



Funded in part through a Cooperative Agreement with the U.S. Small Business Administration

# Women Veteran Business Accelerator, 2019

## Summary

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LiftFund is proud to announce its 2<sup>nd</sup> annual Women Veteran Business Accelerator hosted by the Women Veteran Entrepreneurship Training (WVET) program in partnership with the SBA. The 7-week program will run from February 26 - April 9, 2019, and will focus on the following topics:

- Personal Development
- Capacity Building
- Communication & Networking
- Finance
- Leadership
- Marketing & Sales

Throughout the program, participants will take part in a combination of expert-led workshops and peer-to-peer discussions all designed to help them improve their business processes and set a solid foundation for growth. Through networking with other veteran and spouse owned small businesses, participants will develop a solid support system and the opportunity to leverage marketing through partnerships to grow their businesses.

## Target Audience

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This program is designed for the primary benefit of women veterans and spouses of veterans who own and operate a small business in the state of Texas. We consider a veteran anyone who has honorably served in the US military, regardless of the length of service.

Requirements:

- Must be the active business owner (50%+)
- Business must be in operations and making sales
- Must be committed to growth
- Must be able to attend and actively participate in at least 11 of the 13 sessions

Find the application [HERE \(www.liftfund.com/wvet\)](http://www.liftfund.com/wvet)

After registering, you will receive a confirmation email containing information about joining the webinar. To participate in the webinar, you will need a computer with speakers and an internet connection. No special software to download is required.

For more information about the Women Veteran Entrepreneurship Training Accelerator program, call 817.266.4095 or email Lisa Williams at [write2lcw@gmail.com](mailto:write2lcw@gmail.com).

## Schedule

<b>Date</b>	<b>Time</b>	<b>Topic</b>	<b>Agenda</b>
Tuesday, Feb. 26	9:00-10:30am	Welcome, Overview, Setting the Foundation	Welcome Remarks, Introductions, WVET Overview, Virtual Learning Demonstration, Expectations, and Q & A.
Thursday, Feb. 28	9:00-10:30am	<b>Capacity Building</b>  Understanding and Evaluating Entrepreneurial Risk Factors.	Participants will learn how to minimize the risk of growing a business venture by analyzing their own risk tolerance and considering what resources/talents needed to grow and sustain a successful business.
Tuesday, March 5	9:00-10:30am	<b>Capacity Building</b>  Developing/evaluating the Business Concept, Vision and Mission Statement.	Participants will re-evaluate practical specifics about their product or service. Determine if their current vision and mission statements and list of core values accurately reflect their current abilities to obtain their mission and future business goals (inclusive of staff retention, financial stability, and community impact).
Thursday, March 7	9:00-10:30am	<b>Communication &amp; Personal Development</b>  Owning Your Story *Networking mixer	Participants will practice sharing their personal and business stories to better understand how the world interprets them and gain practice for an actual networking event.
Tuesday, March 12	9:00-10:30am	<b>Finances</b>  Insurance/Protection What You Need To Know	Participants will learn how business insurance is coverage that protects small business from financial damages that can result from accidents, property damage, professional errors, workers compensation claims, and other situations.
Thursday, March 14	9:00-10:30 am	<b>Marketing</b>  Building a Marketing and Sales Strategy	Participants will learn why a marketing and sales strategy is essential and how to build one. As well as, how to define and identify their customers base and competitors.
Tuesday, March 19	9:00-10:30 am	<b>Communication</b>  Written Communications	Participants will learn how to effectively initiate and respond to emails messages for landing meetings, endorsement, sales, or invitation to present their service(s) or product(s). Additionally, the participant will learn how to evaluate their proposals and other business writings for clarity, accuracy, and impact.

Thursday, March 21	9:00-10:30 am	<b>Finance</b>  Access to Capital	Participants will learn how to gain access and opportunity to business funding through a non-traditional, traditional and government institution and organizations.
Tuesday, March 26	9:00-10:30am	<b>Finance &amp; Personal Development</b>  Financial Stability as an Entrepreneur	Participants will learn from a presentation on personal finances about creating and or maintaining financial health, plan for retirement and how best to keep their personal and company finances separate.
Thursday, March 28		<b>Leadership</b>  The Power of Authentic Leadership	Participants will learn the importance of building trust and creating a diverse and inclusive workforce that is motivated to not only create profit but also driven to make an impact in the community and the lives of others.
Tuesday, April 2	9:00-10:30 am	<b>Finances &amp; Capacity Building</b>  Human Resources, Payroll, and Retirement Plans for Entrepreneurs	Participants will learn from a presentation about payroll, human resource, and benefits outsourcing services for small- to medium-sized businesses.
Thursday, April 4	9:00-10:30 am	<b>Legal</b>  The Legality of Business Ownership and Decisions	Participants will explore and focus their attention on some legal issues commonly encountered in the business environment. Not legal advice.
Tuesday, April 9	9:00-10:30 am	<b>Leadership</b>  Change Management	Participants will learn the concept of change management and how it guides how we prepare, equip and support individuals to successfully adopt a change in order to drive organizational success and sustainment outcomes.