

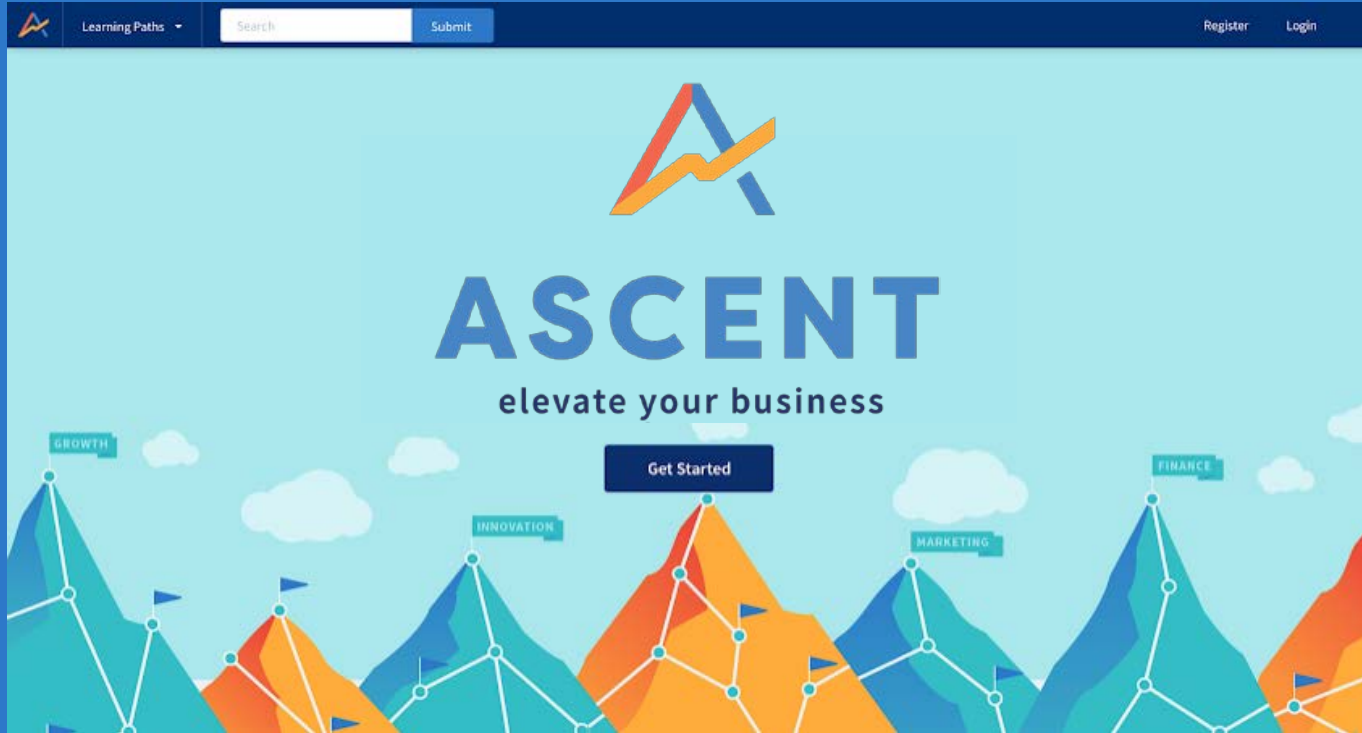
ASCENT

elevate your business



U.S. Small Business
Administration

Ascent is an interactive digital platform for women business owners ready to grow their business.



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Ascent is designed for the “missing middle.”

Growth-oriented women entrepreneurs who are:

- Running an established business
- Generating revenue
- Beyond the start-up phase and ready to scale/grow.



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Bringing these agencies together to **solve the problem** of the missing middle



Bringing expertise about **labor practices**



U.S. Small Business Administration

Bringing vast experience working with **small businesses**



Bringing a wealth of knowledge on **finance**



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5 journeys

- 01** | Disaster & Economic Recovery
- 02** | Strategic Marketing
- 03** | Your People
- 04** | Your Business Financial Strategy
- 05** | Access to Capital

**Choose the content
you need**



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Help with Recovery

Journey 1: Disaster & Economic Recovery



- Tools to help business owners understand impacts of a disaster
- Help in developing a response plan
- Ideas and insights on how to support staff

Journey 2: Strategic Marketing

That moment when you need to market yourself.

You will:

- Begin to develop your marketing plan
- Learn about unmet market needs with research tools
- Develop value propositions for your products or services
- Define your target market, assess its size, and identify your position



Journey 3: Your People

That moment when you need to hire.

You will:

- Build the skills to attract, hire, develop, and retain your staff
- Learn about interview techniques, job descriptions, recruitment plans, employee training, and workplace culture



Journey 4: Your Business Financial Strategy

That moment when you need financial know-how.

You will:

- Create, evaluate, and forecast your business financial statements
- Learn to ask informed questions to your bookkeeper/accountant
- Be equipped to speak the language of finance when seeking capital



Journey 5: Access to Capital

That moment when your business needs funding.

You will:

- Explore types of capital options, including lenders, crowdfunding, investors, and SBA loan guarantee programs
- Learn about bootstrapping to reduce your need for external capital
- Test your appetite for becoming an angel investor in other businesses



Learn the way that works best for you.

- **Individualized journeys** and **excursions** to customize your learning experience.
- **Flexibility** to follow the entire journey within a topic or experience choose only what you need.
- **Immersive** multimedia experiences with:
 - ✓ Worksheets
 - ✓ Fireside chats
 - ✓ Videos
 - ✓ Infographics
 - ✓ Self assessments
 - ✓ Testimonials and success stories from real women entrepreneurs
 - ✓ Key insights (newsletter)



Any Questions?



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