



Ascend

A PROJECT OF THE ARKANSAS WOMEN'S BUSINESS CENTER

AN ACCELERATOR FOR ARKANSAS WOMAN-OWNED BUSINESS

Ascend is a 10-week accelerator where training and needs-based technical assistance combine forces for the rapid acceleration of 10 Arkansas women-owned businesses.

POPULATION SERVED:

- LMI minority women (70% of participants)
- Aspiring small businesses
- Under \$100k in revenue
- Meet SBA small business qualifications

THE NEED:

Studies show that female business owners receive nearly fifty percent less funding and fewer opportunities for training and business consulting than their male counterparts. These disparities are compounded with minority woman-owned businesses. As the first concentrated accelerator to target minority women in the state of Arkansas, Momentum is changing this dynamic.

SPONSORSHIP RANGE: \$1,000-\$5,000

OVERVIEW:

10 weeks
10 companies
Any county in Arkansas

DELIVERABLES:

Knowledge-based training
Peer-to-peer engagement
\$500 in seed funding

OPPORTUNITY:

Fully-developed
Easy to deploy
Customizable

FUNDER INCENTIVES:

Pre/post session evaluations
Trackable business development
Sign-in sheets
Close-out reporting

EXPECTED OUTCOMES:



Lower barriers to technical assistance and knowledge-based training for women entrepreneurs



Provide women business owners ongoing access to support through a peer-to-peer network



Demonstrate measurable business development growth through trackable action items and participants' deliverables



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