



Volunteering with WomenVenture

SMALL BUSINESS ESSENTIALS EXPERT ADVISOR

Volunteer advisors support participants in WomenVenture's Small Business Essentials course by providing one-on-one consultations on specific business-related topics including human resources, marketing, trademark law, or finance.

Expert advisors are paired with participants based on their individual needs during the Small Business Essentials course and up to one year following graduation. WomenVenture's volunteer manager will review requests and facilitate introductions. Common requests are listed below, but topics may vary based on the participant.

Human Resources

Volunteer expert advisors in human resources must be able to answer questions pertaining to hiring, compensation, employee benefits, and performance reviews.

Marketing

Volunteer expert advisors in marketing will answer questions surrounding branding, finding your target market, and understanding the needs of your audience.

Trademark Law

Volunteer expert advisors in trademark law must be able to answer questions regarding preparing your trademark application, submission, and registration.

Finance

Volunteer expert advisors in finance will answer questions about business accounting, financial statements, projecting sales revenue, and calculating startup costs.

Time Commitment: 60-90 minutes per consultation