



A Supplier Diversity Initiative

Brought to you by **WM**

This year, [WM](#) is launching [Share the Green](#)SM, an event designed to engage hundreds of women-owned businesses like yours across the U.S. to advance female supplier diversity in the corporate supply chain. Selected women-owned businesses will be invited to participate in an educational incubator program with a potential opportunity to pitch their business ideas to corporations. This event will encourage corporations to establish commitments to expand female entrepreneurship and revenue in the communities served.

Is your organization *at least 51% female owned*? If so, you can [apply now](#) for a chance to pitch corporations like WM and others more for an opportunity to potentially become a supplier for one or more of the corporate sponsors of this event.

Women-owned businesses selected in the initial educational incubator phase will be invited to receive dedicated training and input from supply chain and business experts on developing business pitches during an incubator program. This program includes content from WM and other sponsor companies to help navigate the supplier selection and onboarding process. After the incubator program, selected businesses will be invited to present their company capabilities as potential vendors on August 24 and 25. Businesses invited to participate in the incubator phase should plan on committing 3-5 hours per week, where educational topics will focus on the following:

- Covering the Basics & Content for the Perfect Pitch
- Understanding Your Value Proposition with a Business Assessment, Insurance 101 and Goal Setting
- Knowing, Understanding and Working with Your Corporate Clients
- Branding Your Business
- Final Pitch Preparation and the Evolving Role of Technology

During the final phase, selected businesses will have the opportunity to connect with fellow women-owned businesses, hear from some of the world's leading organizations, and will pitch their businesses to corporations. We will celebrate Women's Equality Day on our final day of the event where the corporations will share the name of any women-owned businesses with whom they've elected to engage.

Share the GreenSM at a glance:

June 14 – July 16	Applications open for women-owned businesses to apply for 2021 Share the Green SM event.
July 21	Selected women-owned businesses notified of invitation into incubator phase of 2021 Share the Green SM event.
July – August <i>Dates TBD</i>	<p>Prepare. Evolve. Deliver. An educational incubator process to prepare women-owned businesses for pitches to participating corporations. Businesses will be invited to participate in 3-5 hours per week of virtual training to prepare their proposals and receive training and input from supply chain and business experts on their pitches.</p> <p>Women-owned businesses will submit a pre-recorded elevator pitch to WM panelists for the opportunity to be invited to participate in the final pitch phase.</p>
August 13	Selected participants notified if they are invited to participate in the final Share the Green SM pitch phase.
Week of August 16	Share the Green SM practice pitch week.
August 24	Share the Green SM final phase welcome and kickoff.
August 24 – August 25	Invited women-owned businesses pitch participating corporations.
August 26	Women's Equality Day. Corporations announce name(s) of any women-owned businesses with whom they've elected to engage.

Find out more at sharethegreen.wm.com and apply today.

