

## LAUNCH WOMEN BUSINESS BUILDER PROGRAM

Women-owned businesses in Indiana are under-represented, lack access to capital, entrepreneurial tools, mentoring, and resources. Launch Women Business Builder Program is for female founders demanding more. This program was designed for women who want to start, grow, and accelerate their online or digital businesses.

**What does the program entail?** Up to 1 year, 3-Phases

**Phase 1:** (12 weeks) intense time developing and validating your business model

**Phase 2:** (6 months) implementing your business model

**Phase 3:** (3 months) selling to customers and growing your venture

## WHY BUSINESS BUILDER PROGRAM?

- Shared work space in a vibrant entrepreneurial community
- Participants work through The NIIC's proprietary **Assess. Discover. Do.™ Entrepreneurial Pathway**
- One-to-one business and virtual coaching
- Access to entrepreneurial support tools, including NIIC Navigator™ Online Learning Management System for customized growth and development
- One complimentary invitation to the NIIC Ideas@Work Signature Event in April 16, 2019

PHASE 1 Business Model	PHASE 2 Implementation	PHASE 3 Growth
<ul style="list-style-type: none"> <li>• 12-week, intense, accelerator-like, business building program</li> <li>• May continue working while in program</li> <li>• 7-10 hours a week minimum time commitment</li> <li>• Shared office space at The NIIC</li> <li>• NIIC business coaching</li> <li>• Virtual coaching through Dropleaf Communications</li> <li>• <i>Virtual Build Your Dream Business in 12 Weeks Program</i></li> </ul>	<ul style="list-style-type: none"> <li>• 6 month duration, execute to business model created in Phase 1</li> <li>• Develop working prototype, proof of relevance, minimum viable product (MVP)</li> <li>• Companies demonstrating MVP considered for GAN pitch opportunity</li> <li>• Upon successful completion of Phase 2, opportunity to receive up to \$2,500 non-dilutive funding per company</li> </ul>	<ul style="list-style-type: none"> <li>• Focused coaching on user acceptance and growing total users of your product/service</li> <li>• Continued accountability through virtual touchpoints</li> <li>• Access to capital/Bootstrapping</li> <li>• Goal setting for profitability and growth</li> <li>• Opportunity to pitch in annual WEOC Virtual Pitch Competition for up to \$10,000 convertible debenture</li> </ul>
UPON SUCCESSFUL PHASE 1 COMPLETION	UPON SUCCESSFUL PHASE 2 COMPLETION	UPON SUCCESSFUL PHASE 3 COMPLETION
<ul style="list-style-type: none"> <li>• Established business model</li> <li>• Improved/strengthened entrepreneurial leadership skills</li> <li>• Virtual and peer-to-peer mentoring</li> <li>• Opportunity to advance to Phase 2 of the program</li> </ul>	<ul style="list-style-type: none"> <li>• MVP or proof of relevance</li> <li>• Opportunity to participate in WEOC mentoring program</li> <li>• NIIC sponsorship consideration for GAN pitch competition</li> <li>• Opportunity to advance to Phase 3 of the program</li> </ul>	<ul style="list-style-type: none"> <li>• Increased total users of product/service, profitability, growth</li> <li>• Established venture measurement tools</li> <li>• Established funding pathway</li> <li>• Opportunity to pitch for up to \$10,000 convertible debenture</li> <li>• Graduate with optional transition to a NIIC entrepreneurial program at 50% discount for first 2 years</li> </ul>

## COST & REQUIREMENTS

- No cost to participants— generously funded by donors, NIIC Ideas@Work Signature Event and The NIIC.
- Complete an online application, including submitting your video.

- Maximum of 5 companies/10 individuals in each cohort.
- For digital, e-commerce, app or web-based businesses (not designed for regulatory, retail, franchise, multi-level marketing companies or capital intensive businesses).
- Active program participants and majority ownership of the idea or venture must be participating female founders.
- Designed for business entities—excludes non-profit organizations.
- Priority given to qualified applicants in WEOC geographic service area\* (no requirement to relocate).
- Global Accelerator Network (GAN) referral applicants eligible to apply.
- Designed for businesses with less than \$100,000 annual sales.
- Do not need to be incorporated to participate in Phase 1, but should have entrepreneurial tendencies. Phases 2 and 3 funding must be a for-profit incorporated business and require successful completion of Phase 1 of the program.

## IT IS AS EASY AS 1, 2, 3.

Up to 5 companies, 10 individuals will be accepted into Phase 1. Upon completion of Phase 1, companies are considered for continuation to Phases 2 and 3.

### 1. Submit your application for Phase 1 by September 1, 2018.

[https://northeastindianainnovationcenter.formstack.com/forms/launch\\_women\\_application](https://northeastindianainnovationcenter.formstack.com/forms/launch_women_application)

### 2. Stay tuned: Phase 1 Business Builders Cohort Announcement around September 5, 2018.

### 3. Kick-off meeting—get started around mid-September 2018!

*\*WEOC service area includes the following Indiana counties: Adams, Allen, Blackford, DeKalb, Delaware, Grant, Huntington, Jay, Kosciusko, LaGrange, Madison, Noble, Steuben, Wabash,*



*WEOC is funded in part through a cooperative agreement with the U.S. Small Business Administration.*



*Host organization The NIIC provides WEOC with the matching funds required by U.S. SBA and provides supplemental technical support and resources.*

*Assess. Discover. Do.™ Entrepreneurship Pathway and NIIC Navigator™ Online Learning Management System are trademarks of The Northeast Indiana Innovation Center, Inc.*