

next generation leaders

girls with impact[™]

NextGen CT: 10,000

**Equipping 10,000 NextGen
Women in Business in
Connecticut**



Why now?

Despite huge potential, young women are an untapped talent pipeline

Girls face a
30%
confidence drop,
impacting their career
& earnings trajectory

Compared to white
women, just
50%
of black women get a
college degree

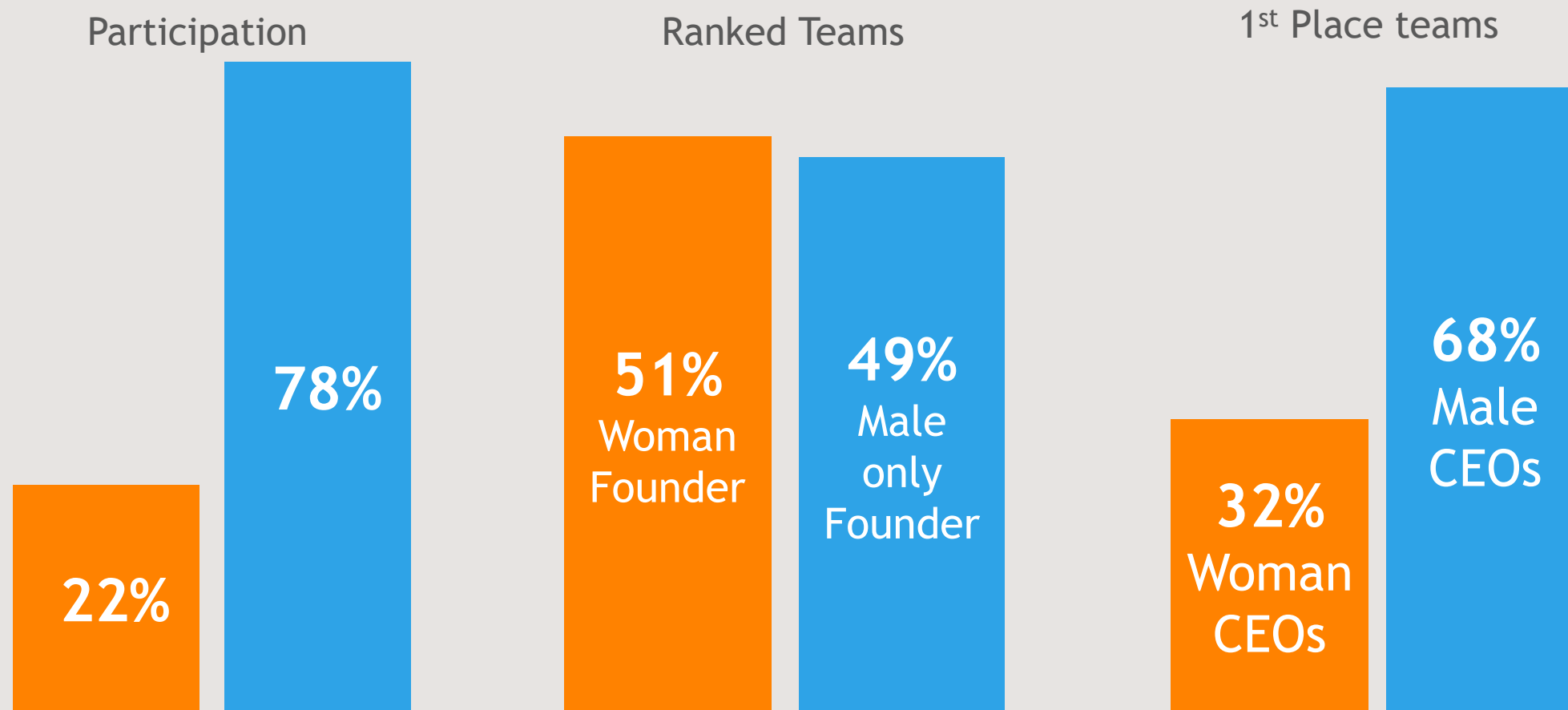
Only
2%
of the \$150B in venture
capital is awarded to
female founders

Driving **Entrepreneurship** – the skills
for the modern-day workforce

STE**E**M

Proving the Power of Next Gen Women

Once in business, younger women win...underscoring the need to train earlier



Our Goal....

Equip 1 million
NextGen women as
tomorrow's
c-suite leaders,
innovators and
entrepreneurs



girls with impact™

Our solution: Innovative live, online business education

Digital platform to equip girls as tomorrow's leaders, drive diversity and equality

Girls With Impact is:

- The nation's only live, online mini-MBA
- Delivered live, online, by instructors
- Equipping girls (ages 14 – 24) to:
 - **Launch ventures** addressing market needs
 - Build transferrable **work readiness skills**
 - Impact their **college, career success**
 - **Drive confidence**, tech, financial, social skills
 - Become **tomorrow's CEOs**

1. Online Business & Leadership Academy



10 weeks (1 hour/week live class)

Learn core business skills
Turn passion into an Impact
Create a business
Get certificate

2. The Boardroom



Post-Graduation
Features:

1. Mentor matching
2. Spotlight series
3. Monthly peer forum
4. Internship placement

Who we're impacting to date

"Talent is created equally, opportunity is not"

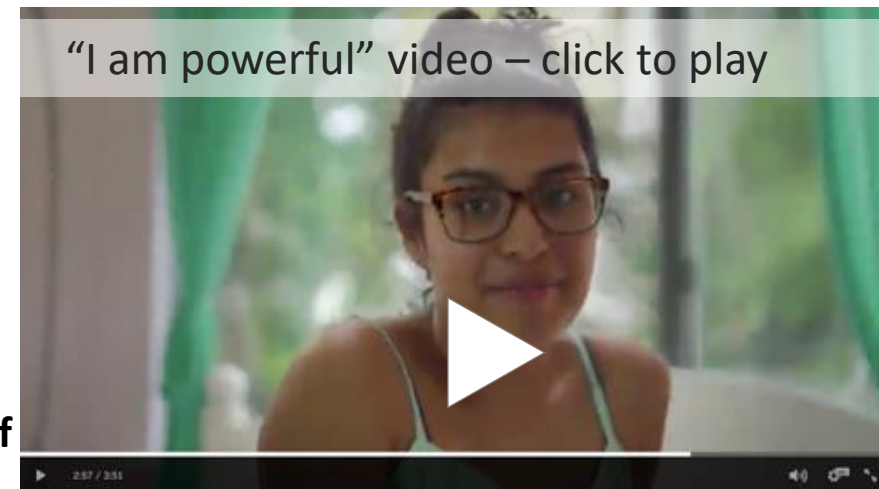
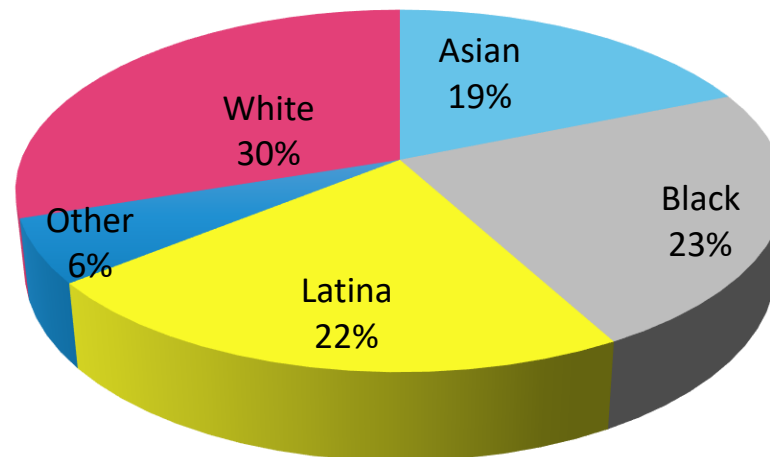
Geography: United States

Primary focus: Low-to-moderate income ages 14-24

8,000+ girls served to date

75% underwritten – thanks to our corporate partners

70% of color: Diversity We're Proud Of



What they're learning

Over 10 weeks, girls move from ideation to business plan, prototype, venture pitch

3 deliverables to graduate the program

1. Pitch presentation

2. Business Model Canvas

3. Visual prototype

Who is it for?

- Women and girls looking for community activities
- Mothers, daughters, trans women, and women

Business Model Canvas

Valyria Clothing: Building a community of badass women on bikes.

Who will help you? Key Partners: Tink, Elin's, Girls with Impact, Local School's girls' sports teams.

How do you do it? Key Activities: 1. Launch a digital platform of the brand, 2. Get feedback through social media, 3. Create a high-value message.

What do you do? Value Proposition: Valyria Clothing is a brand designed by and for teenage girls who want to enter the cycling world.

How do you interact? Customer Relationships: Social media, face-to-face, local bike shops, local rides.

Who do you help? Customer Segments: Girls and women across the nation who feel intimidated by the 'boys club' aspects of cycling, and therefore do not participate in the sport like they want to.

How do you reach them? Distribution Channels: Social Media, Cross Promotion, Direct Email.

What will it cost? Cost Structure: Cost Analysis, Sponsorships, Influencers, etc.

		Learn	Ask or Challenge	Create
Orientation		Entrepreneurship	What is my passion?	3 venture ideas
Investigate	Class 1	Design thinking	Feedback: Is my venture viable?	Final venture idea
	Class 2	Vision statements	Who is your customer?	Vision statement
	Class 3	Unique Value Proposition SWOT Analyses	Why is your venture unique?	30 second elevator pitch
Innovate	Class 4	Minimum Viable Product	Is my venture too complex?	Prototype (Draft & Ideas)
	Class 5	4 P's of Marketing	How do I leverage social media?	Social media post
	Class 6	Setting a budget	Will my venture make money?	Budget
Ignite	Class 7	Powerful presentations	How do I hook my audience?	Presentation (Draft)
	Class 8	Networks and partnerships	How do I leverage people/partners?	Build Advisory Board
		Graduation	Final Presentation	Business Plan
				Final Prototype

How they're impacted: From tangible ventures to....

Giving them a leg-up for college and career



Kristen St. Louis, 17

CEO, MirrorMe Diversity

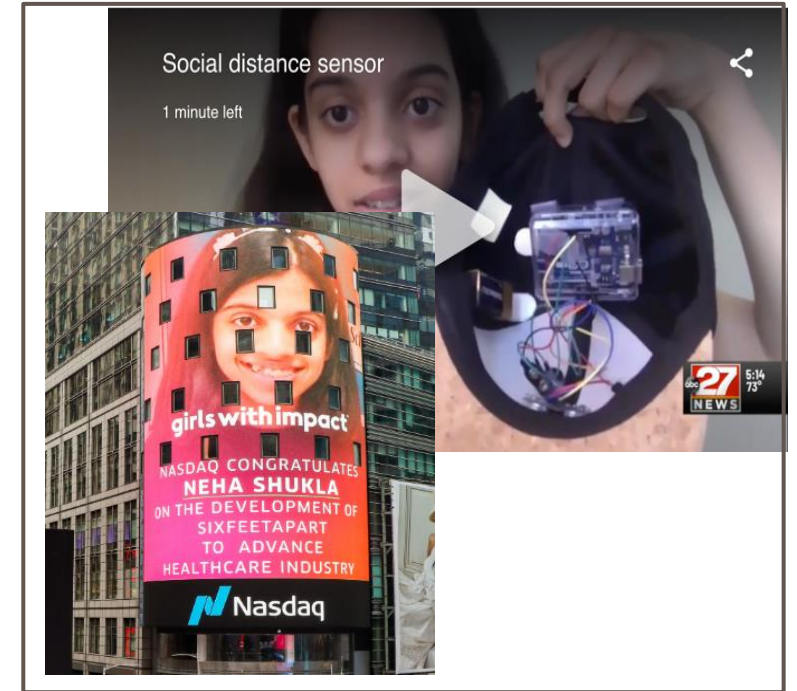
"It enabled me to bring my idea to reality."



Jody Bell, CEO, In Case of Deportation

\$20,000 scholarship, honors seat in business

"I don't know how to explain it.. I feel powerful."



Neha Shukla, 15

CEO, Six Feet Apart (wearable sensor, NYT)

"I learned real business skills."

girls with impact

To powerful improvements in confidence, leadership, tech

Represents only one-third of data



Pre- and post assessment reveals:

85%: Increased leadership confidence

91%: Improved public speaking

74%: Increased tech skills

93%: Increased their college readiness

53%: More likely to major in business or entrepreneurship

50%: More able to collaborate via tech

65%: More confident pitching investors

75%: More equipped to manage cash

60%: More likely to save money

\$110k: Average college scholarships
Reported as directly attributable to program

Goals and Outcomes

Our 3 Big Goals

1

Job Ready

- **LEADERSHIP:** 85% are more leader confident
- **TECH SKILLS:** 79% feel improvement
- **SALES:** 63% more confident cold-calling
- **PROJECT MANAGEMENT:** 60% more able to create a project plan
- **COLLABORATION:** 50% better at collaborating with others online
- **DIFFERENTIATE:** 65% are better able to pitch investors

2

College ready

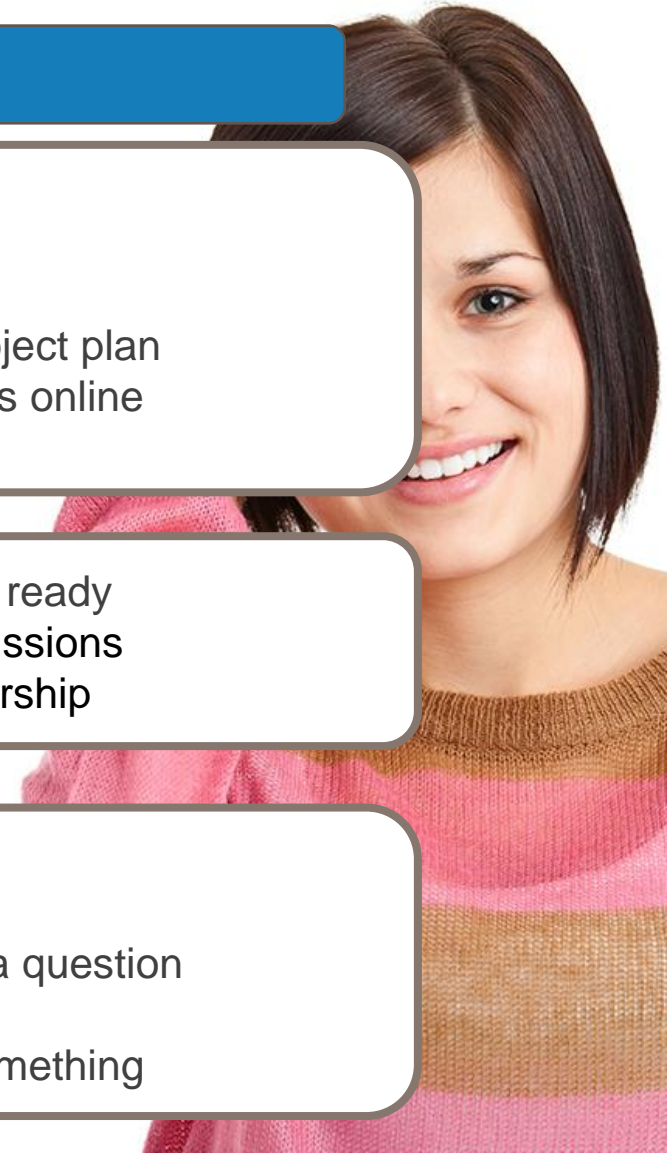
- **COLLEGE/CAREER READINESS:** 93% feel more college ready
- **ADMISSIONS:** 63% able to distinguish themselves for admissions
- **COLLEGE MAJORS:** 50%+ major in business/entrepreneurship

3

Life ready

- **SAVING MONEY:** 60% more likely to save
- **SETTING GOALS:** 63% perform better at goal setting
- **LEANING IN:** 63% more confident raising hand to answer a question
- **REJECTION:** 58% more comfortable being turned down
- **DELEGATING:** 63% more confident asking others to do something

Our Outcomes



Post-COVID Economic Recovery for Women in Connecticut



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JPMORGAN CHASE & CO.

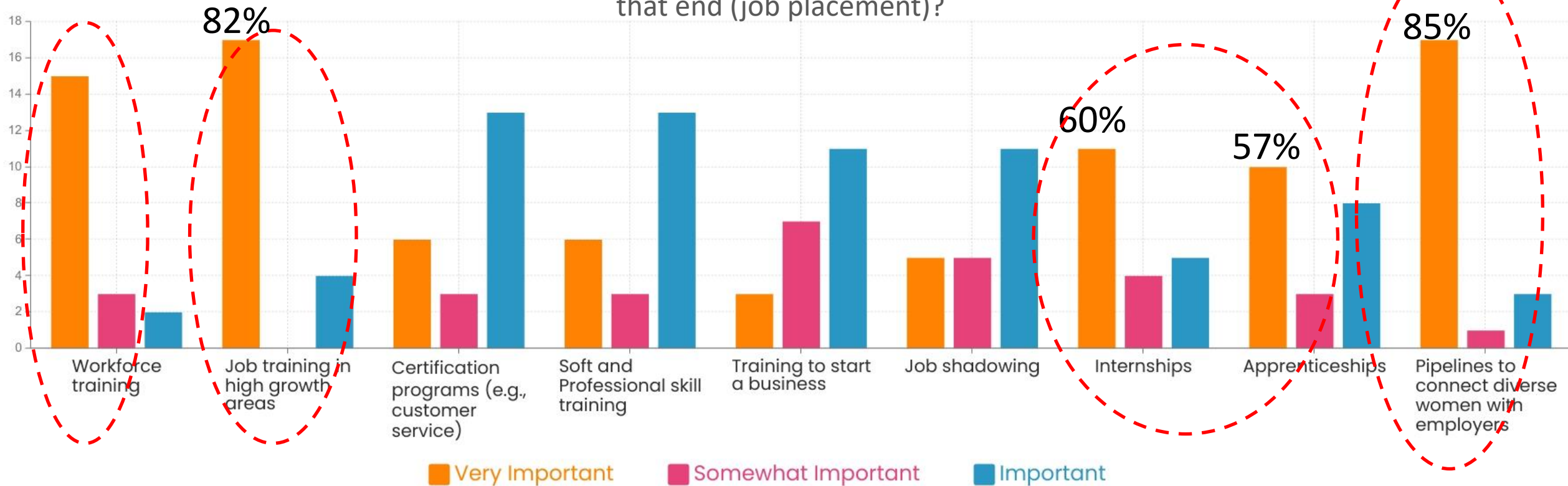
Fairfield County's
Community
Foundation
The Fund for Women & Girls
TOGETHER WE THRIVE

What should a post-Recovery plan look like?
What types of training is needed to create paths?

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Younger women: How do we help women 18-24 in job placement?

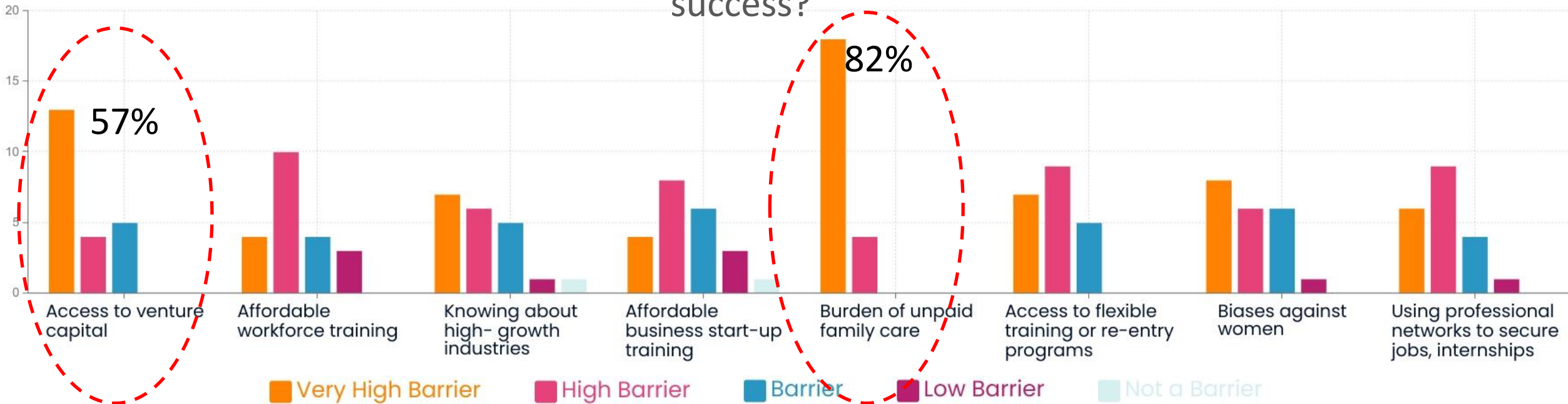
Question: The goal with young women - ages 18-24 - is to help them get placed into their first jobs. On a scale from 1 – 5, please rate the importance of the following in achieving that end (job placement)?



How significant are the barriers?

Question:

Many barriers continue to exist impacting women's professional and economic success. Of the following, how much of a barrier do you think they are to women's success?



How we're advancing 10,000

Leveraging online learning to advance work readiness

1

Engaging companies

- Employee engagement
- Internship placement

2

Workforce agencies

- Business training

3

Partnering to recruit

- Schools, community colleges
- Community orgs

girlswi Westpor Featured in **The New York Times**



Powerful Extra-Curricular Program

The nation's only live, online business and leadership academy **made just for girls, 12-18... from home.**



Learn

Business and problem-solving
Public Speaking & collaborating
Financial Literacy & tech skills



Create

A business from her passion
A business plan for her portfolio
A venture presentation



Gain

College differentiation
Resume material
10 hours with an MBA coach
30 hours of community service

Register now.

A \$2,000 value -- FREE

Thanks to the generous support of the Doe Family.

Live, online small classes • Choose class day/time • 10-week program

www.girlswithimpact.org

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