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SignOn, Motor City STEAM, Every Two Minutes win big at EmpowerHER pitch competition

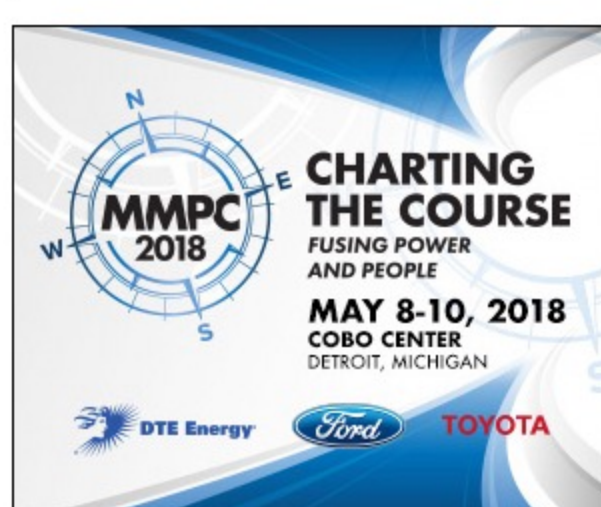
By TYLER CLIFFORD



Entrepreneurship Ford Motor Co. Grants More +

- Ford Motor Co. Fund and Michigan Women's Foundation sponsored the pitch competition
\$64,000 in prizes, investment and services were awarded to presenting companies
SignOn took home the biggest prizes worth \$25,000

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Grosse Pointe Farms-based SignOn won the biggest prizes worth \$25,000 at the EmpowerHER Social Enterprise Pitch Competition Wednesday in Dearborn.

SignOn was the big winner in the inaugural Ford EmpowerHER Social Enterprise Pitch Competition Wednesday taking home \$10,000 in prizes and an optional \$15,000 investment.

The company, registered in Grosse Pointe Farms as Sign-On Connect. Practice. Retain. LLC, won the growth category. Owned by Ashlee Trempus, SignOn calls its service a virtual immersion program for American Sign Language students.

Other category contestants Detroit-based Detroit Mushroom Factory LLC, West Bloomfield-based Mend on the Move and East Lansing-based Thera B Medical Products Inc. each took home \$1,000.

Detroit-based Motor City STEAM LLC won the launch category, which includes \$7,500 in prizes and an optional \$5,000 investment, and the audience vote worth \$1,000.



Detroit-based Motor City STEAM won \$21,000 worth of prizes at the EmpowerHER Social Enterprise Pitch Competition Wednesday in Dearborn.

Other category contestants Oak Park-based Bags To Butterflies L3C and Detroit-based Women Who Weld also won \$1,000 in prizes.

Huntington Woods-based Every Two Minutes won the ideation category, which is a \$2,500 prize. Owners Erin Rose and Kayla Schindler are working to offer a mobile app that includes prevention education, skills and on-demand tools to help young people combat sexual violence.



Huntington Woods-based Every Two Minutes won \$2,500 worth of prizes at the EmpowerHER Social Enterprise Pitch Competition Wednesday in Dearborn.

Other category contestants Warren-based Branches and Bridges, Highland Park-Antique Touring and Huntington Woods-based Purnell Provisions Co. all won \$1,000 in prizes.

The EmpowerHER initiative is a collaboration between the Michigan Women's Foundation and Ford Motor Co. Fund, which provided \$137,000 to cover the program and prize money.

The winning enterprises can use the investments to support the creation, launch or growth of a business service or product that strives to solve community issues in Michigan.

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boosted funding to a total of \$64,000 with two \$7,500 advisory grants that were awarded to Motor City STEAM and Women Who Weld.

The winning enterprises can use the investments to support the creation, launch or growth of a business service or product that strives to solve community issues in Michigan.

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