

## WOMENVENTURE ACCELERATING SUCCESS PROGRAM: AUGUST 23 THROUGH NOVEMBER 8, 2022

Session	Content	Detail	
<b>1. Kick-Off</b> <b>8/23/2022</b>	A. Welcome B. Understanding How Capital Can Support Growth C. Set goals D. Your Money Story	<ul style="list-style-type: none"> <li>• Meet your new group</li> <li>• Research on capital infusion in growth</li> <li>• Goals &amp; Monthly Priorities</li> <li>• What shapes your relationship to money and finances</li> </ul>	<b>Learn What You Need to Know So That You Can:</b> <ul style="list-style-type: none"> <li>✓ Understand barriers to growth</li> <li>✓ Set SMART goals</li> <li>✓ Tell Your Money Story</li> </ul>
<b>2. What You Need to Know About Financial Statements and Accounting</b> <b>8/30/2022</b>	A. Income Statement Elements: Definitions, How They Are Derived	<ul style="list-style-type: none"> <li>• Gross Revenue</li> <li>• Cost of Goods Sold</li> <li>• Gross Profit/Gross Margin</li> <li>• Operating Expense</li> <li>• Net Profit/Net Margin</li> </ul>	<b>Learn What You Need to Know So That You Can:</b> <ul style="list-style-type: none"> <li>✓ Understand your financial statements</li> <li>✓ Manage your bookkeeping and accounting resources effectively without falling into the weeds</li> </ul>
	B. Balance Sheet Elements: Definitions, How They Get There	<ul style="list-style-type: none"> <li>• Assets – Current, Fixed, Other</li> <li>• Liabilities – Current, Long-Term</li> <li>• Equity – Capital Contributions, Owner Distributions, Retained Earnings</li> <li>• The Accounting Equation: Assets = Liabilities + Equity</li> </ul>	
	C. Accounting Overview	<ul style="list-style-type: none"> <li>• Chart of Accounts</li> <li>• Cash vs Accrual</li> <li>• Common Transactions</li> </ul>	
<b>3. Review/Consultation Regarding Your Financial Statements</b> <b>8/31 through 9/7/2022</b>	One-on-one appointments with financial consultants will take place during Week 2; Week 3 is an “off” week	After your consultation, you work independently with your bookkeeper/accountant to adjust any transactions or practices and get your books “clean”	<b>Learn What You Need to Know So That You Can:</b> <ul style="list-style-type: none"> <li>✓ Have “clean” accounting information to effectively use financial management and analysis</li> </ul>
<b>4. Dealing with Budgets, Cash Flow and Forecasts</b> <b>9/13/2022</b>	A. Budget	<ul style="list-style-type: none"> <li>• Why budget?</li> <li>• How to budget – and when</li> <li>• Work on <i>your</i> budget</li> </ul>	<b>Learn What You Need to Know So That You Can:</b> <ul style="list-style-type: none"> <li>✓ Set informed goals for the business, for yourself, for staff</li> <li>✓ Get early indicators of your performance</li> <li>✓ Take early action – correct for bad news, capitalize on good news</li> </ul>
	B. Cash Flow Projection	<ul style="list-style-type: none"> <li>• Profit Does Not Equal Cash!</li> <li>• Why project cash flow?</li> <li>• How to do it – and how often</li> <li>• Work on <i>your</i> cash flow projection</li> </ul>	
	C. Forecasting	<ul style="list-style-type: none"> <li>• Why do it?</li> <li>• How to forecast; when and how often</li> <li>• Work on <i>your</i> forecast</li> </ul>	

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<b>5. Unlocking Your Financial Statements for Better Decision-Making</b> <b>9/20/2022</b>	A. Margin vs Markup in Pricing	<ul style="list-style-type: none"> <li>• What's the difference? How will using each method affect my profit?</li> </ul>	<b>Learn What You Need to Know So That You Can:</b> <ul style="list-style-type: none"> <li>✓ Unlock information in your financial statements</li> <li>✓ Understand opportunities to improve financial results</li> <li>✓ Manage your financials effectively and efficiently</li> </ul>
	B. Standard Financial Ratios	<ul style="list-style-type: none"> <li>• What they are and how they're calculated</li> <li>• What they mean</li> <li>• Which ones are relevant to your business</li> <li>• How to identify historical trends and get peer comparisons</li> </ul>	
	C. Basic Financial Hygiene	<ul style="list-style-type: none"> <li>• Activities calendar to practice good financial management</li> </ul>	
<b>6. Using Financial Analysis Tools to Make Decisions for Your Future</b> <b>9/27/2022</b>	A. Break-Even Analysis	<ul style="list-style-type: none"> <li>• When to use it</li> <li>• How it works</li> </ul>	<b>Learn What You Need to Know So That You Can:</b> <ul style="list-style-type: none"> <li>✓ Use your financials to understand the future impact of your decisions</li> <li>✓ Show your plan for the future in financial terms – including additional capital</li> <li>✓ Keep your emotions about debt from interfering with good decisions</li> <li>✓ Effectively evaluate loans and lenders</li> </ul>
	B. Stating Your Growth Plan in Financial Terms	<ul style="list-style-type: none"> <li>• What techniques (increased volume, better margin, better financial efficiency, better productivity, etc.) will you use to reach your goals?</li> <li>• Will you need capital?</li> </ul>	
	C. Your Perception of Debt	<ul style="list-style-type: none"> <li>• What are the sources of how you perceive using debt or other capital – and how do your perceptions impact your decisions?</li> </ul>	
	D. The Credit and Debt Game	<ul style="list-style-type: none"> <li>• Evaluating loans</li> <li>• How do time, credit rating and interest rates affect the cost of capital?</li> <li>• How do you spot red flags?</li> </ul>	
<b>7. Sources of Capital</b> <b>10/4/2022</b>	A. Understanding Your Credit	<ul style="list-style-type: none"> <li>• What is the FICO score?</li> <li>• What does it mean for me?</li> <li>• How can I improve my credit rating?</li> </ul>	<b>Learn What You Need to Know So That You Can:</b> <ul style="list-style-type: none"> <li>✓ Select the appropriate sources of capital to achieve your goals</li> <li>✓ Tell your financial story more effectively to lenders, investors and partners</li> <li>✓ Use SWOT analysis to set strategies</li> </ul>
	B. Sources of Capital	<ul style="list-style-type: none"> <li>• Equity vs Debt</li> <li>• What does WomenVenture offer?</li> <li>• What other sources are available to me?</li> </ul>	
	C. Getting Capital	<ul style="list-style-type: none"> <li>• Refine using financial projections to tell your story</li> </ul>	
	D. SWOT Analysis to Set Strategies for the Future	<ul style="list-style-type: none"> <li>• Introduce the SWOT (Strengths, Weaknesses, Opportunities, Threats)</li> </ul>	
<b>8. Foundations of Marketing</b> <b>10/11/2022</b>	A. Share Your SWOT	<ul style="list-style-type: none"> <li>• Share and get feedback from peers and others</li> </ul>	<b>Learn What You Need to Know So That You Can:</b>
	E. Your Strategies to Achieve Growth	<ul style="list-style-type: none"> <li>• What does your future look like? New product/service, new market, both?</li> </ul>	

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		<ul style="list-style-type: none"> <li>• What marketing strategies will you use to achieve those goals</li> </ul>	<ul style="list-style-type: none"> <li>✓ State your growth plan effectively</li> <li>✓ Understand the core elements of marketing</li> </ul>
	F. Foundations of Marketing	<ul style="list-style-type: none"> <li>• Why to do it</li> <li>• Developing a marketing mindset</li> <li>• Areas of investment &amp; opportunity</li> </ul>	
<b>9. Developing a Marketing Plan for Business Growth</b> <b>10/18/2022</b>	A. Target Audiences	<ul style="list-style-type: none"> <li>• Understand buyer behavior</li> <li>• Identify current &amp; future customers</li> <li>• Basic market research</li> </ul>	<b>Learn What You Need to Know So That You Can:</b> <ul style="list-style-type: none"> <li>✓ Define your target market and effectively reach them</li> <li>✓ Create a brand that attracts more buyers</li> <li>✓ Design an orchestrated marketing program</li> </ul>
	B. Brand Positioning	<ul style="list-style-type: none"> <li>• Defining your unique difference</li> </ul>	
<b>10. Activating and Evaluating Your Marketing Efforts</b> <b>10/25/2022</b>	A. Effective Messaging	<ul style="list-style-type: none"> <li>• How to begin laying the foundation of a powerful brand</li> <li>• Emphasizing benefits over features</li> </ul>	<b>Learn What You Need to Know So That You Can:</b> <ul style="list-style-type: none"> <li>✓ Plan for appropriate marketing investment/resources</li> <li>✓ Evaluate your marketing efforts for optimization</li> </ul>
	B. Building a Marketing Plan	<ul style="list-style-type: none"> <li>• Overview of elements of a marketing plan</li> <li>• Identifying necessary resources</li> </ul>	
	C. Channel Strategy	<ul style="list-style-type: none"> <li>• Finding buyers</li> <li>• How do you focus on channels with greatest impact?</li> </ul>	
	D. Preview: Final Presentation	<ul style="list-style-type: none"> <li>• Suggested outline</li> </ul>	
<b>11. Wrapping it Up</b> <b>11/1/2022</b>	A. Marketing Tactics and Tools	<ul style="list-style-type: none"> <li>• Flexible and scalable tactics (social media, PR, advocacy, content development)</li> <li>• Best practices</li> </ul>	<b>Learn What You Need to Know So That You Can:</b> <ul style="list-style-type: none"> <li>✓ Choose appropriate tactics to implement your marketing plan</li> <li>✓ Understand the metrics that correlate to business impact</li> <li>✓ Develop an effective Scorecard for your business</li> <li>✓ Understand your audience and the language you need to reach them</li> </ul>
	B. Meaningful Metrics (Financial and Marketing)	<ul style="list-style-type: none"> <li>• What to measure</li> <li>• How to measure it</li> <li>• Optimizing efforts</li> </ul>	
	C. Pulling Together Your Growth Plan	<ul style="list-style-type: none"> <li>• Goals &amp; Monthly Priorities: revisit and refine</li> <li>• Scorecard</li> </ul>	
<b>12. Final Session</b> <b>11/8/2022</b>	A. Share Your Plan with Peers and Experts	<ul style="list-style-type: none"> <li>• Share and get feedback on your growth plan</li> </ul>	<b>Celebrate Your Achievement!</b>

Six monthly Peer Circle sessions will be scheduled, beginning in January 2023 and ending in June 2023