

E-SERIES 2016

April 6 – 8 2016 | Vancouver

E-Series 2016 is a 3-day transformative program that provides classroom style sessions on business topics specific content such as **capital raising, employment law, marketing + branding and pitching for investments**. On top of 3 days of immersive education, all participants will be paired with a mentor for 14 months of continuous 1:1 support after the program to ensure they have the insight and feedback they need.

Applications are NOW OPEN until **JANUARY 15, 2016**

Eligibility: Any woman entrepreneur in Canada currently running her business of any stage and industry.

Grants Available: All women across Canada are encouraged to apply.



Click the **VIDEO** to hear testimonials from 2015 grads.

EXCEPTIONAL SPEAKERS

We're proud to offer access to an incredible line up of speakers for our E-Series programs. Confirmed speakers for 2016 include seasoned entrepreneurs and successful leaders such as:

- **Terry McBride**, Co-Founder, Nettwerk, YYoga
- **Shahzad Rafati**, Founder + CEO, BroadbandTV Corp
- **Bev Briscoe**, Chair, Ritchie Bros Auctioneers
- **Yuri Fulmer**, Chairman, FDC Capital Partners

A CURRICULUM WITH A PROVEN TRACK RECORD

Over 90% of E-Series graduates since 2003 are still in business, and have enjoyed an average annualized revenue growth of 40%. Some of the women that have participated and have grown their business with E-Series include:

- **Lori Joyce** and **Heather White** (Co-Founders, The Cupcake Girls)
- **Andrea Scott** (Co-Founder, skoah)
- **Cybele Negris** (Co-Founder & President, Webnames.ca)

GRANTS

E-Series is proud to offer a limited number of grants reaching a maximum value of \$2,500 each. These grants include partial tuition subsidy, travel and accommodation, or both and can be applied for within the **E-Series application** by answer a couple additional questions.

Thank you to our Sponsors:



FORUM FOR WOMEN
ENTREPRENEURS

SAMPLE E-SERIES CURRICULUM

DAY 1	
Time	Topic
7:45 - 8:15 am	Registration + Breakfast
8:15 - 8:30 am	Welcome
8:30 - 9:30 am	Boards + Governance
9:30 - 9:45 am	BREAK
9:45 - 10:45 am	Elevator Pitch
10:45 - 11:00 am	BREAK
11:00 - 12:45 pm	LUNCH: CULTURE
12:45 - 1:00 pm	[Return to class]
1:00 - 2:00 pm	Social Media
2:00 - 2:15 pm	BREAK
2:15 - 3:15 pm	Marketing + Branding
3:15 - 3:30 pm	BREAK
3:30 - 4:30 pm	Human Resources
4:30 - 6:00 pm	Dinner
6:30 - 6:45 pm	BREAK
6:45 - 8:15 pm	SPEED MENTORING
DAY 2	
Time	Topic
8:30 - 9:30 am	Capital Raising
9:30 - 9:45 am	BREAK
9:45 - 10:45 am	Financials
10:45 - 11:00 am	BREAK
11:00 - 12:00 pm	Law & IP
12:00 - 12:15 pm	BREAK
12:15 - 1:30 pm	LUNCH: STRATEGY + GROWTH
1:30 - 1:45 pm	BREAK
1:45 - 2:45 pm	Sales & Distribution + Operations
2:45 - 3:00 pm	BREAK
3:00 - 4:00 pm	Franchising and Licensing
4:00 - 5:00 pm	BREAK
5:00 - 7:00 pm	Dinner: Private Dinner with FWE Board
DAY 3	
Time	Topic
8:00 - 9:15 am	Pitch Class
9:15 - 9:30 am	BREAK
9:30 - 10:30 am	Crowdsourcing
10:30 - 10:45 am	BREAK
10:45 - 11:45 am	Pitch Class
11:45 - 12:00 pm	BREAK
12:00 - 1:00 pm	LUNCH: INSPIRATIONAL STORY
1:00 - 2:00 pm	Closing Celebration, Photos, Interviews