Women Invest in Women · 6-Week Business Accelerator

Week 1: Foundations

Who You Are & What You’re Building

120 MINUTES

Welcome

Today we build the foundation.

Welcome to Week 1.

> **You do not need perfection to begin.**

The program

Six weeks. A community of support.

How we'll connect

- Virtual sessions across the program
- Asynchronous recordings
- Weekly HerGlobal Hub posts
- Midweek 15-minute partner check-ins
- Optional office hours

What we're working toward

Completion leads to a **$1,000 grant and certification.**

A ceremony offers a chance to share your idea or pitch.

Mentors, community members, and investors will be invited. Invite your networks, too.

Community & belonging

You belong here.

- Idea-stage and operating ventures are both welcome.
- For-profit and nonprofit founders are both welcome.

We build with honesty, care, and action.

Who Am I



I'm Kwamara. Some people call me the millionaire educator.

Not because I run ads or have some elaborate marketing funnel—

But because I've built a community that **MOVES.**

Kwamara Denise Thompson, M.Ed.

Founder, Women Invest in Women

Educator · Speaker · Angel Investor · NYU Tisch · Cornell Executive Leadership

The Receipts

Where It Started

100%

Referral Rate

90%

Retention Rate

No

Traditional Marketing Strategy

~20,000

Followers Across Platforms

Not including newsletter, listserv, or IRL connections

The Impact · Where It Started

Between 2024 and 2026, our network collectively mobilized

$10.6 Million

BITE-CON week and Startup Ole Partnership

1 week in Miami
2 Days Miami, Marbella, and Salamanca

- 3000+ conference attendees
- 60+ speakers and founders
- 5+ premium sponsors
- 8+ Black-owned venues
- 25+ Black-owned businesses supported

We launched our family foundation.

We launched Women Invest in Women:

The Next Chapter

Then we launched Women Invest in Women.

Creating access, building power, and investing in the world's most investible resource: Women.

All in our first 18 months of operations.

Global Tour

Miami · NYC · Toronto · Houston · Marbella

TV

Stories of women entrepreneurs and the impact of investing in women

Podcast

International media exposure for featured women founders

Her Global Hub

A safe, verified space for women, by women

The New Receipts

Women Invest in Women · First 18 Months

~10,000

Reach Across All Platforms in a Year

3,000+

Participants Mobilized

12

Global Cities

2

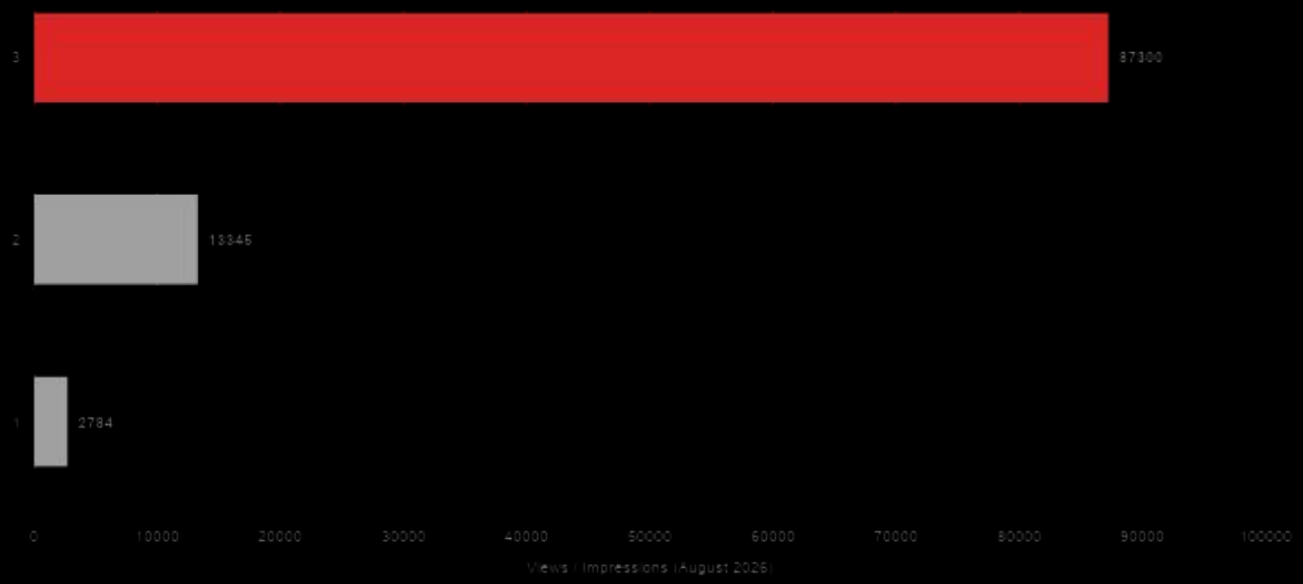
Continents

August 2026 Snapshot

WiiW Digital Performance Dashboard

113,900+	2,783	+102	87,300	9
Total Reach (Views / Impressions)	Total Engagements	Net Audience Growth	Top YouTube Video Views	Community Countries

Platform Reach (Views / Impressions)



85.3%

of our Instagram audience are women

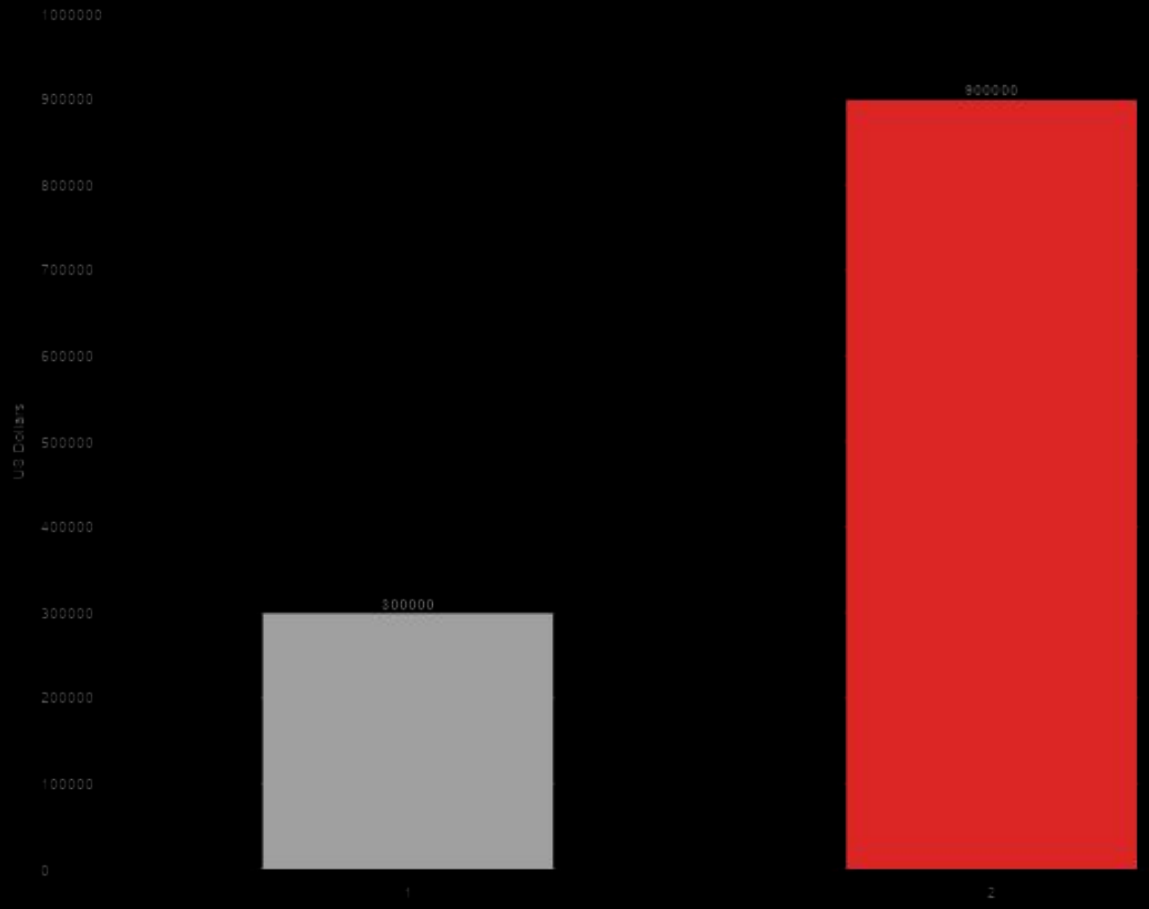
Top audiences: U.S. 56.0% · Spain 25.3% · Canada 3.9%

74.2% of Instagram viewers were non-followers: strong discovery.

Source: Women Invest in Women, August 2026 Digital Performance Dashboard

Economic Impact

Across 12 global cities and two continents



75%+

of production budgets allocated directly to women-owned and local enterprises

Plus international media exposure for featured founders across our **TV, podcast & digital** networks.

Source: Women Invest in Women tour data, first 18 months. Aggregate includes attendee hospitality spend and standard municipal recirculation multipliers (1.6x).

Through Our Family Foundation

Deployed

$20,000

in scholarships to students pursuing careers in STEM

Deploying Next

$15,000

$1,000 to each woman entrepreneur who completes our 6-week virtual accelerator

*All of this in our first **18 months** of operations.*

Stay connected

The Women Invest in Women app

- Post and interact with community members.
- Take virtual courses.
- Access resources.
- Stay connected between sessions.

Join HerGlobalHub

herglobalhub.com

Use code at sign-up:

ACCELERATOR

Today’s outcomes

By the end of today, you will have:

- Clarified what you are building
- Named who you serve
- Identified evidence gaps
- Drafted a 6-week goal
- Matched with a partner or pod
- Taken the baseline survey

Opening reflection

Start with your why.

1. What problem are you trying to solve?

2. Who experiences it most directly?

3. Why now?

A shared starting point

What is a venture?

- A business, nonprofit, or social enterprise
- A way to create value for people
- A set of decisions you can test and improve

Partner conversation

Pair share

01 Share your name and venture.

02 Share your why.

03 Listen for clarity, not perfection.

> **Keep it brief and honest.**

Tool 1

Venture Clarity Canvas

Eight sections to clarify what you're building:

- Purpose
- People served
- Problem
- Offer or solution
- Stage
- Evidence
- Evidence gaps
- Next step

Reduce uncertainty

Evidence vs. assumptions

Evidence

What you know from direct signals, data, or experience.

Assumption

What you believe but have not verified yet.

> **Growth comes from reducing uncertainty.**

KwamarAI context

Where are the evidence gaps?

KwamarAI identifies evidence gaps across:

- Business Clarity
- Market Evidence
- Financial Readiness
- Capital Request
- Founder Readiness

Individual work

Build your Venture Clarity Canvas.

- Work individually.
- Use plain language.
- Start with what you know.
- Mark what you still need to verify.

Debrief

What did you notice?

1. What feels strongest?
2. What feels least certain?
3. What is one assumption you want to test?

Your venture must fit your real life.

Time, energy, skills,
and support matter.

Capacity is strategic.

Founder Capacity Inventory

What to capture

- Strengths
- Constraints
- Weekly time available
- Support people
- What you need to protect

Individual work

Complete your Capacity Inventory.

- Reflect honestly.
- No self-judgment.
- Plan for the life you have now.

Tool 3

Six-Week Goal Planner

01 Choose **one realistic goal.**

02 Make it **specific and measurable.**

03 Break it into **weekly milestones.**

Goal examples

What could progress look like?

- Conduct **10 customer interviews.**
- Finalize a **one-page offer.**
- Build a **simple budget.**
- Prepare a **grant-ready description.**
- Test pricing with **5 prospects.**

You don’t have to build alone.

Your partner is one person for weekly check-ins.

> **Accountability is encouragement plus follow-through.**

15-minute midweek check-in

Four questions. Keep it practical.

01 What did you commit to?

02 What did you complete?

03 What is blocked?

04 What will you do next?

Partner agreement

Make the connection concrete.

- Exchange contact information.
- Schedule the check-in.
- Agree on a respectful communication norm.
- Keep check-ins short and practical.

This week’s easy win

Share your Venture Clarity Canvas.

Complete and share it in **HerGlobalHub** by next week’s session.

> You can submit an answer to one question or share a reflection.

Weekly homework

Before we meet again

- Finish your 6-week goal.
- Complete the capacity inventory.
- Confirm your partner check-in.
- Post or share thoughts in the app.

Close & next steps

What are you taking with you?

1. Name one thing you are taking with you.

2. Name one action you will complete before next week.

> Thank you for showing up.
> Remember: optional office hours are available.

Resources & support

Keep these within reach.

Your resources

- Workbook
- Templates
- App

Your support

Optional office hours
Kwamara
Fridays, 11 a.m.–1 p.m.

Peer support
Your partner and HerGlobalHub

Our Gift to You

Soft Launch

by Nichole Hines

Learn more & explore:

samiracaleb.com

Claim your discount — $20 off, making Soft Launch FREE:

samiracaleb.etsy.com

Coupon code: **WIIW100**

$20 OFF

Soft Launch is **FREE** for you.

You are not alone.