



ARE YOU READY TO **LEAD YOUR BUSINESS** TO THE NEXT STAGE?

Ascent is a digital platform that gives you easy access to the right resources—backed by research—that address the unique needs of women entrepreneurs.

Ascent lets you learn in a way that best fits you.

Ascent puts you in charge of selecting content tailored to your individual needs and busy schedule.

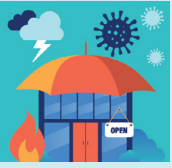


Ascent is a platform capable of supporting everyone with:

- Intuitive navigation
- Engaging videos
- Blended learning options
- Easily accessible resources
- Self-assessments
- Dashboards

ASCENT.SBA.GOV

Go on a Learning Journey



DISASTER & ECONOMIC RECOVERY

Prepare for a disaster by understanding the potential impacts and forming a plan for your business.

This journey will help you to:

- ▶ Understand potential business impacts of a disaster
- ▶ Develop a response plan to mitigate disaster risk and their impact
- ▶ Determine how you will support your people during disaster



ACCESS TO CAPITAL

Understand how to secure the appropriate funding for your business, including forms of debt and equity.

This journey will help you to:

- ▶ Develop banking relationships
- ▶ Analyze potential sources of debt funding
- ▶ Analyze funding sources appropriate for your business
- ▶ Analyze potential equity funders and deals



STRATEGIC MARKETING

Explore specific planning techniques, strategies and tactics to make your business stand out in a sea of competition.

This journey will help you to:

- ▶ Analyze customer needs and design the customer experience process
- ▶ Develop a marketing plan with budget
- ▶ Identify and analyze the competition and mitigation strategies



GOVERNMENT CONTRACTING

Identify government contracting opportunities suited to your business and prepare to pursue those opportunities.

This journey will help you to:

- ▶ Understand the government as a customer
- ▶ Evaluate potential contracting opportunities
- ▶ Identify how to find subcontracting opportunities
- ▶ Plan for Federal contracting certifications
- ▶ Analyze the federal solicitation process, and General Services Administration (GSA) schedules

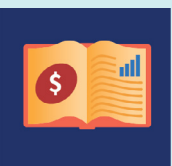


YOUR PEOPLE

Recruit, hire and retain the right people.

This journey will help you to:

- ▶ Analyze the skills gap in your company
- ▶ Write strategic job descriptions
- ▶ Develop the ability to lead conversations as part of professional development of employees



YOUR BUSINESS FINANCIAL STRATEGY

Sharpen your financial skills with data-driven decisions and projections.

This journey will help you to:

- ▶ Utilize financial statement to guide business growth decisions
- ▶ Develop financial projections
- ▶ Apply bootstrap techniques



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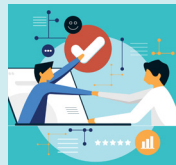


ENTREPRENEURIAL LEADERSHIP

Position your business for growth by building and refining your leadership skills.

This journey will help you to:

- ▶ Understand the economic power of women business owners
- ▶ Assess your motivation and identify your definition of success
- ▶ Create an action plan
- ▶ Apply decision-making and time management best practices
- ▶ Identify and assess your risk profile and approach to leadership
- ▶ Apply best practices of communication
- ▶ Develop your mentor network



PARTNERSHIP

Seek out, create and maintain partnerships that drive business growth.

This journey will help you to:

- ▶ Identify the value of business partnerships
- ▶ Assess opportunities for business partnerships
- ▶ Design a plan to manage your business partnership effectively
- ▶ Consider opportunities for joint ventures, mergers and acquisitions



U.S. Small Business
Administration

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