

GLAMTREPNEUR

Mind our own business? You got it.™

Contact:

Rebekah Epstein

210-315-9664

Rebekah@fifteen-media.com

www.glamtrepreneur.com

“Women are not making it to the top. A hundred and ninety heads of state; nine are women. Of all the people in parliament in the world, thirteen percent are women. In the corporate sector, women at the top – C-level jobs, board seats – tops out at fifteen, sixteen per cent.”

– Sheryl Sandberg, COO of Facebook and author of *Lean In: Women, Work, and the Will to Lead*

At **Glamtrepreneur**, we don't just believe in young women. We believe in their capacity to dramatically transform American corporate culture.

According to The National Bureau of Economic Research, women outnumber men in American colleges, with more of them earning bachelor's degrees in business than ever before. So how come that isn't translating to leadership in business?

Perhaps they don't just need school. **Perhaps they need to be empowered with hands-on business skills.**

This is where *you* come in.

The corporate climate is changing, making it possible for you to make a big difference in a young girl's life. **Consider these facts:**

- Over the past decade, growth in the number of women-owned firms with \$10M or more in revenue has increased by 57%. (Source¹)
- Women-led private tech companies achieve 35% higher return on investment. (Source²)

1 Womenable.com + American Express OPEN: http://www.womenable.com/userfiles/downloads/Growing_Under_the_Radar_Jan2013.pdf

2 Kauffman Foundation: <http://www.forbes.com/sites/petercohan/2013/02/25/when-it-comes-to-tech-start-ups-do-women-win/>

- Though there are more men in positions of business leadership, women are now viewed at every corporate level as better leaders. (Source³)
- And the best part? Women use their success for social good, donating more money to worthy causes than their male counterparts. (Source⁴)

What does this mean?

It means that there's never been a better moment in history for you to support girls' business leadership training.

Our culture is finally ready. The opportunities are there. Now, let's work together to plant the seeds of entrepreneurship with girls from a young age!

³ Harvard Business Review: <http://www.forbes.com/sites/erikaandersen/2012/03/26/the-results-are-in-women-are-better-leaders/>

⁴ Indiana University-Purdue University, Indianapolis: <http://www.philanthropy.iupui.edu/research-by-category/women-give-2012>

What is a Glamtrepreneur?

glam·tre·pre·neur \GLAM-tre-pre-NEW-er\
noun

noun

1. A fabulous young woman ready to set the world on fire with her one-of-a-kind business idea.

Usage: “My phenomenal daughter, the glamtrepreneur, just made her first sale.”

Our Mission:

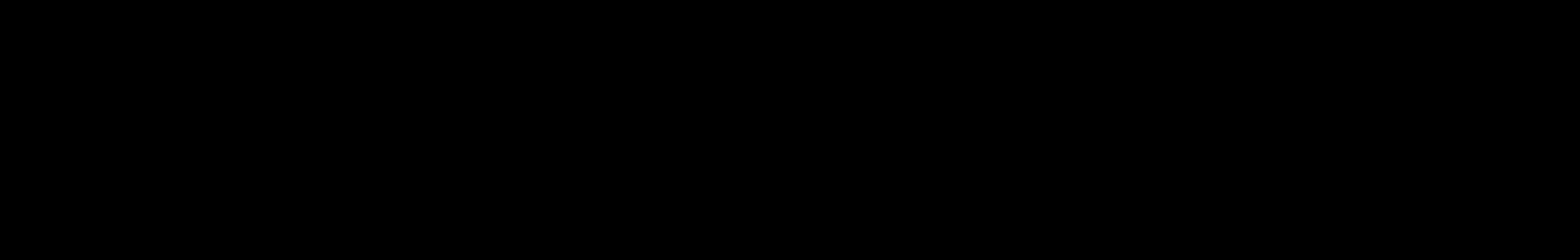
At Glamtrepreneur, we believe in two things: the power of business, and the power of young women.

From an early age, girls are often told to “mind their own business.” But we want to change things a little. What if girls heard that phrase, and it inspired them to open an online store? Fundraise for seed money? Seek out a professional mentor?

We want to show girls exactly that: how to mind their own business, with confidence, savvy, and a rock solid skill set.

Through our programs and initiatives, we educate girls on what it means to take their awesome ideas, and turn it into a business all their own.

How do we do this?



With female leaders who have accomplished that goal themselves, and with engaging projects, curriculum, field trips, and activities.

Our Ultimate Goal:

To show young women that business is not only "cool," it's theirs for the taking. By exposing them to real business concepts in a dynamic, relatable way, we aim to help shape a generation of young women who are poised to make a huge – and healthy! – difference in corporate America.

BizGlam Pop-Up Workshops™

We are teaming up with likeminded organizations to host "BizGlam Pop-Up Workshops." These one-off activity sessions train girls to develop a business plan, sparking entrepreneurial creativity – and fun! – in the process.

Here is how it works:

1. **INTRODUCTION:** Girls are introduced to the concept of a business plan via a short, getting-to-know-you talk and worksheet. Our presenter asks the girls: "have you ever sold anything? If you could invent something amazing, what would it be?" We then pivot to our worksheet, which prompts girls to envision and develop a creative business of their own.
2. **PROCESS:** Guided by our step-by-step worksheet, and interspersed with talks from female speakers and business leaders from the community (optional*), girls use arts and crafts, math, and reasoning to develop a real business plan.
3. **CONCLUSION + TAKEAWAY:** Girls take home their inspiration board, business plan, and their finished worksheet to simulate the beginning of their own company.

Here is what they get:

- **Mentorship:** Local entrepreneurs show girls that entrepreneurship is real and accessible, by sharing their personal stories on how they got started.*
- **Branding:** Girls learn how to identify and target a consumer audience, and tailor their product to those consumers' needs.
- **Investment:** Girls are given a "budget" to buy their product supplies, and taught how to pay back their investors with product sales.
- **Compensation:** Girls learn how to set a price for their own time and labor.
- **Pricing + Profit:** Girls learn how to set a price for their product that covers their supplies, their investment, and yields a profit.

Here are our goals:

- To embolden girls with business knowledge.
- To plant the seeds of entrepreneurship.
- To foster problem-solving.
- To encourage risk-taking (and responsibility).
- To give girls with a set of real-world business tools.

Wanna get involved?

Like what you hear? Support young women, and help them attend their very own BizGlam Pop-Up Workshop™!

Several ways to support:

1. **AUDIENCE:** Register your girls' organization for a workshop.
2. **SPACE:** Offer your space for a workshop (space requirements available upon inquiry).
3. **SUPPLIES:** Donate supplies – namely arts & crafts – to a workshop.
4. **FOOD:** Provide healthy snacks and/or a lunch for our students and special guest speakers.
5. **CAPITAL SPONSORSHIP:** Donate to Glamtrepreneur with a monetary contribution, and extend our mission to offer even more business skills and leadership programming to girls nationwide!

But what's in it for me?

We're glad you asked! Our BizGlam Pop-Up Workshop™ sponsors not only get the benefit of making a material difference in a young woman's life – they receive complementary brand exposure in their own communities via city-specific marketing, PR, and social media campaigns.

Sponsors at each level receive:

1. **PRESS OUTREACH:** Our workshop sponsors will be included in all press kit materials, distributed to local and regional media via our publicity team. Depending on the nature of coverage, sponsors may receive the opportunity to interview about their involvement.

Benefit: Possible media mentions, positive brand association, search optimization.

2. **MARKETING & LOGO VISIBILITY:** Workshop sponsors have the opportunity to display their company logo on all marketing materials, included posters canvassed to local businesses and neighborhoods, promotional images on Glamtrepreneur's website and social media channels, informational materials provided to girls and their families pre-workshop, and all other marketing collateral.

Benefit: Grassroots exposure to audiences that matter.

3. **SOCIAL MEDIA EXTENSION:** Workshop sponsors will be mentioned and cross-promoted frequently on Glamtrepreneur's social media channels leading up to the workshop event date.

Benefit: Social media audience growth, social media networking across user platforms.

Capital sponsors also receive:

1. **GUEST SPEAKER INVITATION:** Capital sponsors have the option to offer a female guest speaker to present at the workshop on the topics of business,

leadership, and/or entrepreneurialism. We are selective in our speaker pool, so this gives businesses the opportunity to associate with prominent leaders in the community, who usually command large social media followings. Speakers are also tapped frequently for interviews with local and regional press.

Benefit: Company exposure to girls and families, by-name mention in press kit materials distributed to media, social media mentions, press interview opportunities.