

20:20 Initiative

Empowering & Accelerating Women Entrepreneurs in Poland



Empowering Women Entrepreneurs

Trestle Group Foundation's customized training program is designed by entrepreneurs for entrepreneurs, and based upon their most common challenges and needs

Linking human capital, networks and resources, this pragmatic, one-day course focuses on building a community among participants that is sustainable over the next months and years



Objectives

- Define vision for the business
- Define ideal clients
- Identify target market
- Identify needs & desires of target market
- Define biggest benefit for client
- Create networking, outreach & online strategy
- Create business action plan
- Establish ongoing community structure

Our Goal : Impact 20'000 Women Entrepreneurs in Emerging Economies by 2020



When: November 7, 2015
Where: Business Link Trójmiasto, Olivia Business Centre – Olivia Gate
al. Grunwaldzka 472 · 80-309 Gdańsk · Poland
Phone: (58) 350 19 55 • trojmiasto@blpoland.com • blpoland.com
Time: 9am until 5:30pm





Agenda

TIME	TOPICS
9:00 – 9:30	Welcome & Team Formation
9:30 – 10:00	Networking Objectives
10:00 – 10:30	Addressing Client Challenges
10:30 – 10:50	BREAK
10:50 – 12:30	Addressing Business Challenges
12:30 – 13:30	LUNCH
13:30 – 14:30	Potential Customers & Mentors
14:30 – 15:30	Business Action Plan
15:30 – 15:45	BREAK
15:45 – 16:45	You'll Marketing & Branding, Macherki and Business Link Presentation
16:45 – 17:30	Developing the Community

Participant Requirements:

- Established business 1-3 years
- Proof of business concept & scalability
- Firm intention to grow and succeed
- Willing to engage with training participants on an ongoing basis upon completion of session
- Provide support in identifying future training participants
- Fluent in English

Built on a new model of nonprofit support, and guided by the belief that entrepreneurship fuels the engine that drives economic opportunity, growth and social progress, Trestle Group Foundation works to empower women entrepreneurs in developing and emerging economies.

To inquire or apply to participate, please send an email to:

tgf2020training@trestlegroupfoundation.org