Company Overview: The team is addressing the persistent funding gap and systemic barriers that women entrepreneurs and underrepresented founders face in accessing capital. Despite their growing presence in the entrepreneurial ecosystem, these groups receive disproportionately lower funding, limiting their ability to scale and generate wealth.

Service Description: The team aims to develop a business plan that fosters a more inclusive entrepreneurial landscape by providing actionable solutions to increase funding access, enhance ecosystem support, and shift perceptions around investment in diverse founders.

Future Initiatives: In order to secure the longevity of the project, we are hoping to develop a strong alumni network and attract women through social media and networking events. Expansion will be steady, as we begin with just one cohort before eventually developing into a multinational entity that works closely with UBS.

Marketing strategy: The team will use the STEPPS marketing strategy to market the project, utilizing benefits, evidence, successful case studies, and social media to attract customers.

Target persona: The target audience mainly consists of women aged 20-50 to provide opportunities to them as a minority. We will attract, engage, and maintain relationships with these consumers by creating an organized networking program with clear and interesting content promoted on social media and individualized benefits.

Financial Analysis: Our budget is structured to scale gradually, with a total budget of $950K, ensuring financial attainability while adapting to program needs. The funding supports events, grants, business development, digital education, marketing, and team expansion. Utilizing strategic collaborations, including UBS's established programs and partnerships, we will maximize our impact. By Y3, our budget will allow us to award over 7 grants and host upwards of 55 financial literacy events.

Risk and Change Management: To maintain the integrity of our plan, we have identified the top three risks and threats assumed in our project as well as mitigation techniques for each. We decided to implement the ADKAR Change Management Strategy, including the stages "Awareness, Desire, Knowledge, Ability, and Reinformation" to effectively roll our project out across the company.