

AWE: ACCELERATING WOMEN ENTREPRENEURS™



Program Overview

"Economic growth is driven by women."

~ *The Economist*

AWE™ is an alliance-based educational and marketing campaign for the global women entrepreneurs' movement – created to tell the story of women entrepreneurs and of how, by **Accelerating Women Entrepreneurs™**, we can increase prosperity, eliminate poverty, and advance peace.

The campaign is designed to attract attention, energy, and resources to support women entrepreneurs worldwide to exponentially accelerate the number, scale, and positive impact of women entrepreneurs around the world, particularly in developing countries.

By engaging global audiences, including academia, governments, multi-national corporations, NGOs, community groups, entrepreneurs, executives, and professionals AWE will:

By engaging global audiences, including academia, governments, multi-national corporations, NGOs, community groups, entrepreneurs, executives, and professionals AWE will:

- ❑ Foster widespread recognition of the social and economic value, and high leverage, of investing in women entrepreneurs worldwide, and of the role women entrepreneurs play in advancing broadly distributed prosperity and promoting peace;
- ❑ Effect legal reforms that facilitate enterprise creation for women around the world, especially for women living in poverty; and
- ❑ Attract capital, technical expertise, mentoring, and other resources to support women entrepreneurs to flourish.



AWE Action: Through the AWE campaign, individuals and organizations will be invited and guided to:

- ❑ **LEARN** About AWE and the underlying ideas and facts. About AWE entrepreneurs, their businesses, communities, and cultures
- ❑ **BUY** AWE products produced by women entrepreneurs
- ❑ **INVEST:** Lend to, invest in, contribute to AWE entrepreneurs and their businesses.
- ❑ **SUPPORT:** Mentor, volunteer, provide services to AWE entrepreneurs and their businesses. Advocate for legal and cultural reforms to provide access to opportunity for women entrepreneurs.
- ❑ **JOIN:** The AWE Movement.
- ❑ **ENGAGE:** With the program, AWE entrepreneurs and their businesses.

AWE Rollout Plan

Fall 2009

- ❑ AWE web portal launch
- ❑ Initial AWE product release
 - o A collaborative on-the-ground AWE product development and training program is underway in the Middle East with Beyond Words, an Israeli nonprofit dedicated to bringing peace through the empowerment of women.
- ❑ WOW Vancouver Conference with AWE module – October 2009
- ❑ AWE Conference at The Crossings in Austin, TX – late 2009 or early 2010
 - o For thought leaders, leaders of organizations with on-the-ground programs, funding organizations, women entrepreneurs and executives, AWE Entrepreneurs
 - o Videotaped for : Live web-cast, Post event eConference, Promotion clips for ongoing campaign, Inspirational and educational videos for aspiring and emerging women entrepreneurs
- ❑ Media event to announce AWE launch in conjunction with AWE conference

Winter 2010

- ❑ AWE eConference
- ❑ AWE College campus and conference tour
- ❑ AWE book release
- ❑ AWE Product releases

"... empowerment has come to the women of Bangladesh -- even the poorest women in Bangladesh. It's tremendous. It's a dramatic change that has taken place. Women have access to money. They can now plan. They can now dream. Their children are in school. . . . New communities are emerging. A new generation is emerging."

~ **Dr. Muhammad Yunus**, founder, Grameen Bank & 2006 Nobel Peace Laureate



