



BUSINESS DEVELOPMENT COACHING PROGRAM

PRESENTED BY: SUE FEARLESS
CEO/FOUNDER OF FEARLESS WOMEN



WHO WE ARE



BIO

THE COVID-19 PANDEMIC HAD A SIGNIFICANT IMPACT ON THE GLOBAL ECONOMY, LEADING TO JOB LOSSES, BUSINESS CLOSURES, AND FINANCIAL HARDSHIP FOR MANY INDIVIDUALS AND FAMILIES.

IT'S NOT UNCOMMON FOR PEOPLE TO DISCOVER GAPS IN THEIR BUSINESS KNOWLEDGE DURING CHALLENGING TIMES LIKE THE PANDEMIC. DISRUPTIONS AND CRISES OFTEN EXPOSE WEAKNESSES IN VARIOUS AREAS, INCLUDING BUSINESS OPERATIONS, FINANCIAL MANAGEMENT, AND STRATEGIC DECISION-MAKING. THE EVER-CHANGING CIRCUMSTANCES AND UNCERTAINTIES POSED BY THE PANDEMIC REQUIRED BUSINESSES TO ADAPT RAPIDLY, AND THOSE WITHOUT A STRONG FOUNDATION IN BUSINESS PRINCIPLES MAY HAVE STRUGGLED MORE.

WE RECOGNIZED THERE WAS A LACK OF KNOWLEDGE CENTERED AROUND BUSINESS FUNCTIONS ,AND WHERE TO OBTAIN RESOURCES AND WE NOTICED NOT MANY WERE ABLE TO GET COVID-19 RELIEF FUNDING DUE TO HAVING A POOR BUSINESS STRUCTURE IN PLACE. WE SAW THIS AS AN OPPORTUNITY TO STEP IN AND USE OUR EXPERTISE , KNOWLEDGE AND RESOURCES TO HELP EXISTING AND NEW BUSINESS OWNERS GET ON THEIR FEET. WE ARE PASSIONATE IN HELPING OUR COMMUNITIES THRIVE.

MISSION + VISION + INITIATIVE

OUR MISSION

- THE ENTREPRENEURSHIP INITIATIVE IS DEDICATED TO HELPING MINORITY WOMEN/MEN BECOME SUCCESSFUL ENTREPRENEURS. WE AIM TO INSPIRE, EDUCATE AND PROVIDE THE RESOURCES NEEDED TO LAUNCH YOUR BUSINESS, START YOUR ENTREPRENEURSHIP PATH TO SUCCESS AND ACHIEVE ECONOMIC FREEDOM. WE CREATE A NETWORK OF LIKE-MINDED STRIVERS TO CREATE A MOVEMENT OF WOMEN/MEN REBUILDING THEIR COMMUNITIES.
- THE MISSION EMPHASIZES THE SIGNIFICANCE OF FINANCIAL LITERACY. IT SEEKS TO PROVIDE INDIVIDUALS WITH THE KNOWLEDGE AND SKILLS NECESSARY TO MAKE INFORMED FINANCIAL DECISIONS, MANAGE THEIR PERSONAL FINANCES EFFECTIVELY, AND UNDERSTAND CONCEPTS LIKE BUDGETING, INVESTING, AND SAVING.

OUR VISION

- ENTREPRENEURSHIP ENVISIONS A WORLD WHERE MINORITY WOMEN/MEN HAVE AN EQUAL CHANCE TO BE SUCCESSFUL ENTREPRENEURS. WE OFFER THE CRITICAL ELEMENTS TO BREAK BARRIERS - HOPE, TRUST, COMMUNITY, SUPPORT AND MENTORSHIP. MOST IMPORTANTLY, WE PROVIDE ESSENTIAL PRACTICALITIES LIKE SPACE, TRAINING, CONNECTIONS, SHOWCASING, BUSINESS KNOWLEDGE AND RESOURCES. A CO-WORKING SPACE IS CENTRAL TO OUR VISION SO WE WILL EXPAND TO EVERY BOROUGH IN NEW YORK CITY AS WELL AS OTHER STATES.

PROGRAM GOALS

CORE/OUTCOME::

- FINANCIAL LITERACY OFFERS NUMEROUS BENEFITS THAT POSITIVELY IMPACT INDIVIDUALS' LIVES. FIRSTLY, IT EMPOWERS INDIVIDUALS TO MAKE INFORMED FINANCIAL DECISIONS, ENABLING THEM TO EFFECTIVELY MANAGE THEIR MONEY, BUDGET WISELY, AND AVOID UNNECESSARY DEBT. IT FOSTERS A SENSE OF FINANCIAL CONFIDENCE AND INDEPENDENCE, REDUCING STRESS AND ANXIETY RELATED TO MONEY MATTERS AND PROMOTING OVERALL FINANCIAL WELL-BEING. MOREOVER, FINANCIAL LITERACY ENABLES INDIVIDUALS TO PROTECT THEMSELVES FROM SCAMS, FRAUDS, AND PREDATORY PRACTICES, PROMOTING FINANCIAL SECURITY. ULTIMATELY, BY PROMOTING FINANCIAL STABILITY AND RESILIENCE, FINANCIAL LITERACY ENHANCES INDIVIDUALS' QUALITY OF LIFE AND PAVES THE WAY FOR LONG-TERM FINANCIAL SUCCESS.
- ENTREPRENEURSHIP GOAL IS TO LAUNCH AND ESTABLISH A VIABLE BUSINESS WITHIN A SPECIFIC TIMEFRAME, WITH A CLEAR VISION, MISSION, AND VALUE PROPOSITION. ACHIEVE CONSISTENT REVENUE GROWTH AND PROFITABILITY BY IMPLEMENTING EFFECTIVE MARKETING STRATEGIES, CULTIVATING CUSTOMER RELATIONSHIPS, AND DELIVERING EXCEPTIONAL PRODUCTS OR SERVICES. EXPAND THE BUSINESS BY EXPLORING NEW MARKETS, DIVERSIFYING PRODUCT OFFERINGS, OR SCALING OPERATIONS WHILE MAINTAINING A STRONG FOCUS ON SUSTAINABILITY AND ETHICAL BUSINESS PRACTICES.

MINDSET COACHING

CULTIVATE A GROWTH MINDSET BY SETTING A GOAL TO EMBRACE CHALLENGES, VIEW FAILURES AS LEARNING OPPORTUNITIES, AND PERSIST IN THE FACE OF OBSTACLES. DEVELOP SELF-AWARENESS AND EMOTIONAL INTELLIGENCE BY SETTING A GOAL TO PRACTICE MINDFULNESS, MANAGE STRESS EFFECTIVELY, AND FOSTER POSITIVE RELATIONSHIPS WITH YOURSELF AND OTHERS. FOSTER A RESILIENT MINDSET BY SETTING A GOAL TO ADAPT TO CHANGE, OVERCOME SELF-LIMITING BELIEFS, AND MAINTAIN A POSITIVE ATTITUDE IN PURSUIT OF PERSONAL AND PROFESSIONAL GOALS.

STATS WE AIM TO CHANGE:

- ELIMINATE LACK OF RESOURCES & EDUCATION IN OUR COMMUNITIES
- CLOSE THE MINORITY LOW WAGE GAP
- 2/3 OF AMERICAN ADULTS CANT PASS A BASIC FINANCIAL LITERACY TEST – FORBES
- 50% OF AMERICANS ARE UNPREPARED FOR A FINANCIAL EMERGENCY – MARKET WATCH
- 88% OF EMPLOYEES SAY THEIR PRODUCTIVITY ARE IMPACTED WITH MONEY WORRIES - METLIFE

FINANCIAL LITERACY + ENTREPRENEURSHIP + MINDSET COACHING



OUR INITIATIVE



FEARLESS WOMEN IS LAUNCHING OUR ENTREPRENEURSHIP, FINANCIAL LITERACY, MENTAL HEALTH AND PROFESSIONAL/PERSONAL DEVELOPMENT INITIATIVE! WE HAVE LAUNCHED THIS PROGRAM FOR MILLENNIAL MINORITY AND UNDER PRIVILEGED WOMEN/MEN IN THE HEART OF NEW YORK CITY AND IT HOUSES MULTIPLE FEARLESS WOMEN COACHING COURSES. THE INITIATIVE RUNS AS A 8 WEEK ENTREPRENEUR/FINANCIAL LITERACY TRAINING COURSE THROUGH CLASSES AND WORKSHOPS TO NOT ONLY BUILD SUCCESSFUL ENTREPRENEURS BUT TO ALSO SUPPORT THEM IN OTHER AREARS OF THEIR LIVES.

PROGRAM INITIATIVE

4 PART INITIATIVE

- **ENTREPRENEURSHIP INITIATIVE** –THIS INITIATIVE WILL SUPPORT WOMEN/MEN BECOME SUCCESSFUL ENTREPRENEURS AND SMALL BUSINESS OWNERS; BY WAY OF TEACHING BUSINESS BUILDING SKILLS, FINANCIAL LITERACY COURSES AND WORKSHOPS.
- **FINANCIAL AND ECONOMIC LITERACY INITIATIVE** – TEACHES FINANCIAL LITERACY COVERING TOPICS LIKE CREDIT, MONEY MANAGEMENT, BUDGETING, MORTGAGES, LOANS, WORKING CAPITAL, RENTING, LEGAL ADVICE AND MORE.
- **MENTAL HEALTH INITIATIVE** – THIS PROGRAM WILL ALLOW FOR OUR CLIENTS TO THINK BIG AND NOT FEEL CONFINED TO THEIR CIRCUMSTANCES. IT WILL ALLOW THEM TO HAVE A SAFE SPACE WHERE THEY CAN FEEL FREE TO CREATE AND EXPRESS THEMSELVES CREATIVELY. OUR CLIENTS WILL FEEL EMPOWERED AND WILL FEEL LIKE THEY HAVE AN OPPORTUNITY TO MAKE AN IMPACT IN OTHERS' LIVES IN THEIR COMMUNITIES WITH THEIR BUSINESS IDEAS. WE HAVE BEEN THROUGH A LOT DURING COVID, THIS PROGRAM WILL HELP OUR CLIENTS FEEL IN CONTROL OVER THEIR LIVES AGAIN.
- **PERSONAL/PROFESSIONAL DEVELOPMENT INITIATIVE** – THIS PROGRAM WILL TEACH OUR CLIENTS PERSONAL SKILLS ON HOW TO DEVELOP THEMSELVES AS MATURE, EDUCATED, WELL MANNERED BUSINESS PROFESSIONALS. WE WILL TEACH YOU NETWORKING, LEADERSHIP AND PUBLIC SPEAKING SKILLS. IN ADDITION, IT WILL TEACH THEM HOW TO BECOME THE PROFESSIONALS THEY NEED TO BE TO SUCCEED AND RUN SUCCESSFUL BUSINESSES.

PROGRAM SPECS

OUR IMPACT

2 CURRICULUMS

1 BOOK ON THE WAY

10+ CORPORATIONS & ORGANIZATIONS

500+ CLIENTS

4 YEARS

4 IN-HOUSE TEACHERS

ONLINE PROGRAM

ONE ON ONE COACHING

ALL OF OUR FACILITATORS ARE CAREFULLY SELECTED AFTER COMPLETING OUR 2 MONTH TRAINING PROGRAM. THEY RANGE FROM CERTIFIED TEACHERS, TO BUSINESS PROFESSIONALS/OWNERS WHO HOLD DEGREES FROM HIGHLY ACCREDITED UNIVERSITIES.

PROGRAM DETAILS

WORKSHOPS:

FINANCIAL LITERACY/ENTREPRENEURSHIP COACHING

PERSONAL/PROFESSIONAL COACHING

MINDSET COACHING

CLASS TIME FRAME: 8 WEEKS SESSIONS – CAN BE LONGER PERSONALLY CURATED SESSIONS

GROUP SIZE: DEPENDING ON NEED

TIME FRAME: DEPENDING ON NEED

FREQUENCY: DEPENDING ON NEED

INSTRUCTORS: CERTAIN WORKSHOPS WILL RECEIVE 2 INSTRUCTORS WHEN EXCEEDING 25 IN ATTENDANCE

ASSIST IN BRINGING IN OPPORTUNITIES FOR RESOURCES, JOBS, INTERNSHIPS, ETC.

WILL BRING INTERESTED CLIENTS TO NETWORKING EVENTS IN OUR COMMUNITIES AND NYC AT LARGE

PROGRAM MATERIALS

MATERIALS:

ACTIVITY SHEETS

WORKBOOKS

SUPPLIES

BOOKS: 1 BOOK COMING SOON

EMPOWERING/UPLIFTING EXERCISES

TIME FRAME: 1-3 HOURS (SPECS TO BE DISCUSSED)

PARTNER: PROFESSIONAL SPEAKERS

GROUP SIZE: 30-300+ CLIENTS

BUSINESS PLAN TEMPLATES

BUSINESS INCORPORATION ASSISTANCE

PROGRAM BREAKDOWN

MODULE 1: MINDSET

OVERCOMING OUR FEARS

HEALING SESSIONS

CONNECTING PASSION TO PURPOSE: IDENTIFYING
YOUR WHY?

MODULE 2: INTRO

BASIC FINANCIAL TERMS

WHAT IS ENTREPRENEURSHIP

CLIENTS ARE ABLE TO CORRELATE CONCEPTS LIKE
PRICE, VALUE, PRODUCERS, CONSUMERS, ETC.

MODULE 3: 411'S OF FINANCIAL STABILITY

BANK ACCOUNTS, BALANCING A CHECKBOOK

SAVINGS – INTEREST, COMPOUND INTEREST

DEBT – CREDIT SCORES, APR'S

MODULE 4: INVESTING BASICS

STOCKS, BONDS, CRYPTOCURRENCY

ASSETS, DEPRECIATION, ANALYSIS

REAL ESTATE, DIVERSIFICATION & OTHER
FUNDAMENTALS

MODULE 5: CAREER/ENTREPRENEUR FRESH START

EXPLORE THE PROS/CONS OF A 9 TO 5 VS BECOMING
AN ENTREPRENEUR

DIVE INTO FINDING YOUR PURPOSE

REVIEW RESUMES, DEVELOP INTERVIEW SKILLS

MODULE 6: BUSINESS DEVELOPMENT BASICS

BEST WAYS TO SELL YOUR PRODUCT

CRASH COURSE ON TRADEMARKS, COPYRIGHT, LLC
(BUSINESS STRUCTURES), ETC.

BRANDING, MARKETING, E-COMMERCE, AMAZON

SOCIAL MEDIA AND ITS IMPACT

MODULE 7: BUSINESS PLAN 101

BUSINESS PLAN TEMPLATES

CRASH COURSE CREATING & MANAGING FUNDS

BUSINESS PLAN PITCH PRESENTATIONS

FINANCIAL WELLNESS PANEL

MODULE 8: PERSONAL/PROFESSIONAL DEVELOPMENT

MARKETING TIPS & IDEAS

DEVELOPING LEADERSHIP SKILLS TO EFFECTIVE
MANAGE YOUR TEAM

NETWORKING TIPS THAT HELP GAIN BUSINESS

PUBLIC SPEAKING – BECOME CONFIDENT IN
COMMUNICATING YOUR MISSION EFFECTIVELY

MODULE 9: FUNDING SOURCES, GRANTS, ETC.

PROGRAM COST -

FINANCIAL LITERACY + ENTREPRENEURSHIP + MINDSET COACHING + PERSONAL/PROFESSIONAL DEVELOPMENT | 8 WEEKS

PROJECT & INITIATIVE

- 1. STAFFING** - MAIN INSTRUCTORS, ENGINEER, PRODUCERS, ASSISTANTS, GUEST INSTRUCTORS, TRAVEL
- 2. CURRICULUM DEVELOPMENT** - CUSTOMIZATION AND PROGRAM ALTERATIONS, UPDATING LESSONS AND ACTIVITIES BASED ON DEMOGRAPHIC SERVED
- 3. MATERIALS, PROGRAM SERVICES** - STUDIO EQUIPMENT, MUSIC DISTRIBUTION, PHOTOGRAPHY, VIDEO, DATA COLLECTION AND REPORTS
- 4. ADMINISTRATION** - SERVICES, SUPPLIES, EQUIPMENT, AND MAINTENANCE NEEDED TO SUPPORT THE DAY-TODAY OPERATIONS

VALUE

- 1.** \$7000
- 2.** \$2500
- 3.** \$3500
- 4.** \$2000

TOTAL: \$15000 FOR 8 WEEK SESSION

This quote is based on a sliding scale. The price of the program varies depending on the quantity or volume purchased.

The price may also be affected by other factors such as the amount of youth served, the level of customization, frequency of classes and location.

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