



**MISSION** To expand the leadership and management capacity of American women entrepreneurs to scale resilient businesses

**VISION** To increase business and economic growth through the most inclusive and impactful leadership development program

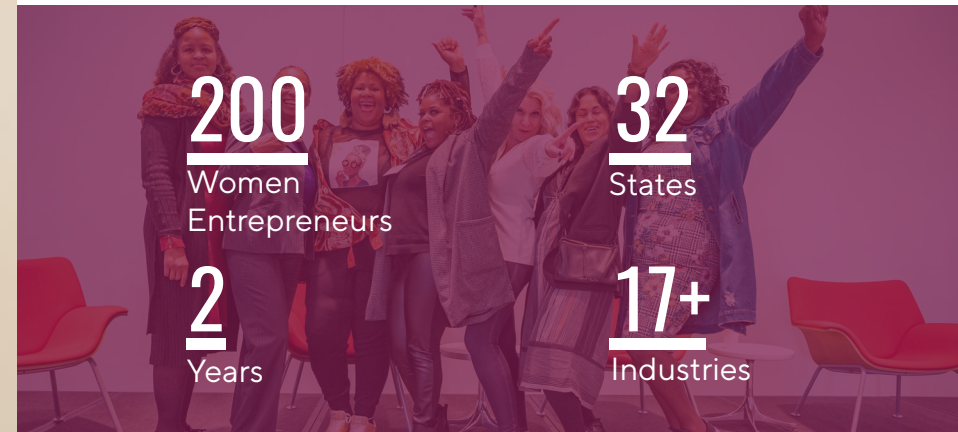
**REACH** 1000 women entrepreneurs in the USA by 2025

**VALUE PROPOSITION** Fostering social support, knowledge, and business growth for female entrepreneurs through an innovative approach to applied learning and community building

**HISTORY** The United States American Women Entrepreneurship Cooperative (USAWECC) is a unique and inclusive 5-month business leadership and management program run by the Center for Global Enterprise (CGE). Empowering women entrepreneurs, including those who have traditionally had uneven access to education and funding, is a crucial component of CGE's vision



# PROGRAM REACH



## 2022 IMPACT

### **79% earned certificate of completion\***

- 75% reported strengthened business strategy
- 41% reported optimized operations
- 35% reported increased brand visibility
- 25% generated new sales leads
- 23% increased the quality of their peer network
- 20% reported improved cash management

\*Industry standard is approximately 13%

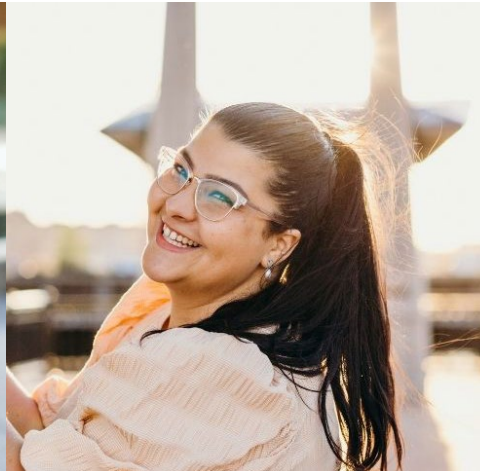


# PROGRAM IMPACT



"The diversity of the program participants and the depth of knowledge of the speakers brought rich insight into my operations, strategy, and execution. Having a group of women and speakers sharing their expertise and opinion was exceptionally valuable. The caliber of speakers was phenomenal, and my mentor truly cared about my success."

Andrea Fillmore, Strategic Hype



"Not all of us who start a business have had any training in proper business terminology and processes. A lot of times we're watching Youtube videos and getting help through mentors on SBA. I feel like this program created a curriculum that was organized and understanding. The fact that our peers could contribute to our assignments and fine tune our thought process and business strategies was so helpful and eye opening. I will no doubt recommend this program."

Dina Akel, Vieira Luxe



"I didn't expect to make friends and be gifted with a huge network of successful, genius women. This program, the staff, the speakers, the mentors and peer group leaders collectively helped me not give up on myself or my business. I have more clarity on the work I need to do to uplevel my business from where I've been stagnant for the past 6 years. I am inspired and motivated to do this more than ever."

Danica Arizola, A Love Thing Healing Arts



"This program has been impactful and rewarding to learn so many facets of entrepreneurship, scaling your business, brand awareness, marketing, fundraising and building confidence. In addition, the opportunity to have a Program Advisor and a Mentor was an added bonus of support, guidance and inspiration. Lastly, the Peer Group was great for connection and providing support with business challenges and recommendations."

Lana Worrell, Blossoming Metamorphosis

# USAWEC OVERVIEW

The USAWEC blended-learning program equips a diverse cohort of 150 US-based female business owners with the skills needed to build successful, resilient, and scalable businesses. USAWEC was inspired by the success and impact of CGE's AWEC program which has supported more than 1000 African entrepreneurs across 53 African countries over the past 5 years.

Delivered by renowned business leaders and covering five critical management areas for capacity-building including Brand and Marketing; Sales; Finance and Cash Management; Operations; and Access to Capital and Fundraising, the curriculum is designed to meet American business owners' most pressing needs, especially in light of the recovery from the Covid-19 pandemic.

To ensure strong support and boost engagement throughout the five months, participants are matched with experienced business mentors and peer groups, enabling them to gain valuable network connections, practical insights, and social support.

USAWEC practices build from CGE's proven track record of designing innovative, collaborative, and highly-engaging applied learning programs. The program's blended-learning model delivers high-impact through the following core program activities:

- Online interactive live sessions led by world-renowned business experts and thought leaders
- One-on-one mentoring from senior business professionals
- Individual applied learning activities
- Online and offline peer networking and feedback

USAWEC was launched as a pilot in 2021 and the entrepreneurs reported significant improvements in cash management, brand visibility, new sales leads, business strategy, and business operations. Following a successful pilot and Year 1 of the program, our mission is to continue to expand the leadership and management capacity of American women entrepreneurs to scale resilient businesses.

The diversity of skills, interests, and experiences in the Cooperative reflect the diversity of women-led entrepreneurship across the USA. Representing 32 states and over 17 different industries, Cohort 2 was comprised of 47% African Americans; 27% White; 12% Asians; and 4% Latin Americans.



# CONTACT

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