



WOMEN+ ENTREPRENEURSHIP PROGRAM

Empowering you to take your business to the next level

Women+ Program Overview:

The Women+ Entrepreneurship Program empowers diverse women, trans women and non-binary individuals (women+) with the skills and confidence to pursue self-employment. Delivered over **6-9 weeks (2 sessions per week)**, you'll experience:

- Virtual business training led by expert facilitators
- Group coaching sessions to help you address specific needs and challenges
- Ongoing peer support
- Post-program access to tools and resources, including tailored support from a variety of Subject Matter Experts.

Whether you want to monetize a hobby, launch a side hustle or build a full-time enterprise, the Women+ Entrepreneurship Program is the place to start.

Graduation Requirements:

As part of the graduation requirements, participants will be asked to complete and submit a Rise Lean Business Plan template and a Cashflow Forecast template. Participants will also deliver a pitch presentation/elevator pitch of their business at the end of the program. Attendance will be considered in so far as too many missed sessions without prior notice or arrangement may forfeit enrollment in the program.

Post-program:

Upon graduating from the program, participants will receive a certificate of completion, an invitation to the Rise Community (our online alumni network), exclusive financing options, and opportunities to enroll in additional Rise programming.

Program Session Times (based on your location): EXAMPLE

- a) 3:00pm to 5:00pm Pacific Time (BC, YT)
- b) 4:00pm to 6:00pm Mountain Time (AB, SK, NWT, NU)
- c) 5:00pm to 7:00pm Central Time (MB, NU)
- d) 6:00pm to 8:00pm Eastern Time (ON, QC, NU)
- e) 7:00pm to 9:00pm Atlantic Time (NS, NB, PEI)
- f) 7:30pm to 9:30pm Newfoundland Time (NL)

Time zone Converter: <https://www.worldtimebuddy.com/est-to-canada-ontario-toronto>

Course Calendar EXAMPLE

Session	Date & Time	Location	Topic
1	January 29 th at 18:00	ZOOM	ORIENTATION Co-Creating Our Space/Deliverables/Mentor Led Peer Pod Session
2	January 31 st at 18:00	ZOOM	ORIENTATION Co-Creating Our Space/Deliverables/Mentor Led Peer Pod Session Overview
3	February 5 th at 18:00	ZOOM	GOAL SETTING Concepts, Think/Do session
4	February 7 th at 18:00	ZOOM	BUSINESS MODEL CANVAS I Intro, Choose, Deep Dive
5	February 12 th at 18:00	ZOOM	BUSINESS MODEL CANVAS II Reveal /Share your BMC for feedback/refinement
6	February 14 th at 18:00	ZOOM	CUSTOMERS & COMPARATORS Customer Avatar, Comparator Matrix, Customer Discovery Plan

7	February 19 th	ZOOM	CASH FLOW FORECAST I Class Format
8	February 21 st at 18:00	ZOOM	NO CLASS
9	February 26 th at 18:00	ZOOM	CASH FLOW FORECAST II Class Format
10	February 28 th at 18:00	ZOOM	SUBJECT MATTER EXPERT CASH FLOW FORECAST II Share/Review Workshop format
11	March 4 th at 18:00	ZOOM	INTRO BUSINESS PLAN Lean business plan review
12	March 6 th at 18:00	ZOOM	OPERATIONS PLAN 3-6 month action plan plus & RISE LENDING INTRO
13	March 11 th at 18:00	ZOOM	SUBJECT MATTER EXPERT Building enterprise resilience: ecosystem mapping
14	March 13 th at 18:00	ZOOM	SUBJECT MATTER EXPERT Creating your founder mental health plan
15	March 18 th at 18:00	ZOOM	DEFINING GROWTH + CREATING YOUR PITCH DECK
16	March 20 th at 18:00	ZOOM	GROUP COACHING #1

17	March 25 th at 18:00	ZOOM	SUBJECT MATTER EXPERT Operations mgt: a feminist perspective
18	March 27 th at 18:00	ZOOM	GROUP COACHING #2
19	April 1 st at 18:00	ZOOM	PITCH REHEARSALS Feedback & presentation tips
20	January 29 th at 18:00		PRESENT YOUR PITCH Bus/Asks

Group Coaching

Throughout the program you have access to supplementary support through live group coaching sessions on specific themes with your facilitators.

What are Group Coaching Sessions? These are thematic based **1.5H sessions** where you can come in to ask questions to the facilitators and work on completing your deliverables as a group. This also allows you to get extra support on topics that you are less comfortable with. All **Group Coaching** will be done in Zoom – use the links provided in the table to connect!

For any questions or concerns, please contact us at training@risehelps.ca