



# WCEC

## Women's Center for Entrepreneurship PowerUP™

### It's time to PowerUP™ your business growth to reach \$1million

The Women's Center for Entrepreneurship is proud to introduce a new program for select women business owners with established businesses to help accelerate business growth. PowerUP is a facilitated business advisory program designed to help each business owner define, plan and accomplish real growth.

#### Overview

- 12 monthly CEO/Founder Sessions (2-3 hours each)
- Facilitated advisory discussions
- Shared Solutions that work for other businesses
- Subject Matter Experts on program curriculum topics
- Access to other WCEC programs and resources

#### Monthly Meeting Format

- Topic Discussion
- Business Owner's Round Table
- Facilitated new topic
- Subject Matter Expert/Guest Speakers
- Monthly Action Plan
- Networking

CONNECT WITH ENTREPRENEURS,  
SMALL BUSINESS OWNERS,  
SUBJECT MATTER EXPERTS  
& BUSINESS ADVISORS

#### PowerUP - In Person

Currently in session at  
Wells Fargo, Summit, NJ  
3 hours/month for 12 months  
Program Investment \$1200

#### PowerUP - Virtual

Applications now being accepted for  
our fall program  
2 hours/month for 12 months  
Program Investment \$900

Complimentary sample module will  
be announced in September

### Apply



[www.wcecnj.org/PowerUP](http://www.wcecnj.org/PowerUP)  
Must apply to be accepted

### Connect



[www.wcecnj.org](http://www.wcecnj.org)  
(973)507-9700  
[info@wcecnj.org](mailto:info@wcecnj.org)





# WCEC

## Women's Center for Entrepreneurship PowerUP™

### Discussion Topics (tailored for each group)

- How to Identify Business Goals to Achieve Growth and Overcome Obstacles
- 12 sessions to cover following curriculum of growth topics
  - Marketing Audit
  - Sales Audit
  - Presentations Audit
  - Negotiations Audit
  - Financial Audit
  - Using Financial Statements for Decision Making
  - HR Strategies
  - Funding Audit
  - Operations Audit
  - Organizational Audit
  - Networking Audit
  - Proposal Writing Audit

### Meet our Facilitator



#### **Sandra Holtzman**

*Serial Entrepreneur, Chief Marketing Strategist at Marketing Cures and Award- Winning Copywriter*

### WCEC Organization Supporters



# PSEG



PEAPACK-GLADSTONE BANK



America's Most Convenient Bank®

### Apply



[www.wcecnj.org/PowerUP](http://www.wcecnj.org/PowerUP)  
Must apply to be accepted

### Connect



[www.wcecnj.org](http://www.wcecnj.org)  
(973)507-9700  
[info@wcecnj.org](mailto:info@wcecnj.org)

