

## What is the Her Corner Accelerator Program?

The Her Corner accelerator is a 6-month peer group program designed by women business owners for women business owners who want personalized support and instruction as they grow their business.

Our program includes subject matter guidelines, templates and financial models to help you start driving growth & scale in your business right away. You can also receive one-on-one sessions with a business coach to ensure maximum support throughout the accelerator.

You'll find a strong emphasis on implementation and strategy, and you'll receive a breakdown of all the critical components of growth – from vision to cash flow analysis, from marketing to business prospecting, all the way to selecting the right advisors to help you get to the next stage of growth.

The program is not just a teaching environment, but also a working environment – you present every month on your progress, opportunities and challenges, as well as how the program work applies to your particular business. In doing so, you truly experience the “power of collective intelligence” – insight from not only the facilitator but also the other business owners in the accelerator with you.

## What is the typical profile of past participants?

- ❖ Average annual company revenues: \$490K (*companies range from under \$100K to \$3M*)
- ❖ Average number of years in business: 5.6 (*companies range from 1 year to over 30 years in business*)
- ❖ 22% business services / 12% consumer services / 4% retail / 3% Manufacturing

## What are some results that past participants have achieved?

- ❖ Average annual growth in revenues: 46%
- ❖ Improved operational processes
- ❖ Clearly defined scalable model
- ❖ Successful implementation of new product or business lines

## What have past alums had to say about the program?

*"I wanted to let you know that by the end of this year (2016), I will have reached the 2017 financial goal I had set in the accelerator, and maybe even slightly surpassed it!"*

*"I really feel like this is the first year I have the ability to think strategically about my business."*

*"The return on investment in the accelerator has been so incredible that I feel somewhat guilty."*

## About the curriculum:

Our curriculum was developed by the founder of Her Corner, Frederique Irwin, a seasoned business owner and a professor of business at the Kogod School of Business at American University. After noticing a lack of formal education on small business growth strategies, she decided to create a program that would help business owners break down their businesses and understand step by step how they could achieve their business goals, while also providing a team of fellow business owners and a business coach to help each individual along.

The curriculum is broken down into two parts:

### *Vision, Financials & Strategy*

1. Setting the Vision and Goals
2. Understanding the Financials to Achieve the Vision
3. Defining the Strategy and The Discipline Of Focus

### *Implementation & Execution*

4. Implementation and Marketing Plan
5. Execution through People, Scalability, and Performance Measurement
6. Staying on Track and Building an Advisory Board

## Upcoming Program Information:

The next session will start in Washington, D.C. in April 2017 – past participants have joined from North Carolina, Baltimore, MD, and Richmond, VA. For now, virtual participation is not offered.

### Meeting Dates:

- ❖ Session One: April 28th 2017
- ❖ Session Two: May 12th 2017
- ❖ Session Three: June 16th 2017
- ❖ Session Four: July 7th 2017
- ❖ Session Five: August 25th 2017
- ❖ Session Six: September 22nd 2017

### Meeting Times:

- ❖ In person: 9:00am – 4:00pm

### Accelerator Participants:

- ❖ 9 seats are offered in each program; you'll have no industry competition in your group
- ❖ Participants are interviewed and placed in groups based on their current stage of business

### Price:

- ❖ Groups Plus Accelerator Program: \$499 per month
- ❖ Groups Plus Accelerator Program + Monthly Private Coaching: \$699 per month
- ❖ Registration is available online at: [hercorner.org/join](http://hercorner.org/join)