

“*Entrepreneurship is a journey that you don't have to take alone.*”



# Women's Economic Opportunity Center

*Serving women entrepreneurs at all stages of their business venture paths*



## Women's Economic Opportunity Center



EMAIL  
info@niic.net



QUESTIONS? Call us  
(260) 407-6442



VISIT OUR WEBSITE  
inweoc.com



The Women's Economic Opportunity Center is funded in part through a cooperative agreement with the U.S. Small Business Administration.





# Women's Economic Opportunity Center

The Women's Economic Opportunity Center (WEOC), in partnership with the Northeast Indiana Innovation Center (The NIIC), offers timely and immediate assistance to women entrepreneurs at all stages of their venture paths, from business idea and start-up through growth and expansion. WEOC was designed to understand and respond to the unique needs of women entrepreneurs.

## ▶ OUR MISSION

To serve as a catalyst and a connector, providing business growth support services to drive success and economic opportunity for women entrepreneurs at all socio-economic levels and in all phases of their businesses.

## ▶ OUR VISION

To be the most respected and demanded resource for women and under-served entrepreneurs to turn to for business guidance and education.

The **Entrepreneurial Pathway – Assess. Discover. Do.**™ Dreams can become reality through hard work, guidance from experienced professionals and access to resources. We help you define your unique pathway then provide resources and connectivity for venture's success.

### STEP 1

Assessment with Business Coach

For individuals and businesses

- Predictive Index [PI]
- Gallup Business Builder Profile 10 [BP 10]

Mentorship

### STEP 2

Lean Canvas

WKI

So what? Who cares? Why you?

### STEP 3

Access to Capital

Bootstrapping

Field Work

Find Customers

## THROUGHOUT THE PROCESS:

Resource Planning

Connecting

Coaching Support

# ▶ WEOC PROGRAMS & SERVICES

**ASSESS** > Get to know yourself and your team.

### PERSONAL GROWTH & ENRICHMENT

WEOC offers two primary assessment tools to improve and strengthen you and your team's entrepreneurial leadership skills.

### MENTORING

Creating and nurturing mentoring relationships is key to entrepreneurial success.



**DISCOVER** > Validate the pain/problem or opportunity.



### LEAN CANVAS

This living tool, is updated as your business model changes - it focuses on nine fundamentals to creating a startup.

### WENDY KENNEDY INTERNATIONAL (WKI)

So what? who cares? why you? This interactive, high-value business development workshop series leads founders from idea to launch.

**DO** > Make it happen. Your dream meets its first customers and investors.

### ACCESS TO CAPITAL/ BOOTSTRAPPING

Designed for those ready to finance their venture.

### FIELD WORK

Launch, grow and scale your business.

