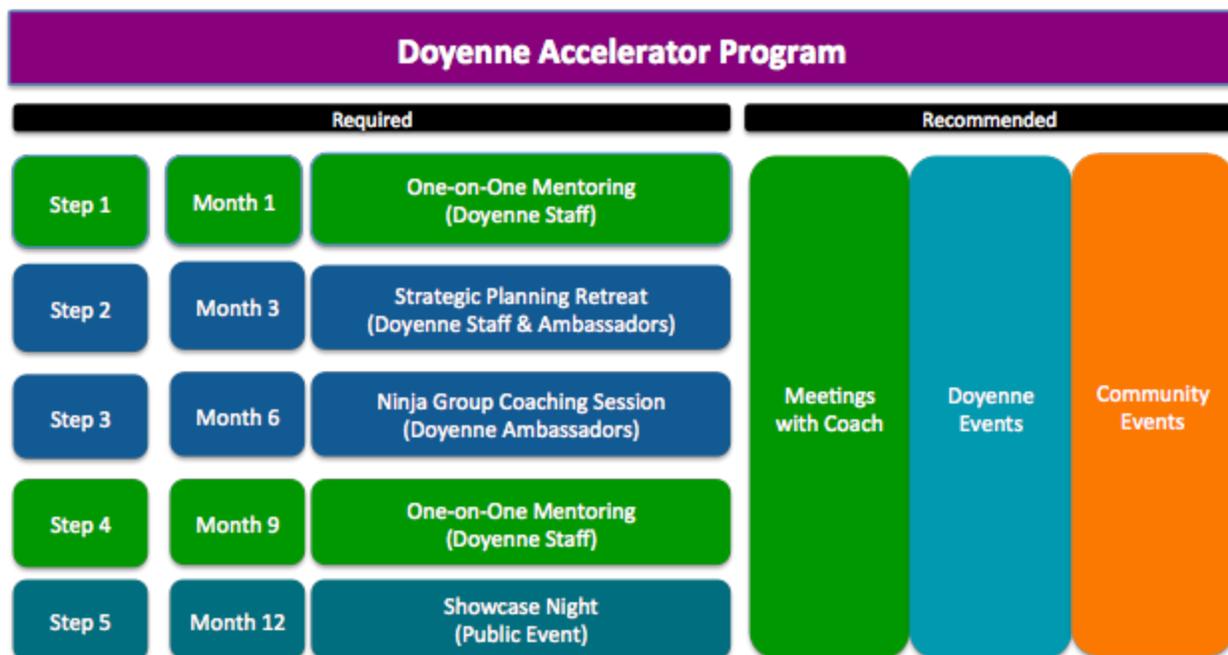


Doyenne Accelerator

Every entrepreneur who receives funding from the Doyenne Evergreen Fund is required to participate in our Accelerator Program. We understand that funding is only one type of assistance that entrepreneurs need to develop their skills and build their venture. The Accelerator is designed to provide the entrepreneur with coaching, community, and visibility. It also provides Doyenne the opportunity to track the progress of businesses in our investment portfolio.

We know that entrepreneurs are incredibly busy and time is valuable. We do not want to pull entrepreneurs away from the critical focus on building their ventures. We want to help entrepreneurs make thoughtful decisions and move faster than they would on their own. Our Accelerator is designed to be impactful and manageable.

The Doyenne Accelerator program unfolds over a 12-month period, with commitments every quarter once the funding has been approved. These commitments include one-on-one and group coaching sessions, a strategic planning Retreat, and culminate in a public pitch event.



One-on-One Coaching

Entrepreneurs will be expected to have a minimum of 2 one-on-one coaching sessions with Dr. Amy Gannon, Doyenne's Director of Entrepreneur Development. For nearly 15 years, Amy has been working with entrepreneurs move through the various stages of building their ventures: idea to launch to growth. She will provide each participant with a private link to an Accelerator calendar where they can schedule meetings. While we require only 2 coaching sessions with Amy, we encourage entrepreneurs to schedule additional one-on-one sessions as needed and to reach out to the Doyenne Mentors.

Strategic Planning Retreat

Within 6 months of receiving funding from Doyenne, entrepreneurs will be expected to participate in a 2.5-day strategic planning retreat. At the Retreat, entrepreneurs and their teams will work to formulate a clear vision for the future, identify critical milestones, and create an immediate plan of action. The Doyenne Retreat Team will provide support throughout the Retreat. Additionally, experience coaches will be available to provide rapid and intensive feedback. We limit each retreat to a maximum of 10 businesses so that you get personalized attention.

Ninja Group Coaching

Approximately three months after participating in the Strategic Planning Retreat, entrepreneurs will schedule a group coaching session and check-in with a Doyenne Ninja Team. Ninja Teams are groups of 5-10 talented women professionals who use their expertise, experience, and networks to support women entrepreneurs. The Ninja team provides the selected entrepreneur intensive feedback/advice and each ninja offers one discrete piece of follow-up assistance (e.g., an introduction to someone, a quick review of a draft marketing plan, an invitation to a networking opportunity, etc.). This group coaching session provides an opportunity to celebrate progress on the strategic plan and to re-group as needed.

Showcase Night

At Showcase Nights, 5 Doyenne entrepreneurs present for 5 minutes each. They share information about their ventures, including their vision for the future, accomplishments to date, and next steps along the way. The Showcase Nights are a fantastic opportunity for those from Madison and beyond to learn about and meet women who are trying to build scalable businesses. This is the culminating event for the Accelerator program.
