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# Female Founders Accelerator

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How to scale your existing social business

Programme Overview

# “A girl should be two things: who and what she wants.”

-Coco Chanel

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## Who is it for?

This 4-month programme is dedicated to talented female founders who have experience running their successful businesses and are looking to take things to the next level.

We are providing a unique growth opportunity for women entrepreneurs who want to develop their existing business with the support of business and industry experts, dedicated coaches and peer review.

This programme is right for you if:

- you are running a successful business and want to develop strategies to help it grow
- you started your business at least one year ago
- you have at least £20,000 annual turnover
- you employ at least one member of staff
- you want to lead yourself as well as others
- you want to build your team the right way
- you want to be introduced to a growing network of fellow female founders
- you want to gain skills and knowledge in entrepreneurship and business
- you want to be part of the biggest start-up community in South London

## Programme Themes

### Stepping into Greatness

You will take your business to the next level through focused business workshops led by field experts, inspirational talks from female founders and 1:1 coaching and consulting.

### Self as Source of Strength

You will develop resilience through self-reflection, insightful activities and leadership workshops.

### Vibing Community

You will build strong connections with your cohort through regular check-ins, sharing circles and evening events. You will also have the opportunity to engage with the inspiring female founders and leaders that we invite to the programme and gain access to exclusive networking events.

## How the Accelerator works

In the Accelerator we balance our sessions between processes and outcomes. Every second Friday we run workshops, expert led training sessions, or guided peer discussions on a topic that will help you grow your business. You will also have the opportunity to practice your pitch and hear directly from highly experienced female founders as they talk about their pathway to success.

Throughout the programme you will have access to a number of dedicated business consultants who are each experts in a chosen field. In addition to this, you have time allocated with a professional coach, which will allow you to focus on areas of the programme that are most important to your specific business goals.

Peer learning is a key element of the programme. As part of a cohort of 12 to 14 female founders, you will be expected to be curious, open-minded, and generous with your contributions. At the end of the programme you will participate in a graduation showcase, drawing on all that has been learnt, experienced and shared throughout the programme.

## Benefits of the Programme

### Recognition and Appreciation

Our corporate sponsors, JP Morgan, value and recognise female founders. By attending the welcoming session held in their Canary Wharf offices, you will have the chance to meet some of the company's top female leaders.

### Created by Female Founders for Female Founders

In creating this programme, we have brought on board inspirational female founders with senior executive, educational and third sector experience, who understand your specific needs as female entrepreneurs.

### Expert Workshops

We work with top experts in their fields to lead workshops that will provide you with all the necessary knowledge, skills and information for sustainable and innovative growth.

### Facilitator Run Peer Led Discussions

We facilitate powerful discussions amongst you and your peers, which allow you to share knowledge and energy, and learn from fellow experts.

### Networking with Established Female Founders

Through a series of intimate panel sessions, we help connect you to some leading female founders, who may act as role models or even future mentors. We are also linked up with several 'Women in Business' Groups at companies such as ITV, AVIVA, Salesforce, J.P. Morgan, and will be hosting networking events with them throughout the programme.

### 1:1 Coaching

Outside of the Friday sessions, you have four one hour coaching sessions with a carefully selected trainer, who will help your progression and assist with your professional and personal goal setting.

### 1:1 Consulting

During the programme you will have access expert consultancy. These consultants can help you with a specific business challenge or assist you in getting a project off the ground.

### Legal Advice

You will receive free legal support (for 6 months) from top lawyers to help with structuring investment deals, employment expansion contracts, property contracts and more.

### Securing (Social) Investment

Being part of the Female Founders Accelerator will enable you to share with us any investment raising ambitions. Hatch is well networked in London's investment and social investment sector, and can facilitate valuable introductions.

## Key Dates

Here are key dates for your diary of the Friday sessions (8.30am – 5pm), welcoming and networking events (evenings) and the graduation showcase (1pm – 5pm). Coaching Sessions are organised at a time most convenient between you and your coach. Sessions will take place at venues across London.

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TBC: Welcome Evening

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18 August: Back to Basics: Reconnecting with purpose and values

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01 September: Building a business on your terms

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15 September: Your Ideal Client: Who do you really want to work with

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29 September: Creating a Kick-Ass Brand

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13 October: Selling like a Pro

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TBC: Networking Event

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27 October: Practice Makes Perfect: Focus on pitching

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10 November: Finance & Investment for Girlbosses

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24 November: Building Your Dream Team

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08 December: The Sky's the Limit: Scaling

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TBC: Graduation Showcase

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# “There is no force equal to a woman determined to rise.”

W.E.B. Dubois

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## Learning Outcomes

### Back to Basics: reconnecting with purpose and values

- Gain clarity about Hatch and learn what to expect from the Female Founder Accelerator programme
- Meet the Hatch Team and all the members of your cohort
- Share guidelines how to work together as a group over coming months
- Reconnect with your business’ purpose and values- why you do what you do
- Identify which values drive your business
- Start to explore what growing and scaling your business means to you

### Your Team, Your Way: building a business on your terms

- Re-familiarise yourself with your business model and map it onto the Business Model Canvas (BMC) or its cousin the Social Business Model Canvas (SBMC)
- Learn how to stress test your business model and develop strategies for its innovation
- Learn how to use the BMC / SBMC to audit the effectiveness of your sales and marketing strategies
- Reflect on which model best suits the lifestyle you want, and meet a panel of inspiring female founders who will share how their business fits around their lifestyle

### Your Ideal Client: who do you really want to work with?

- Map out your ideal client
- Swap your specific skill(s) with others in your cohort
- Create a self-care package that enables you to cope with the ups and downs of your pathway to development
- Gain insight into taking care of yourself and your business to prevent burnout
- Meet female entrepreneurs in the coaching industry and take part in a workshop around their areas of expertise

### Creating a Kick-Ass Brand

- Work on your Unique Selling Points (USPs)
- Learn how who you are influences your culture and your brand
- Improve your brand story
- Explore parts of your business that could be outsourced
- Review best practices for Marketing with a panel of female entrepreneurs

### Selling like a Pro

- Discover the fundamental “theory of sales” (your secret sauce)
- Learn how to engage with your customers/clients at all stages
- Understand how to improve your sales pipeline
- ‘Pricing Part 1’
- Take part in a workshop that makes you feel more confident when asking people to buy your product/service
- Explore creative ways to promote your services without “overtly selling”

### Practice makes Perfect: Focus on Pitching

- Engage with your business ‘narrative’
- Understand how to structure and tell a story with a clear business point
- Outline why you do what you do
- Understand the concept of know, feel, do
- Develop a story to help build a community around your product or service
- Review what a great pitch deck should resemble
- Discuss the most important things to know when applying to investors
- Stress-test your (social) business model from an investor or stakeholder’s perspective
- Practice your pitch and receive feedback from an experienced coach and investor

### Finance & Investment for Girlbosses.

- Discover different pricing strategies for your product or service
- Learn about the differences between pricing products and pricing a service
- Be able to calculate your price based on your business model (‘Pricing Part 2’)
- Learn about the different ways you can attract investment
- Explore your money blocks
- Hear from fellow female founders about their investment experiences

### Building Your Dream Team

- Gain insight into personality pairings for team building and leadership
- Learn how to approach challenging conversations with your team
- Take part in a powerful team building exercise

### The Sky's the Limit: Scaling

- Learn about different ways to scale
- Reflect upon which way is best for your business
- Hear how leading female founders scaled their businesses as Girlbosses

## Programme Value

- Facilitation
- 1:1 Financial Coaching
- 1:1 Consulting
- Legal Support
- Peer Learning
- Business and Financial Model Updates
- Expert Speakers
- Project Support
- Pitch Practice
- Networking Opportunities

Over £5000

Thanks to generous funding, we are now offering the entire programme for only **£1800!** Register today while this offer is still available.

## Payment Methods:

You can pay in two instalments of £900- one before the programme launches and the second by the halfway point . Payments can be made by BACS or by Credit/ Debit Card. Please ask about bursary places, if funding is an issue.

## Next Steps:

14 July	Application Deadline
21 July	Selection Process Complete
04 August	Applicants Notified of Status
18 August	Programme Starts

What are you  
waiting for?  
apply now!

Please note that if you do not meet the specific eligibility for this programme and are still interested in developing your business, Hatch runs a similar 'Incubator Programme' with slightly different criteria that you may qualify for.

### Contact Details

Tel: 02079930074

email: Karen.S@HatchEnterprise.org

In partnership with:

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