COMMUNITY PARTNER DESCRIPTION*:

The Centre for Women in Business (CWB) supports women entrepreneurs to succeed in business through exposure, connection and learning. The CWB represents the over 23,300 self-employed women business owners in Nova Scotia, and has worked with over 16,000 clients since its inception in 1992. The CWB is supported by ACOA and MSVU. Support for women entrepreneurs includes access to business skills training and development, one-on-one business advice, networking opportunities, trade missions, and additional benefits through our membership program. Over the last several years, the CWB has built collaborative relationships with VOLTA, DNS, Atlantic Venture Forum, Women in Community and Technology and the Atlantic Women's Venture Fund to assist and provide skills development training for women start-up founders.

PROJECT DESCRIPTION:

There are research presentations that highlight that women do not gain equal access to venture capital (VC) and that men receive 8X more funding than women from VC. In Nova Scotia, only about 25 percent of incumbents in accelerators, incubators and VC are women. There are newer research findings outlined at the Social and Sustainable Finance Conference (at SMU Oct, 2019) which could be used to coach and train girls and women to respond to VCs during Q&A. Women known to use pivoting techniques during Q&A can improve significantly their acquisition of capital. Revising their ability to respond more might more appropriately provide for their companies' financial needs.

The project intends to:

1. Develop training to identify key words and create pivoting responses for use by high-growth women entrepreneurs.
2. Provide coaching or role play to small groups of female entrepreneurs and clients of CWB to identify keywords and transform responses.
3. Allow CWB to sponsor presentation at Atlantic Venture Forum and Invest Atlantic urging for industry changes

PROJECTED BENEFITS:

1. Provides additional newly created programming for clients.
2. Develops programming specifically for high growth women entrepreneurs: training, coaching, participation.
3. Increase the amount of female entrepreneurs obtaining funding.
4. Provide role models for girls to enter entrepreneurship with larger ideas.
5. Create equal opportunities, equity and more options in the pipeline for investors and will help the region's economy as a whole.
6. The programming may be useful for adaptation to non-VC environments, possible for other types of funding as well.
7. Gain visibility in VC arena where CWB advances have been rebuffed.

* [These are excerpts from the Community Partner’s original proposal]