



Passenger to Pilot: Empowering Women Entrepreneurs in Upstate New York

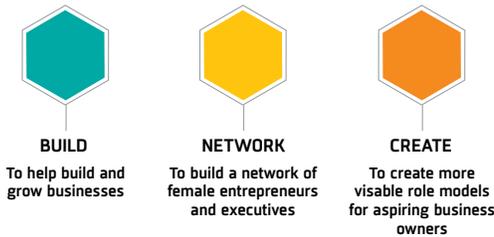
WHY

We quickly realized after opening our doors at Rev that a gender imbalance was happening both in membership and event attendees. There were fewer women than men. We knew we needed a different strategy to attract women, so we held an event showcasing female entrepreneurs in our area. It was our first sold out event. During the event, we passed out forms asking women if there was interest in participating in a year-long business development program. We had over 100 positive responses. Since then we have launched the program with 16 cohorts. There is no other program like this in our area and the overwhelming response we received make it clear there is a need for it. This program is designed as a platform for larger recurring opportunities. As we build a network of female business owners it will strengthen the entrepreneurial community in Tompkins County. The details below outline the structure of the program.

HISTORY

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The mission of our year-long program, **Passenger to Pilot: Empowering Women Entrepreneurs in upstate New York**, is three-fold:



WHO

A group of **16 women** has been selected, based on their business model and plans for growth. Each **accountability team** is made up of four to six women per group. Each group checks in with each other every week on goals achieved, obstacles to overcome, and moments to celebrate.

ADVISORS

Each team has an **assigned mentor**, with whom they meet weekly, to assist them with their growth strategies. **Two team coaches** assist with developing behaviors and habits that encourage growth, and with overcoming behaviors that create and enhance obstacles to change and progress.

EVENTS

Monthly workshops featuring educators on topics including finance, networking, and more. Three **showcase events**, open to the public and publicized broadly, to celebrate the beginning of the program, progress through the first six months, and a 'graduation' at the end of the year.

Unconscious bias continues to challenge women in leadership roles. In a series of studies at the NIH, it was found that women who asserted themselves were less popular than men who performed the same behaviors.



Women make **85% of the buying decisions** in the U.S. Women who are economically secure have better options available to themselves, their families, and their communities. We seek to empower this underserved population. This program will also create opportunities for women to invest in growth, hire employees and vendors, and expand their reach. Keeping this in mind, we will create opportunities for visibility for our sponsors throughout the year.

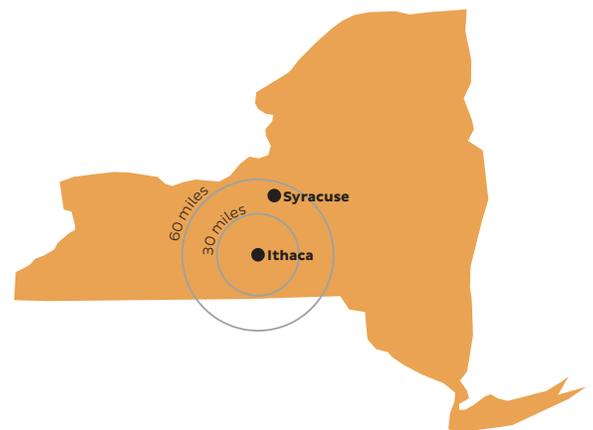
COMPANIES

Our cohort represents a cross-section of industries. A few examples include a project management service, a restaurant delivery service, an online support system for mothers, a spa, and a web designer. Their logos are featured below.



WHY THE SOUTHERN TIER?

Women own 32% of the businesses in Tompkins County, and have no programs accessible to address business development. The closest program is 60 miles away in Syracuse, which is too far for most entrepreneurs to travel regularly.



By 2018, over half of the almost 10 million new small business jobs will be created by women.