 2026, if selected as a finalist.**



Business Plan Scoring Rubric

Total Score: 50 Points

Applications will be evaluated by a panel of reviewers using a standardized scoring rubric that assesses innovation, potential impact, feasibility, and overall readiness to advance.



Initial Application Review (Pre-Finalist Selection)



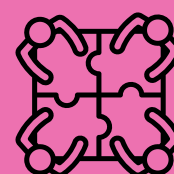
Clarity of Vision | 10 Points

Is the problem clearly defined, and does the application communicate a compelling vision and purpose?



Innovation & Originality | 10 Points

How unique, creative, or differentiated is the proposed solution?



Health Impact | 10 Points

Does the innovation have the potential to improve health, movement, mobility, prevention, or well-being for women and communities?



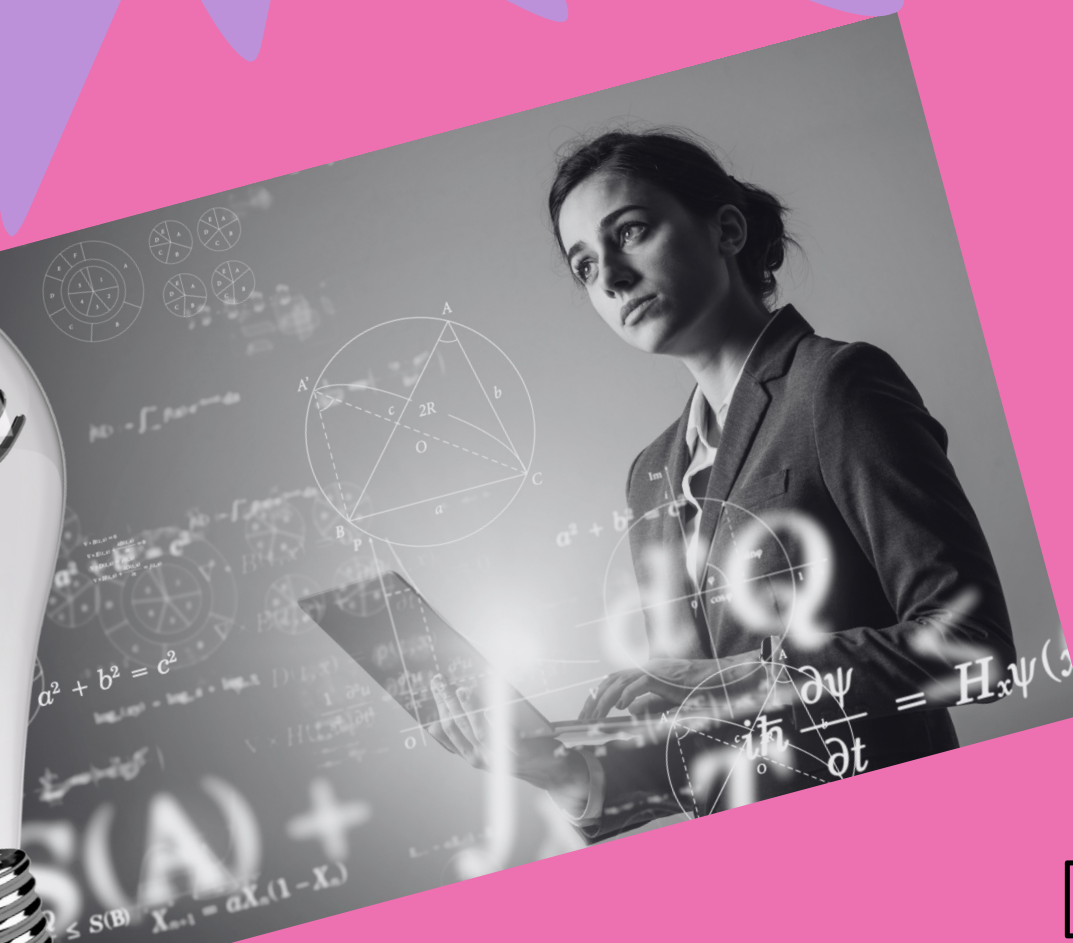
Market Potential & Feasibility | 10 Points

Is there a realistic plan for implementation, growth, and long-term sustainability?



Pitch Readiness | 10 Points

Is the applicant prepared to clearly communicate their vision, solution, intended impact, and how the funding will accelerate their innovation?



Live Pitch

Scoring Rubric



Total Score: 100 Points

- Judges: 75% of total score (up to 75 points)
- Audience Vote: 25% of total score (up to 25 points)

Judge Evaluation Criteria: 75 Points



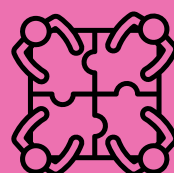
Innovation & Originality | 15 Points

Does the solution demonstrate creativity, originality, & the potential to transform health, movement, mobility, or well-being?



Health & Community Impact | 15 Points

Does the innovation address a meaningful health challenge and have the potential to create measurable impact for women and communities?



Market Potential | 15 Points

Is there a clear target market, value proposition, and opportunity for growth and long-term sustainability?



Presentation & Storytelling | 15 Points

Was the pitch clear, compelling, engaging, and well-organized? Did the presenter effectively communicate the problem, solution, and vision?

FEASIBILITY



Feasibility & Growth Strategy | 15 Points

Is there a realistic plan for implementation, scalability, and effective use of the award funding?





PowHer Pitch Timeline



June 1st
 **Applications
Open**

 **Finalists Announced
August 7th**

 **Live Competition &
Awards
September 25th**

July 13th
 **Applications
Deadline**

September TBD
 **Pitch Coaching**

**Media Opportunity
Winner Recognition**






FAQ

Q: Who can apply?

Women-led for-profit startups and businesses with annual revenue under \$500,000 that are advancing health, movement, mobility, prevention, or well-being.

Q: Does my business need to be fully established?

No. We welcome early-stage businesses, pilot programs, and emerging ventures with a clear vision and growth potential.

Q: What types of innovations are eligible?

Innovations may include products, technology, digital health, healthcare services, consumer wellness solutions, or other business ventures that improve health outcomes.

Q: What Are the Prizes

First Place: \$6,000

Second Place: \$4,000

Third Place: \$2,000

Q: When Will Finalists be Announced?

Finalists will be notified during the week of August 7, 2026.

Q: How are winners selected?

Five finalists will pitch live before a panel of judges. Final scores are based on 75% judge evaluation and 25% audience vote.

Q: Is travel required?

Yes. Finalists are expected to present live at the Movement is Life Health Summit in Detroit, Michigan, on September 25, 2026.

Q: What Expenses Are Covered?

Yes. Finalists will have basic airfare and one night hotel accommodations.

Application Details
www.movementislifecommunity.org

For More Information Contact:
info@movementislifecommunity.org

movement is life
start moving, start living

#reminder

Don't be afraid to reach for the stars —
even if others don't believe you can.

Dr. Ellen Ochoa
Engineer, First Latina in
Space



