

Program Overview

Vision: The USA Women Entrepreneurship Cooperative (USAWEC) is a unique 5-month business leadership and management program run by the Center for Global Enterprise (CGE). Empowering women entrepreneurs, including those who have uneven access to high-quality learning, is a crucial component of CGE's vision.

Program Model: The USAWEC blended-learning program will run from June 1-October 30, 2022, and will equip a diverse cohort of 150 US-based female business owners with the skills needed to grow successful, resilient, and scalable businesses.

Curriculum: Delivered by renowned business leaders and covering five critical management areas for capacity-building including: Branding & Marketing; Sales; Finance & Cash Management, Operations & Leadership, and Access to Capital & Fundraising. The curriculum is designed to meet American business owners' most pressing needs, especially in light of the recovery from Covid-19 pandemic. The program's blended-learning model delivers high-impact and engagement through the following core program activities:



Online interactive **live sessions** led by world renowned business experts



Individual **applied learning** activities



1-1 **mentoring** from senior business professionals



Online and offline **peer networking** and feedback



Alumnae at the Nashville General Assembly, November 2021

USAWEC launched a successful pilot in 2021. The entrepreneurs from the pilot reported significant improvements in cash management & brand visibility, new sales leads, strengthened business strategies, as well as more optimized business operations.



I came into this program not knowing what I didn't know. I left with much more knowledge, including being inspired by the other women business owners, their creativity and forward-thinking. I am so blessed to have been a part of this program, and I can't believe it is free!

Delesia Watson, Luxury Copywriter, Life is Deleesh, Advertising & Marketing

WHAT WE LOOK FOR?



Business clarity and commitment



Desire to scale business and simultaneously support other female business owners



Value collaboration over competition



All of the live sessions and speakers were remarkable! The October assignment made me realize that I am the bottleneck for my operations -that has been transformational! I am glad to be a part of this program!

Melinda Emerson, Quintessence Group, Advertising & Marketing

WHO CAN APPLY?

Women who are

- Founders of businesses in the USA and its territories that have a registered businesses that has been in operation for **at least two years**
- Individuals who are willing and able to work remotely, committed to teamwork and collaboration, and comfortable using digital tools (Zoom, Slack, WhatsApp, etc.)
- Proficient in verbal and written English
- Able to access the Internet and NovoEd Platform through a computer or tablet weekly

Note: Founders of NGOs or nonprofit organizations are NOT eligible to apply for this pilot program.

WHAT TO EXPECT?

Participants should expect to:

- Spend an average of **4-6 hours per week** participating in USAWECE activities **online**. Monthly activities include: a live session, applied learning exercise, peer session, peer feedback, and 1-1 mentoring session
- Be **matched with a mentor** and take ownership of their mentor/mentee relationship
- Be introduced to a peer group. Participate in discussions and activities thoughtfully and actively
- Participate in **at least one USAWECE activity per week** throughout the program, including Zoom-enabled meetings
- Be challenged, stretched, and inspired with the acquisition of new knowledge
- Develop skills, build peer networks, and transform their businesses
- Have access to a program advisor (PA) from whom they can seek support when needed
- Respond to periodic program surveys



I have a full MBA from university, Oh my! I could have saved so much money, that's what USAWECE has been like! It has the highlights of the MBA program without the nonsense. The networks I have built so far are mostly with white males. USAWECE has brought in the diversity of women entrepreneurs I could not get anywhere else.

Angela Wilson, Exploryst, Entertainment & Leisure

HOW YOU WILL BENEFIT?

Upon successful completion of the 5-month program, participants will:

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| <p>1 Form close connections with a diverse network of 150 US-based women entrepreneurs and world-class business leaders</p> | <p>4 Gain practical skills in Sales; Finance & Cash Management; Operations & Leadership; Branding & Marketing</p> |
| <p>2 Establish a relationship with a senior business mentor</p> | <p>5 Develop important soft skills, including self-confidence, resilience, and collaboration</p> |
| <p>3 Strengthen strategy, leadership, and business management skills</p> | <p>6 Finish the program with a revised elevator pitch, business plan, and fundraising tool kit</p> |

IMPORTANT DATES:

- **April 1- April 16, 2022:**
Application Window
- **May 13:**
Cohort Finalization and Invitations to Selected Members
- **May 23 - May 31:**
Online Orientation Period
- **May 24 :**
Live Welcome Session (held via Zoom); 12:00 PM- 1:30 PM ET
- **June 1, 2022 to October 30, 2022: Monthly Live Sessions**
Each session will be held from 12:00 PM-1:30 PM ET on the following dates
 - June 2
 - July 7
 - August 4
 - September 1
 - October 6
- **November 9-10: In-person General Assembly Meeting**
The in-person General Assembly meeting for qualified participants will be held on November 9-10. The location of this event is yet to be determined. This event will provide an opportunity for networking, in-person learning, and will help the participants level up their network and business strategy. USAWEC will cover travel, accommodation, and meals for the qualified participants. Appropriate vaccination, social-distancing, and safety protocols will be practiced.