

WBENC Industry Accelerator
Kroger Feeding Growth Opportunities for Entrepreneurs
Program Rules & Regulations

Full Participation

- I understand that I must attend the accelerator in its entirety, including all sessions listed below to be held virtually on the Zoom platform. Partial attendance, including tardiness and excessive absences, may result in disqualification from the accelerator pitch competition.
- Only the accepted applicant entrepreneur owner is permitted to attend education sessions #2-3 and participate in the accelerator pitch competition.

Accelerator Schedule

Program Component	Date & Time	Title
Education Session #1	7/31 2-3:30 pm EST	How to do Business with Kroger (Accelerator Kickoff & Information Session)
Applications Open	8/1	
Application Close	8/15	
Education Session #2	9/11 12-2pm EST	How to present to a Kroger Category Manager
Education Session #3	9/25 12-2pm EST	How to Market your Business
Kroger Accelerator Pitch Prep Dry-Run	9/30 2-3pm EST	Mandatory Pitch Competition Prep Session
Live-Virtual Accelerator Pitch Competition	10/17 12-2:30 EST	WBENC Industry Accelerator Kroger Pitch Competition

Confidentiality Agreement

- I agree to keep absolutely confidential any information that is shared with me by my fellow participants in the course of my participation in the WBENC Industry Accelerator Program.
- I understand that through participating in discussions relevant to the program, other business owners/participants and myself may share information that is proprietary and confidential, including but not limited to: business plans, methods, and practices; personnel, customers and suppliers; inventions, processes, methods, products, patent applications and other proprietary rights; as well as technical or other related information.
- I agree that any participant may disclose confidential information to other participants in confidence by disclosing that the information is proprietary and confidential in nature. When informed that any information is proprietary and confidential, I agree to not disclose or share this information with others without prior approval from that individual.

Application Criteria

- Applicant must be an owner of the company.
- Elevator pitch videos submitted in the application are limited to 60 seconds. Any videos longer than 60 seconds will not be accepted, and the application must be resubmitted.

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- The business solution featured in the application pitch video must be an existing business solution that is currently ready for market or already in market, not a future endeavor in need of investment.
- If the company has more than one owner, only one representative may apply and pitch/participate in all program components.
- Company is registered in Kroger's vendor management system Supplier Hub prior to application submission.
- Cohort participants will be notified of acceptance into the program no later than 9/1/25.

Pitch Competition / Prizes & Contracts

- The live-virtual pitch competition on 10/17/25 will be held on the Zoom platform. The pitches will be judged by a panel of Kroger representatives. Judges will engage in a short Q&A segment with each participant immediately following their pitch.
- This pitch competition will not be available to a public audience for viewing.
- One participant will be awarded \$10K to invest in their business.
- One participant will have the opportunity for consideration to pilot a Kroger contract.
- WBENC does not guarantee any participant will be awarded a contract or secure new business.

Photo/Video Release

- By submitting the application, business owners give WBENC permission to post and use the following materials for purposes of the WBENC Industry Accelerator Program and related marketing.
 - Application pitch video
 - Company logo
 - Owner headshot
- Live-virtual pitch competition recording: participants agree that WBENC may record the live pitch competition. The recording is the property of WBENC and may be used by WBENC in any manner, form or medium, including the distribution of links that provide access to archived or stored recordings/captures of the event.

General Program Information

- Kroger may use the information provided in participant applications to make contact for potential business opportunities.
- WBENC will not provide contact information to participants for Corporate or Government Entities.
- WBENC does not guarantee any participant will be awarded a contract or secure new business.
- When a decision is required, WBENC will be the final authority.

I acknowledge that I have read & understand the above WBENC Industry Accelerator Rules & Regulations.