

WOMENVENTURE ACCELERATING SUCCESS PROGRAM

Session	Content	Detail	
1. Kick-Off	A. Welcome B. Understanding How Capital Can Support Growth C. Set goals	<ul style="list-style-type: none"> • Meet your new group • Research on capital infusion in growth • Your “money story” • Goals & Monthly Priorities 	Learn What You Need to Know So That You Can: <ul style="list-style-type: none"> ✓ Understand barriers to growth ✓ Set SMART goals
2. What You Need to Know About Financial Statements and Accounting	A. Income Statement Elements: Definitions, How They Are Derived	<ul style="list-style-type: none"> • Gross Revenue • Cost of Goods Sold • Gross Profit/Gross Margin • Operating Expense • Net Profit/Net Margin 	Learn What You Need to Know So That You Can: <ul style="list-style-type: none"> ✓ Understand your financial statements ✓ Manage your bookkeeping and accounting resources effectively without falling into the weeds
	B. Balance Sheet Elements: Definitions, How They Get There	<ul style="list-style-type: none"> • Assets – Current, Fixed, Other • Liabilities – Current, Long-Term • Equity – Capital Contributions, Owner Distributions, Retained Earnings • The Accounting Equation: Assets = Liabilities + Equity 	
	C. Accounting Overview	<ul style="list-style-type: none"> • Chart of Accounts • Cash vs Accrual • Common Transactions 	
3. Dealing with Budgets, Cash Flow and Forecasts	A. Budget	<ul style="list-style-type: none"> • Why budget? • How to budget – and when • Work on <i>your</i> budget 	Learn What You Need to Know So That You Can: <ul style="list-style-type: none"> ✓ Set informed goals for the business, for yourself, for staff ✓ Get early indicators of your performance ✓ Take early action – correct for bad news, capitalize on good news
	B. Cash Flow Projection	<ul style="list-style-type: none"> • Profit Does Not Equal Cash! • Why project cash flow? • How to do it – and how often • Work on <i>your</i> cash flow projection 	
	C. Forecasting	<ul style="list-style-type: none"> • Why do it? • How to forecast; when and how often • Work on <i>your</i> forecast 	
4. Unlocking Your Financial Statements for Better Decision-Making	A. Margin vs Markup in Pricing	<ul style="list-style-type: none"> • What’s the difference? How will using each method affect my profit? 	Learn What You Need to Know So That You Can: <ul style="list-style-type: none"> ✓ Unlock information in your financial statements ✓ Understand opportunities to improve financial results
	B. Standard Financial Ratios	<ul style="list-style-type: none"> • What they are and how they’re calculated • What they mean • Which ones are relevant to your business • How to identify historical trends and get peer comparisons 	

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	C. Basic Financial Hygiene	<ul style="list-style-type: none"> • Activities calendar to practice good financial management 	<ul style="list-style-type: none"> ✓ Manage your financials effectively and efficiently
5. Using Financial Analysis Tools to Make Decisions for Your Future	A. Break-Even Analysis	<ul style="list-style-type: none"> • When to use it • How it works 	<p>Learn What You Need to Know So That You Can:</p> <ul style="list-style-type: none"> ✓ Use your financials to understand the future impact of your decisions ✓ Select the appropriate sources of capital to achieve your goals ✓ Tell your financial story more effectively to lenders, investors and partners ✓ Use SWOT analysis to set strategies
	B. Stating Your Growth Plan in Financial Terms	<ul style="list-style-type: none"> • What techniques (increased volume, better margin, better financial efficiency, better productivity, etc.) will you use to reach your goals? • Will you need capital – and where will you get it? • Telling your financial story 	
	C. SWOT Analysis to Set Strategies for the Future	<ul style="list-style-type: none"> • Introduce the SWOT (Strengths, Weaknesses, Opportunities, Threats) 	
6. Foundations of Marketing	A. Share Your SWOT	<ul style="list-style-type: none"> • Share and get feedback from peers and others 	<p>Learn What You Need to Know So That You Can:</p> <ul style="list-style-type: none"> ✓ State your growth plan effectively ✓ Understand the core elements of marketing
	B. Your Strategies to Achieve Growth	<ul style="list-style-type: none"> • What does your future look like? New product/service, new market, both? • What marketing strategies will you use to achieve those goals 	
	C. Foundations of Marketing	<ul style="list-style-type: none"> • Why to do it • Developing a marketing mindset • Areas of investment & opportunity 	
7. Developing a Marketing Plan for Business Growth	A. Target Audiences	<ul style="list-style-type: none"> • Understand buyer behavior • Identify current & future customers • Basic market research 	<p>Learn What You Need to Know So That You Can:</p> <ul style="list-style-type: none"> ✓ Define your target market and effectively reach them ✓ Create a brand that attracts more buyers ✓ Design an orchestrated marketing program
	B. Brand Positioning	<ul style="list-style-type: none"> • Defining your unique difference 	

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8. Activating and Evaluating Your Marketing Efforts	A. Effective Messaging	<ul style="list-style-type: none"> • How to begin laying the foundation of a powerful brand • Emphasizing benefits over features 	Learn What You Need to Know So That You Can: <ul style="list-style-type: none"> ✓ Plan for appropriate marketing investment/resources ✓ Evaluate your marketing efforts for optimization
	B. Building a Marketing Plan	<ul style="list-style-type: none"> • Overview of elements of a marketing plan • Identifying necessary resources 	
	C. Channel Strategy	<ul style="list-style-type: none"> • Finding buyers • How do you focus on channels with greatest impact? 	
	D. Preview: Final Presentation	<ul style="list-style-type: none"> • Suggested outline 	
9. Wrapping it Up	A. Marketing Tactics and Tools	<ul style="list-style-type: none"> • Flexible and scalable tactics (social media, PR, advocacy, content development) • Best practices 	Learn What You Need to Know So That You Can: <ul style="list-style-type: none"> ✓ Choose appropriate tactics to implement your marketing plan ✓ Understand the metrics that correlate to business impact ✓ Develop an effective Scorecard for your business ✓ Understand your audience and the language you need to reach them
	B. Meaningful Metrics (Financial and Marketing)	<ul style="list-style-type: none"> • What to measure • How to measure it • Optimizing efforts 	
	C. Pulling Together Your Growth Plan	<ul style="list-style-type: none"> • Goals & Monthly Priorities: revisit and refine • Scorecard 	
10. Final Session	A. Share Your Plan with Peers and Experts	<ul style="list-style-type: none"> • Share and get feedback on your growth plan 	Celebrate Your Achievement!
11. Peer Circle			
12. Peer Circle			
13. Peer Circle			
14. Peer Circle			
15. Peer Circle			
16. Peer Circle			