



## E-Series Vancouver 2019 | April 24-26

*Instantly applicable learning, great connections and delivered in a supportive professional environment...  
I left with clarity and focus, empowered to move my business forward. E-Series Attendee, 2018*



### E-SERIES IMPACT

Our graduates have experienced:

3x  
MORE LIKELY  
TO STILL BE  
IN BUSINESS  
IN 5 YEARS

40%  
AVERAGE  
ANNUALIZED  
REVENUE  
GROWTH

CREATE  
10  
JOBS WITHIN  
3 YEARS

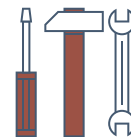
### What will I get from E-Series Vancouver?



3 DAYS OF TARGETED  
EDUCATION THAT  
FOSTERS ENRICHING  
CONVERSATIONS.



ONE YEAR OF 1:1  
MENTORING AND  
ONGOING SUPPORT.



TOOLS TO HELP PUSH  
YOUR BUSINESS TO  
THE NEXT LEVEL.

**E-Series** is a 3-day transformative program for women entrepreneurs that provides in-class learning on business topics such as sales, marketing, branding and HR. For continued support after the program, all participants will be paired with a mentor for 12 continuous months of 1:1 support. Any woman entrepreneur currently running her business of any stage and industry is eligible to participate.

#### STREAMS

Expert sessions are curated based on business size and all come together for storytelling and evenings.

**JUVENTAS:** Age 16-29, any size and stage of business.

**NIKE:** Companies with revenues < \$500K.

**FORTUNA:** Companies with revenues ~\$500K - \$750K.

**ATHENA:** Sophisticated companies with revenues > \$1M.

#### GRANTS AVAILABLE



FWE can offer a limited number of grants to provide a partial subsidy for tuition, travel + accommodation, or both. To be eligible for a grant, please complete the full E-Series application. Upon your acceptance, we will discuss your financial grant needs by phone.

#### Contact Us

Forum for Women Entrepreneurs | Erika Thomas, Program Manager | erika@fwe.ca | 604-682-8115

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*Entrepreneurship can be very lonely and isolating. Coming together with others who share similar goals, values and visions is empowering in both concrete and intangible ways. E-Series Attendee, 2018*

### SAMPLE PROGRAM SCHEDULE

#### DAY ONE

**Wednesday, April 24**  
7:45am – 8:00 pm

Registration + Welcome  
Entrepreneur Story  
Your Elevator Pitch  
Elevator Pitch Practice  
Enhancing Your Marketing Dollars  
Lunch + Entrepreneur Story  
HR  
Branding + Culture  
Mentor Dinner  
Speed Mentoring

#### DAY TWO

**Thursday, April 25**  
8:30 am – 7:30 pm

Breakfast  
Law + IP  
Entrepreneur Story  
Accessing Capital for Your Business  
Lunch + Social Impact Story  
Financials  
Sales, Distribution + Operations  
Ask an Expert Series  
Dinner

#### DAY THREE

**Friday, April 26**  
8:00 am – 2:00 pm

Breakfast  
Pitching for Investment  
Mind Share  
Lunch  
Entrepreneur Story  
Closing Celebration

#### EXPERTS + SPEAKERS INCLUDE:

CHRISTINA ANTHONY, **FWE Founder + Chair Emeritus, Odlum Brown**  
JUDY BROOKS, **FWE Chair + Entrepreneur**  
KATIE DUNSWORTH-REIACH, **Talk Shop Media**  
MIRIAM ALDEN, **Brunette the Label**  
SARA NATHANSON, **Aritzia**  
TERRY MCBRIDE, **Netzwerk Music Group + Yyoga**  
TRACI COSTA, **Peekaboo Beans Inc.**

**I'm Just Interested in the  
1:1 Mentorship  
Portion**

The FWE Mentor Program pairs women entrepreneurs with experienced business leaders for 12 months of 1:1 support (one hour per month).

- Meet with your Mentor in-person or remotely
- Receive guidance and inspiration, and accountability on accomplishments and challenges
- Get access to the FWE community

#### Contact Us

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