

FOR IMMEDIATE RELEASE:



**Forum for Women Entrepreneurs Announce Top Three Finalists in Pitch for the Purse Program**  
*Finalists to prepare for pitch finale in hopes of securing \$25,000 prize*

**Vancouver (November 15, 2018)** – The Forum for Women Entrepreneurs (FWE) announced the three finalists from its [Pitch for the Purse](#) program at the Vancouver Club this morning. Following weeks of one-on-one coaching from business leaders across the country, thirteen Semi-Finalists pitched their businesses to a panel of judges in Semi-Final events in Toronto earlier this month and Vancouver this morning. Based on a 5-minute pitch and Q&A session with the judging panel, each of the three judges selected one entrepreneur to mentor directly in the lead-up to the Pitch for the Purse Gala in February 2019. The three Semi-Finalists are Jessica Oblak with Copper Medical Inc., Sonia Strobel with [Skipper Otto's Community Supported Fishery](#), and Patrice Mousseau with [Satya Organics](#).

Winners were selected by investment heavyweights **Ali Pejman**, Partner, [Fort Capital](#), **Brian Paes-Braga** of [Lithium X Energy Corp.](#), and **Sophia Maizel** of [HarbourVest](#) each of whom will mentor their selected entrepreneur for three months in preparation for the pitch finale at the [Odlum Brown Pitch for the Purse Gala](#).

The three finalists are:

1. **Jessica Oblak with [Copper Medical Inc.](#)**, who will work with **Sophia Maizel** to perfect her pitch for the Pitch Finale in February. Copper Medical Inc. is a copper-infused scrub uniform company for healthcare professionals for the purpose of decreasing the spread of hospital acquired infections by killing 98-99% of bacteria in contact with the scrubs.
2. **Sonia Strobel with [Skipper Otto's Community Supported Fishery](#)**, who will work with **Ali Pejman** to prepare for the Pitch Finale. Skipper Otto's Community Supported Fishery (CSF) creates a direct connection between local fishermen and consumers with the joint goal of protecting ocean resources and improving the local food system.
3. **Patrice Mousseau with [Satya Organics](#)**, who will work with **Brian Paes-Braga** to refine her pitch and prepare for the Pitch Finale. Satya Organics is a steroid-free, effective anti-inflammatory that can be used for your face or body to treat eczema and other skin related conditions. Made with five simple ingredients, Satya Organics is fragrance free and USDA certified organic.

The Pitch Finale will be featured at [The Odlum Brown FWE Gala: Pitch for the Purse](#) on February 21, 2019 at the Fairmont Hotel Vancouver. The 3 Finalists will pitch live, and will need to be quick on their toes when two Celebrity Judges ask questions of the Finalists on stage. The Winner of the \$25,000 cash prize will be selected by the Gala's 650+ guests that include some of Vancouver's top business leaders and entrepreneurs. All three Finalists will also be given a spot at E-Series 2019, FWE's immersive 3-day educational program.

More information about Pitch for the Purse can be found at [pitchforthepurse.ca](#).

-30-

**Media Contact**

Larkin MacKenzie-Ast  
Executive Director, Forum for Women Entrepreneurs

604-682-8115  
[larkin@fwe.ca](mailto:larkin@fwe.ca)

**About FWE:**

The Forum for Women Entrepreneurs (FWE) is a Vancouver-based charity that educates, mentors and connects women entrepreneurs to be wildly successful, promoting strong economies and thriving communities. With the goal of building the economy, one woman-owned business at a time, FWE supports women who are venturing into new business opportunities or ready to ramp up and grow their existing business. From start-up advice to specific tips and tricks, FWE leaders, advisors, and business professionals are ready to share their expertise through game-changing and impactful programs. Since its inception, FWE has curated over 1,600 Mentor pairings, counts 470+ E-Series Alumnae, and has educated and mentored 250+ women with Pitch for the Purse. More importantly, when you help a woman entrepreneur through FWE, she will go on to create 10 more jobs and grow her revenue by over 30% each year. Although 50% of new businesses fail after the first 5 years, women who are educated and mentored by FWE are beating the odds stacked against them and are 3 times more likely to still be in business than the Canadian average. Learn more at [www.fwe.ca](http://www.fwe.ca).