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EmpoWomen Acceleration Programme

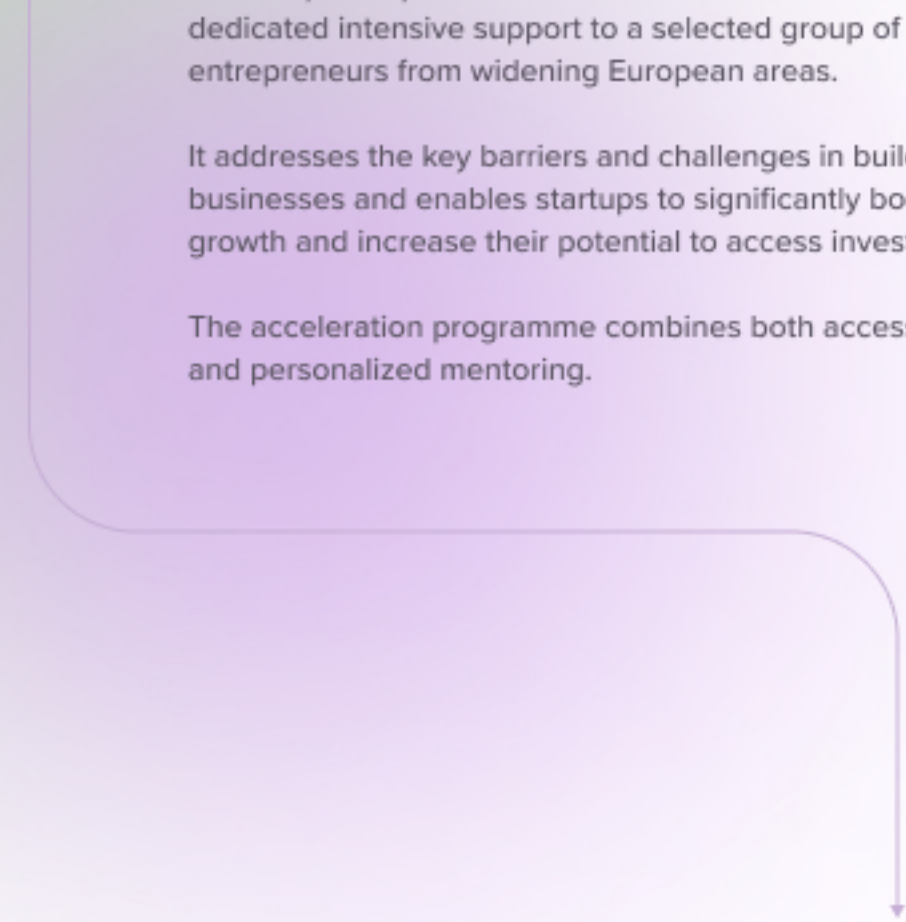


What's the Opportunity?

The unique EmpoWomen Accelerator offers a 6-month programme of dedicated intensive support to a selected group of women deep-tech entrepreneurs from widening European areas.

It addresses the key barriers and challenges in building and funding businesses and enables startups to significantly boost their business growth and increase their potential to access investment.

The acceleration programme combines both access to a dedicated learning and personalized mentoring.



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EmpoWomen Accelerator Programme is designed and delivered by highly experienced industry professionals and active investors in tech and innovation:



StartUp Wise Guys (SWG), one of the top 5 accelerators according to European top-tier VCs (as ranked by Sifted in December 2022) that focuses on entrepreneurs in underserved markets and fast-tracks their growth.



Business Angels Europe (BAE), mobilizing the investment potential of national angel investment communities from East to West of Europe, bringing access to investment from the most experienced European angel groups to back growth-potential entrepreneurs from startup to scale-up.

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Programme Part 1

Week 1

Welcome week

During this initial week, participants are encouraged to familiarize themselves with the programme's structure and objectives, tools, explore programme materials, and add the programme's event calendar to stay informed about upcoming online sessions.

Week 3

Pitching & products

This week's purpose is to gain insights into effectively communicating the product and its value proposition. To emphasize the importance of understanding the problem each startup's product solves as the initial step toward successful sales and market penetration.

Week 2

Purpose & values

This week is about fundamental questions of the startup's purpose. To define a company's mission, vision, and culture, laying the groundwork for a clear understanding of entrepreneurial journey.

Week 4

Product & planning

This week's focus is on refining the product to meet market demands and customer needs. To explore methods for experimentation and building or planning a Minimum Viable Product (MVP) to ensure it stands out and addresses key customer pain points.

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Programme Part 1

Week 5

Staying strong

This week's purpose is to navigate the challenges inherent in startup life by focusing on personal resilience and sustainable growth strategies. To identify methods to maintain peak performance and readiness to tackle obstacles as they arise.

Week 7

Fundraising

This week's purpose is to enhance the ability to communicate effectively with potential collaborators and investors. To explore financial metrics and strategies crucial for securing investment and scaling startups successfully.

Week 6

Sales

This week's purpose is to dive into an intensive crash course covering sales, marketing, and branding strategies. To channel efforts into refining the sales approach while ensuring that the brand identity sets apart in the marketplace.

Week 8

Legal basics & progress day

This week's purpose is to address critical legal matters vital for a startup's compliance and protection. Topics include business registration, GDPR compliance, and strategies to mitigate legal risks. As well as having an online Progress Day to assess the development of the participants' mid programme.

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Programme Part 2

Week 1

Fundraising strategy

This week aims to give an in-depth understanding of the overall funding landscape and Investment market; what are the different areas of finance that are right for your business and stage of development; developing the core elements of a funding plan and strategy.

Week 2

Investment proposal

This week will give an in-depth insight into some of the challenges and barriers that startups may experience as a woman-led deep tech business and how to develop a clear investment opportunity that indicates their strengths and potential and which may overcome any potential gender bias. Startups will understand the thinking of an investor and how they can approach key elements of the investment proposal.

Week 3

Investment finances

This week provides clear insights on how to move from a business plan to an investment plan and gain an in-depth understanding of how investors will evaluate financial projections and their financial needs as a deep-tech business.

Week 4

Investor toolkit

This week will give an in-depth understanding of how to develop an effective and comprehensive Toolkit to meet the requirements of investors and prepare for direct engagement with investors. The toolkit will include the financial plan and proposition; executive summary; pitch presentation short and long); and other data and documentary requirements to address investors' information needs.

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Programme Part 2

Week 5

Pitching to investor

- This week provides a clear understanding of how to effectively follow up with investors following the pitching session and to ensure investor interest. Also, it will give an in-depth understanding of how to prepare for and engage in the due diligence process. This will include the core elements of the business and investment proposition that will be looked at in-depth and ensure that the startups have gathered all of the relevant data evidence and information to address the investor's concerns and issues in a timely and confident way.
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Week 7

Term sheets

This week will give an in-depth understanding of how to engage with investors to achieve a Termsheet as an indication of the commitment to make an investment and how to successfully manage the negotiation process.

Week 6

Negotiation

The week provides a practical understanding and parameters for valuation in relation to an early-stage scaling deep tech business, whilst having a clear understanding of the approach and requirements of investors including exemplars, case studies, and practical tips on how to justify and present the valuation to the investor, whilst understanding the points of negotiation and conflict.

Week 8

Legal processes

This week gives an in-depth understanding of the legal and contractual aspects of closing the deal, providing a detailed understanding of the core documents; what the various terms and requirements mean; and that the contractual requirements and protections are clearly understood.

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Programme Part 2

Week 9

Post investment

This week includes reviewing the Capital table as a core component of the final Shareholders agreement and sets out the number of shares by the founders and other existing investors in the business, the shares that will be held by new investors, and explains why this is important for ongoing control and incentives for the founders and team. A further key part of the session will be to discuss the planning of the next round of investment as the business grows.

Week 10

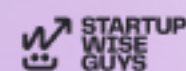
Graduation

At Demo Day startups will directly present their projects to investors, alongside other key players from the EmpoWomen Programme partnership. BAE will mobilize a group of investors with core experience and expertise in investing in deep-tech, and with a specific focus on involving women Angel investors.



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