

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 United States of America and its territories that have a registered businesses 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.)
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- Able to access the Internet and NovoEd Platform through a computer or tablet weekly

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WHAT TO EXPECT?

Participants should expect to:

- Spend an average of 4-6 hours per week participating in USAWEC activities **ENRG**. Monthly activities include: a live session, applied learning exercise, peer session, peer feedback, and 1:1 mentoring session.
- Be matched with a mentor and to 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 USAWEC 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
- Gain 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 USAWEC has been like! It has the highlights of the MBA program without the BS(non-sense). The networks I have built so far are mostly with white males. USAWEC 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:

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

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 26 11:00 AM- 12:30 PM ET
Live Welcome Session (held via Zoom)



June 1, 2022 to October 30, 2022: Monthly Lives Sessions
Each session will be held from 11:00 AM-12:30 PM ET on the following dates



June 2



July 7



August 4



September 1



October 6



November 2-3: In-person General Assembly Meeting:

The in-person General Assembly Meeting for qualified participants will be held on November 2-3. The location of this event is yet to be determined. This event will provide an opportunity for networking and in-person learning, and will help the participants level up their network and business strategy. USAWECE will cover travel and accommodation for the qualified participants. Appropriate vaccination, social-distancing, and safety protocols will be practiced.