



2021 PROGRAMS

# THE WOMEN'S BUSINESS SCHOOL

FOR WOMEN OF AMBITION





# The Women's Business School

## 2021 PROGRAMS

### FOR INNOVATIVE FEMALE FOUNDERS

Recently awarded Australia's Best Incubator for women, The Women's Business School provides world-class education and support for innovative female founders ready to scale their start-up.



The Women's Business School is an Award Winning Business incubator designed to support and increase the growth of innovative female founders and their ventures.

#### **WORLD CLASS PROGRAMS FOR INNOVATIVE FEMALE FOUNDERS**

Our 2021 programs will accept 50 female founders. The program offers unique access to high-potential entrepreneurs and the world's best female start-up experts as mentors and teachers and leaders. The programs are designed for founders and teams with global ambitions for their business.

## **WORLD-CLASS EXPERTS**

Our program educators have technical, personal and business experience and work as mentors to guide, encourage and support the participating teams to navigate international expansion. Each month founders learn from a new module topic and focus on applying the knowledge and learnings directly to their start-ups and scale-ups.

## **FLEXIBLE LEARNING**

Training is delivered online through masterclasses, one-on-one coaching, entrepreneur interviews, learning from peer success examples, a rigorous set reading programme, assessment tasks and Q & A sessions with successful female entrepreneurs. Content is livestreamed and also recorded to maximise participation and inclusion.

## **AUSTRALIA'S BEST INCUBATOR FOR WOMEN**

Launching in June 2016 we have had 8 intakes of participants through our programs with 400 women-led start-ups and scale-ups.

We have developed a strong reputation as the peak body for professional development and support for women with children who are running businesses and recently won the Women in Digital Award for Australia's best incubator for Women.

We have an inclusive network and our founders come from a range of different backgrounds. We believe you need to 'see it to be it' and highlighting the achievements, sharing the stories and experiences and enabling the founders to engage with a range of culturally and linguistically diverse women at all stages of business is important to us.

Since 2009 AusMumpreneur, and its founders Peace Mitchell and Katy Garner, have been a part of the journey of thousands of women-led companies, uncovering exceptional female founders each year through the national AusMumpreneur Awards program and providing support and education through a vibrant digital ecosystem of more than 50,000 entrepreneurial women.



accelerator experts

## WORLD-CLASS EXPERTS ON WOMEN-LED START-UPS



### **MICHELLE HOUSE**

#### **Finances**

With 18 years' experience in finance business management and marketing in the corporate world, SME and micro business world, Michelle has discovered the way we manage our money in our life is reflected in our business.

Michelle applied her 'real word' financial strategies to her SME's, micro businesses AND her life which has helped her clients find the balance between the things the need and want through her company RICH Living.

### **SIMONE NOVELLO**

#### **Partnerships**

After a decade long successful career in credit card and airline loyalty programs for large corporates, followed by building several businesses of her own, and having a great deal of fun, Simone felt a growing misalignment between career and personal values. In 2010, she moved to the Blue Mountains in search of some answers following some big life events. After taking a break, She has decided to use her skills, network and experience in strategic partnerships for the greater good. Running a boutique partnership advisory firm Novello Partners, She loves to work with well-intentioned individuals and brands who genuinely wish to work towards a win-win economy.



### **CANDICE MEISELS**

#### **Becoming an exxpert**

Candice Meisels is a virtual PR Director and Consultant. Candice has worked in PR in Australia, Europe, the UK and South Africa. Career highlights include working as Associate European PR Manager for The Walt Disney Company. She was in charge of strategy for the UK and Europe. Candice started Candice Meisels PR in 2014. She loves working with start ups and mumpreneurs.

## **JESSICA NDENDA**

### **Digital Marketing**

Jess is an award-winning business owner, public speaker and women in business activist. Leaving her reputable corporate career in Learning and Development and sales, and building Olive Louise Social in 2015, she has successfully built one of Brisbane's most recognised boutique marketing agencies, leading a team of 7 hardworking mothers, whilst raising her own tribe of 4 children. She is passionate about educating women to recognise they really can have it all if they are intentional about changing their thinking and learning practical tools to help them succeed.



## **SUSAN PEARSE**

### **Conscious Leadership**

Susan is a best-selling Hay House author, business expert and co-Founder of Mind Gardener who, for over 15 years, has introduced her mind gardening techniques into some of Australia's largest and most high profile businesses.

She is a key adviser to CEOs and business owners who are looking to achieve incredible results, but with an equally positive personal impact and the author of Do less, Be more and Wired for life

## **KRYSTAL SEANG**

### **Global expansion**

Krystal Seang is a Business Coach and Strategic Business Advisor who is deeply passionate about empowering small business owners to create the business of their dreams while creating a life of freedom and flexibility for themselves and their families. Krystal has 13 years of experience in entrepreneurship, marketing, sales, leadership, teaching and small business ownership across a diverse range of industries, that have prepared her to help entrepreneurs transform their business, and lives, in a way that aligns with their passions, values and talents.



guest industry experts

## WORLD-CLASS EXPERTS ON WOMEN-LED START-UPS



### **YEMI PENN, DID YOU GET THE MEMO?**

Yemi Penn is a force to be reckoned with when it comes to manifesting dreams and desires. Having had faced some challenges in her child and adulthood she has consciously decided to swim rather than sink, making a continuous note to her self and clients that we are all powerful co-creators. As an author managing 3 businesses with a podcast, documentary series and numerous other love projects, she doesn't intend on stopping there as doing what sets her soul on fire is her mantra. Whilst dreaming up her next venture she is mother to two beautiful children, living in Sydney

### **KYLIE-LEE BRADFORD, KAKADU ORGANICS**

Kylie-lee Bradford is a proud Murrumburr women who grew up in a small Aboriginal community called Patonga in the heart of Kakadu National Park her company Kakadu Tiny Tots completely inspired by her mum Sheril who is a traditional owner and well respected elder of this region Founded in 2016 Kakadu Tiny Tots is an Indigenous owned company from Kakadu NT creating beautiful organic baby and children's clothing that features hand painted Indigenous art and designs. Every little piece created comes with its own Dreamtime story.



### **KAREN MC DERMOTT, SERENITY PRESS**

Award winning publisher, author and advanced Law of Attraction practitioner, Karen McDermott, is a sought-after speaker who shares her knowledge and wisdom on building publishing empires, establishing yourself as a successful author-publisher and book writing. Having built a highly successful publishing business from scratch, signing major authors, writing over 20 books and establishing her own credible brand in the market, Karen has developed strategies and techniques based on tapping into the power of knowing to create your dreams.



# mentors

## EXPERIENCED ENTREPRENEURS

### MONIQUE FILER & DANNIELLE MICHAELS, B.BOX

B.Box founders, Monique and Dannielle have built a successful, multi-million dollar business that sells a range of well loved products, into 22 countries and is stocked in Australia at over 750 retail stores. Awarded Australian Government's 2015 Australian Small Business Exporter of the Year.



### EMMA MCNEILLY, EXPRESSIONS AUSTRALIA

Expressions Australia is a multi-million dollar, national business that has been part of over 18,000 community projects, sold over 2 million tea towels and helped to raise many millions of dollars for Australian schools, kindys, childcare centres and sporting groups along the way. Her products can be found in kitchen drawers and keepsake boxes in homes all over Australia.

Over 1000 schools and child care centres trust us each year with their precious artwork, ranging from large city schools to tiny remote communities. Emma employs a team of 5 people to manage different aspects of the business, embracing the effective use of digital and online technologies to work together nationally between Sydney, Margaret River in WA, Tasmania and Burleigh Heads in SW QLD.

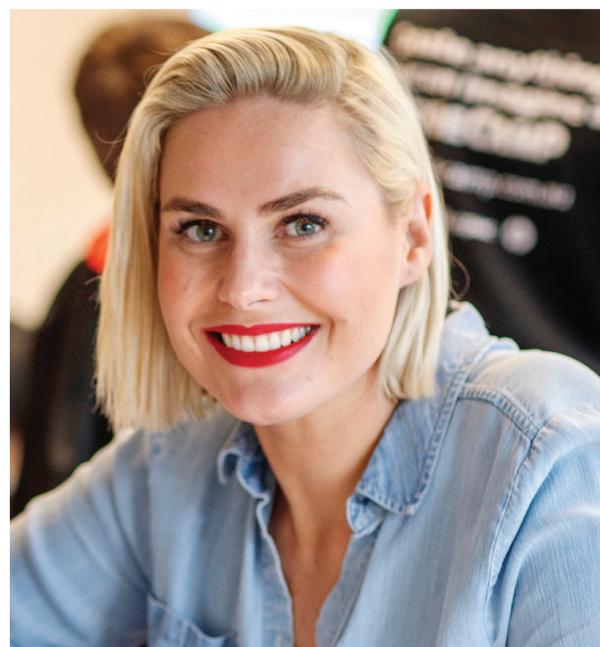
### HAYLEY MARKHAM, CODE CAMP

Hayley Markham is co-founder of Code Camp, recently named one of the top 3 fastest growing SME in Australia.

Code Camp is now a global phenomenon with camps across Australia as well as in the UK and New York. In just over four years more than 35,000 children have attended her workshops.

Hayley Markham is passionate about seeing more females break into the male-dominated technology industry.

Code Camp is a multi-million dollar business and on track to reach 100,000 children in the next 2 years. Having previously worked in operations, Hayley's experience has helped her build a company that employs 35 full-time staff, and 1000 casuals.

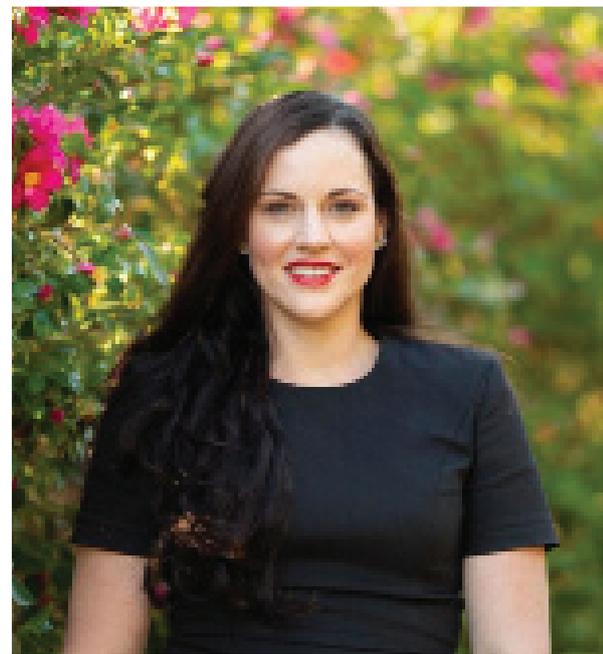


## **KRISTA WATKINS, NATURAL EVOLUTION**

Banana grower and food waste innovator Krista Watkins is the co-founder of Natural Evolution Foods in Far North Queensland. This innovative company produces banana flour with custom-designed equipment at their farm.

Natural Evolution is a multi-million dollar business and their flour is exported all over the world. They have recently created a new range from the by-products of sweet potato and Krista is researching new ways to reduce other unwanted produce to create a more sustainable future.

Krista has won multiple awards and has recently been named the 2018 AgriFutures™ Rural Women's Award National Winner.



## **MONICA MELDRUM, WHOLE KIDS**

Monica Meldrum is the founder of Whole Kids, an Australian-owned organic food company. From humble beginnings Monica launched the first organic snacks in the Whole Kids range in 2005.

Since then, Whole Kids has grown to become the largest range of award-winning organic snacks for kids in Australia. Monica continues to create new and innovative healthy foods for kids while using Whole Kids as a way to stand up and campaign on important social and environmental issues, with the aim of creating a healthier, happier world for kids.

Monica is passionate about using the finest quality organic ingredients she can find. No artificial colours, preservatives, flavours or other added nasties. Real food made by real people.



## **CATHERINE CERVASIO, AROMABABY**

AROMABABY Natural Skincare was created by Catherine Cervasio in 1994 as the first brand to combine the use of natural and organic ingredients with neonatal research.

A leader in her field Catherine holds a diploma in Aromatherapy and massage and has trained as an Infant Massage Instructor. She has now been working in the area of product development of skin care for over twenty-five years AROMABABY is exported around the world as a leading, Australian brand.

Professional engagements cover a variety of topics from export to entrepreneurship, mentoring to media - Qantas' in-flight program, presenting on wellness, fashion and lifestyle, together with multiple engagements for Austrade, ANZ, Alibaba, Melbourne Business School, AsiaLink, Australia-China Business Week and more.



# PROGRAM

## **ONE DAY ACTION PLAN MASTERCLASS (All programs)**

The program begins with a one day masterclass. At this very special masterclass you will set your milestones for the next 12 months and create a targeted and specific action plan to scale your start-up, get clarity on your direction and map out your next steps. This event also provides an opportunity to hear from experienced female founders and a chance to network with your fellow participants and mentors.

## **6 MONTH STRUCTURED PROGRAM**

### **ACCELERATOR (Accelerate) & INCUBATOR (Ignite)**

6 month structured program with 6 key modules covering all verticals of business

## **LIVE GROUP POWER CIRCLE CALLS (All programs)**

Connect with your fellow founders on a facilitated group coaching call, you'll have the chance to learn more about the focus topic of the month, ask questions, seek guidance, process ideas and get the support you need right now.

## **MONTHLY WORKSHOPS (Ignite & Accelerate)**

Join us for live online masterclasses with our expert teachers each month. Take a deep dive in learning, ask questions and learn firsthand about the strategies that have helped them build their business. Each module also includes a structured assessment activity to help you to consolidate your learning.

## **PITCH NIGHT (Accelerate)**

As an accelerate founder you will be featured as a special guest speaker, pitch your idea and share your story with an audience of invited guests and potential investors.

## **MENTORING (All programs)**

Founders will be matched with mentors for a series of one on one and group mentoring sessions.

## **SECRETS TO SUCCESS SERIES (All programs)**

The Success Secrets Series features accomplished women sharing their industry insider tips, strategies and stories to help you grow your business.

## **INDUSTRY EXPERTS (All programs)**

Special guest industry experts join us each month for a live online Q & A session. You'll have the opportunity to take part by asking questions and hearing their inspirational stories, the challenges they've overcome and the strategies that have helped make them so successful in business.

# ACCELERATE Modules

## **SYSTEMS AND SCALABILITY**

A scalable business has the potential to grow and expand beyond where it is now. Creating systems and processes for staff to follow allows a business to run independently and to produce products and services which can be created over and over again in a reliable, consistent and repeatable way.

This module will cover 3 elements:

1. Creating systems, why you need systems and how to create systems
2. Building your team, different options for hiring staff, from hiring VA's & contractors to full time, permanent employees and the pros and cons of each, building an ownership culture.
3. Getting your foundations right – investing in IP protection, attention to detail in product development, Market research
4. Business Development - How to Scale

## **EXPERT STATUS**

Recognised experts are able to leverage PR opportunities, speak at events, write books, give interviews, provide commentary and are someone people look to for advice and inspiration. In this module we look at how to become an expert and the strategies and techniques that will help you to achieve this.

This module will cover 3 elements:

1. PR – what PR is, why you need it and how to get the media to share your story
2. Writing a book – How becoming an author builds your profile and expert status
3. Speaking – Creating your pitch

## **MARKETING**

Marketing has changed so much in the last decade. In the old days marketing was about using the psychology of fear and scarcity to try to make people buy things. Now it's all about honesty, authenticity and genuine connection. Business is no longer about building a large faceless empire but about building a loyal, engaged and connected tribe.

This module will cover 3 elements:

1. Building your tribe – why you need a tribe and how to create a loyal and engaged community on social media
2. Authentic marketing – Advertising in an authentic way - include examples like using case studies, testimonials and video to share your message. Targeting your message to your ideal customer
3. Storytelling – How to connect with your audience through storytelling, sharing your story and why your story inspires others why people love to see the real you and how to share your behind the scenes through social media

## **PARTNERSHIPS AND PIVOTING**

When things go wrong your ability to find a solution can be the difference between success and failure. There's always a creative possibility and those who know how to stay calm, stay positive and find the winning solution are the ones who will prevail. In this module we explore how to leverage new opportunities such as partnerships and changing direction in your business.

This module will cover 2 elements:

1. Partnerships – How partnerships can grow your business, creating win-win outcomes, leveraging partnerships to work in a number of ways – distribution
2. Pivoting – Why do businesses pivot & how to pivot your business to take advantage of new opportunities

## **VISION**

Business is hard. I don't have to tell you that. If you're in business, you've experienced the rollercoaster ride of business, the challenges, the setbacks and the heartbreak. And without a vision it's easy to question why you would keep going. We've noticed a trend lately among women business owners. They have a vision to do more than just make a profit or be their own boss. It's a deep sense of purpose. In this module we dive deeper into the concepts of purpose and vision and how to create a business model that works with these elements.

This module will cover 3 elements:

1. Vision – what will your gift to the world be, how is your business going to make an impact or help people in some way
2. Purpose – Finding your calling
3. Passion – The fire to persist through all the challenges, setbacks and obstacles

## **FINANCIAL ABUNDANCE**

50% of Australian women in business are not paying themselves. This needs to change. It's time for women to embrace their finances and harness the power that understanding their numbers can bring to their business. The business profit and loss statement can show you the way to success, giving you clues about what the market wants and where your potential growth opportunities lie.

This module will cover 4 elements:

1. Capital raising – to get an investor, the difference between VC's, angels, Banks and crowdsourcing. How to pitch to VC's, what you need for banks
2. Measuring – How to use tracking, targets and measuring your progress to grow your business
3. Pricing for profit, why discounting is bad for business, the psychology of price and how to set the right price for your product or service.
4. Budgeting for Growth

# IGNITE Modules

## **DREAMING BIG**

Connect with the essential attributes necessary for doing successful business the authentic, powerful feminine way.

Ensure you are set to play big from the start with the right frameworks, foundations, mindsets and strategies in place.

Learn how to bring an authentic approach to launching your business

Learn how to harness the 5 feminine leadership traits that are advantages in today's business world

Access your inner business wisdom and silence your inner critic

## **SHARING YOUR STORY**

Create a unique and powerful brand identity that will tell your business' story in a meaningful and memorable way and ensure that your brand will consistently stand out from the crowd.

Identify who your ideal customer is, what their problems are and how to connect and engage with them in an authentic way to solve their problems.

What is a brand?

Designing your unique business brand

Branding in practice

How a strong brand helps you sell more

## **MARKETING**

Discover how to create a powerful digital presence to help you engage with your customers, open up new market opportunities, be found by people everywhere and increase your sales leads and conversions.

Website design and why it's important

How to make social media marketing work for you

Be found online with search engine optimisation

The power of email marketing

Content is king, using content marketing to promote your brand

Creating a winning digital strategy to launch your new business and grow an online following

## **THE ART OF CONNECTION**

Learn how to overcome the fear of sales, listen to your customers, perfect the art of selling and create your own sales strategy to skyrocket your businesses profitability and potential.

Overcome your fear of selling

Engage with your clients in a more profitable and meaningful way

Connect your clients' needs with your passion to create more sales

Develop your sales strategic plan

## **VISION**

Determine your own version of success and what having it all and work life balance means for you.

Learn the techniques for balancing joy with success, work with family, and discipline with ease and flow.

Learn strategies for getting more productivity out of your day

Tap into managing your energy and attention so you can focus on what's important

Access mindfulness techniques that help you slow down and achieve more

## **FINANCIAL ABUNDANCE**

Harness the power of your finances by tracking, recording and analysing your numbers to discover what's happening in your business and the potential areas for growth and profitability.

Creating abundance

Changing your personal money stories

Know your numbers how to compile and analysing your profit and loss reports

Pricing and why the price you set matters

Calculating your projected income

Cashflow and how to make it work for you

# 12 month POWER MASTERMIND program



Designed specifically for innovative female founders to scale their start-up, connect with fellow founders and gain advice and guidance from successful entrepreneurs and experts.

Part Mastermind part Women's Circle, the Women's Business School 12 month Power Mastermind has been designed for ambitious founders looking to grow their businesses.

The program provides a safe and supportive yet challenging environment to guide you to step out of your comfort zone and into your power.

A place where you can share any challenges you're facing, talk through strategies, celebrate your wins and be kept on track to reach your milestones.

Each month there are live entrepreneur calls with successful business women, this is your chance to talk directly with industry leaders from a range of fields. Having direct access to women like this is one of the most valuable opportunities that being a part of this program offers.

Learn from some of the world's most successful and influential businesswomen

Our vision is to create a global movement of high-level female entrepreneurs that support, guide and inspire, emerging female founders to become future world-class business leaders through education, mentoring and sharing their wisdom and experience.

Through The Women's Business School programs, founders receive entrepreneurial education from a team of high-level experts and entrepreneurs as well as mentoring, advice and access to successful female entrepreneurs across a range of industries.

Each month there are live entrepreneur calls with successful business women, this is your chance to talk directly with industry leaders from a range of fields. Having direct access to women like this is one of the most valuable opportunities that being a part of this program offers that other programs don't

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## **12 MONTH PROGRAM**

**Pay in full \$6000**

**\$500 a month**

# PROGRAM SCHEDULE

## March - October 2021

### **MASTERCLASS - MARCH 2021**

Welcome Party

Strategic Action Plan Masterclass

### **Module 1 - APRIL 2021**

Week 1 Module Masterclass

Week 2 Power Circle Call

Week 3 Live Workshop with special guest entrepreneur

Week 4 One-on-one Mentoring Session

Week 4 Assessment due

### **Module 2 - MAY 2021**

Week 1 Module Masterclass

Week 2 Power Circle Call

Week 3 Live Workshop with special guest entrepreneur

Week 4 Assessment due

### **Module 3 - JUNE 2021**

Week 1 Module Masterclass

Week 2 Power Circle Call

Week 3 Live Workshop with special guest entrepreneur

Week 4 One-on-one Mentoring Session

Week 4 Assessment due

### **Module 4 - JULY 2021**

Week 1 Module Masterclass

Week 2 Power Circle Call

Week 3 Live Workshop with special guest entrepreneur

Week 4 Assessment due

## **Module 5 - AUGUST 2021**

Week 1 Module Masterclass

Week 2 Power Circle Call

Week 3 Live Workshop with special guest entrepreneur

Week 4 One-on-one Mentoring Session

Week 4 Assessment due

## **Module 6 - SEPTEMBER 2021**

Week 1 Module Masterclass

Week 2 Power Circle Call

Week 3 Live Workshop with special guest entrepreneur

Week 4 Assessment due

## **October 2021**

### **PITCH NIGHT**

Accelerate Pitch Night



# ALUMNI OUTCOMES

The Women's Business School launched in 2016 with a mission to provide accessible and relevant education for women entrepreneurs serious about scaling their startups and scaleups after recognising a gap in the market for dedicated education for female founders.

Over 250 startups have completed The Women's Business School programs since June 2016. Here are some examples of the outcomes experienced by the female founders, bringing new-to-world innovative ideas that have been supported through WBS programs:



## **Kim Oakhill - Helpful Love (Regional – Newcastle, NSW)**

Helpful Love is a community of caring vendors who offer practical, useful alternatives to flowers. Every vendor is briefed and is committed to providing a quality service. You can book directly with the vendor of your choice, or you can purchase the Helpful Love Gift Voucher or start a group Collection. [www.helpfullove.com.au](http://www.helpfullove.com.au)

Since Kim completed the program she has:

- Been accepted into the ICON Accelerator Program (Slingshot)
- Expanded nationally through partnerships with Jim's Group and Woolworths
- Secured 25k investment.
- Won a \$3000 grant through the University of Newcastle.
- Won a national award - Australian Small Business Champion Award 2018 for New Business

## **Eva Wintersberger – Tree Hut Village (Metro – Melbourne, Vic)**

Tree Hut Village is an Australian parent-to-parent share economy community that provides a secure and reliable way to rent / lend / buy and sell baby equipment. Connecting parents who want to get more out of their prams, capsules, cots and cars seats with those who are looking to borrow or buy. [www.treehutvillage.com.au](http://www.treehutvillage.com.au)

Since Eva completed the program she has:

- Been featured in the media
- Partnered with AirTasker to provide delivery services
- Partnered with St.Kilda Mums charity to donate pre-loved equipment
- Launched the service in New Zealand
- Launched a retail arm
- Had investor interest from a number of VC's





**Emma McNeilly – Expressions Australia (Metro – Sydney, NSW)**

Expressions is Australia’s most loved tea towel fundraising company, creating custom products to help raise funds for schools, childcare centres and clubs across Australia. They have helped raise many millions of dollars nation-wide. [www.expressions.com.au](http://www.expressions.com.au)

Since Emma completed the program she has:

- Been featured in the media including Sky News, Startup Smart, Courier Mail & The Daily Mail
- Launched a new startup venture – Cashrewards Community
- Been awarded the 2018 AusMumpreneur Business Excellence Award

**Claire Behrmann – Jellystone Designs (Metro – Sydney, NSW)**

Jellystone Designs is an industry leader for silicone made jewellery, teethers and toys with a strong commitment to enhance the way babies and children learn and process through sensory exploration. Their range puts this commitment into practice with an offering of non-toxic, silicone made jewellery, teethers and toys with a wonderful feel and clever design. [www.jellystonedesigns.com.au](http://www.jellystonedesigns.com.au)

Since completing the program Claire has:

- Expanded stockists in Australia
- Launched in Europe, UK, USA and New Zealand
- Been awarded 2018 AusMumpreneur Global Brand Award winner



**Jade Kingston - Wrap'd (Metro – Perth WA)**



Wrap'd is an innovative product designed to hold wraps together in lunchboxes [www.wrapd.com.au](http://www.wrapd.com.au)

Since completing the program Jade has:

- Brought the product to market
- Expanded national stockists
- Launched in New Zealand
- Begun negotiations for distribution to international markets

### **Jade Kuhn Thermobrush (Regional – Cowell, SA)**

ThermoBrush is a patented innovative brush designed to mould around the base of the Thermomix® blade, getting into the tight gap for easy cleaning. The Thermobrush is made from high quality materials, and is manufactured in South Australia. [www.thermobrush.com.au](http://www.thermobrush.com.au)

Since completing the program Jade has:

- Won numerous awards including bronze in 2018 Aus-Mumpreneur South Australian Business Excellence Award
- Expanded Australian stockists
- Launched in new markets including UK, South Africa, Denmark, France, Spain, Italy, Germany and Canada



### **Crystal McGregor – fashion app Puctto and Youth Entrepreneur Program YEP11 (Regional – Port Macquarie, NSW)**

Puctto is a web based, social media platform with virtual change room, giving shoppers the opportunity to shop, try, share and buy. [www.puctto.co](http://www.puctto.co)  
Youth Entrepreneur Program YEP - where young people create innovative business concepts to solve problems, based on their passions.

Since completing the program Crystal has:

- Created an investment ready corporate structure (puctto)
- Created a Minimum Viable Product (MVP) (puctto)
- Organised Australian Innovative Patent and Trademarks (puctto)
- Raised \$100,000 in investor funding (puctto)
- Talking to people in fashion from Australia, Hong Kong and Singapore
- Selected as one of 17 organisations in NSW to undertake the Dept of Industry Youth Employment Innovation Challenge (YEP11)
- Secured a service agreement with NSW Government to roll out YEP11

### **Yvette Sitters – Manage my wedding APP (Regional - Gold Coast, Qld)**

Manage My Wedding helps brides to make sure they have everything covered in the lead up to their wedding day. Keeping you organised and offering advice along the way, all in one handy location Available on the app store <https://managemywedding.com/>

Since Yvette completed the program she has:

- launched in Australia
- Expanded to UK, US & NZ
- listed as #1 in the Aust iTunes App Store for wedding planner



### Stacey Barrass – Goddess Cleaning Group

Goddess Cleaning Group is a professional cleaning service with a difference, giving disadvantaged women and survivors of domestic violence a new start through training and employment.

Since completing the program Stacey has:

- Entered new markets within Australia
- Expanded services into the health and aged care market
- Expecting 50% growth in the next 12 months
- Implemented online training for new staff members
- Formed 2 partnerships with major associations projected 25% growth in employees & 30% growth in revenue



### Cherie Thompson – Native Secrets (Regional – Dubbo, NSW)

Native Secrets creates Aboriginal inspired natural skin care products based on traditional indigenous healing and medicine plants. Native Secrets is proudly an 100% aboriginal owned company and all products are manufactured in Australia. [www.nativesecrets.com.au](http://www.nativesecrets.com.au)

Since completing the program Cherie has:

- provided employment for local indigenous people
- increased the product range to include hair care products and candles
- used crowdfunding to source capital for an innovative new project sourcing Australian native essential oils
- expanded Australian stockists
- partnered with Qantas
- participated in the Murra Business School Program with Melbourne Uni



### Karen Mc Dermott - Serenity Press (Metro – Perth, WA)

Serenity Press is a boutique publishing company based in Perth, WA specialising in publishing new authors and writers' education through the Making Magic Happen Academy and writers retreats in Australia and Ireland. [www.serenitypress.org](http://www.serenitypress.org)

Since completing the program Karen has:

- Doubled annual turnover for 2019/2020 and on track to double again for 2020/2021
- Exporting to US, UK, Poland and Ireland
- 4 new employees
- Contract with Scholastic
- Have sold 5x more books in past 12 months



## TESTIMONIAL

# Kelly Boateng, ADINKRA DESIGNS

I'm a Mum to three beautiful children, Amali (5), Makeda (4) and Kingston (7 months). I love interior design, photography and travel. I dream of travelling around Africa, collecting trinkets to fill my home and to share these beautiful artisan made crafts with the world. I'm also very passionate about improving the educational facilities for children in Africa.

At Adinkra Designs, we import décor from Africa for the home and baby nursery. All of our products are ethically made from sustainable, eco friendly materials. Each product is unique like a piece of artwork. We work direct with the artisans to ensure that a fair price is paid for each item and adhere to Fair Trade practices. Every sale we make helps us to fund improved educational resources for children in Ghana.

### **Why did you choose to do the Women's Business School Ignite Program?**

The Ausmumpreneur Awards have a great reputation and I love everything that Peace and Katy have worked to achieve in building recognition for Women in Business. I had already joined as a member which gave me access to the Facebook group where I have learnt so much from advice shared in this forum. As soon as the business school was announced I was keen to participate, as I just knew it would be invaluable and a great opportunity to meet other Mums in business.

### **What did you enjoy the most about being part of the program?**

Prior to starting the program, I was confident in the direction and plans I had for the business but I felt there was still something missing. I studied Marketing and Business Management at Uni, I've worked for major corporate brands, so I felt I had a good handle on my business. The program, however, really opened my eyes to the importance of looking beyond the business practicalities, that the way we think can really shape so much. It has given me the confidence to step out of my shell to pursue my dreams. I am training myself to rethink: instead of that voice saying "but YOU can't do that" I quickly shut it down with a big loud "well WHY NOT? of course I CAN!". I loved how the program was like a rewiring of the way to think about not just how I manage my business but also how I reflect on myself.

### **What surprised you most about the program?**

Even though the program was run mostly online, I didn't really feel that I was doing it all alone. The Facebook group was a great way to throw questions out there and get instant feedback, even if it wasn't related to the course materials as such but the networking and encouragement received from other Women was motivating and empowering.

### **Which module was the most helpful and why?**

Financial Abundance – wow I learnt so many great tools that I put into practice to this day. Account keeping is not my strong point and it was something I would always end up procrastinating. This module made me realise that I was, in a way, burying my head in the sand about the financial situation of our business. This module made it so much easier, it really shifted my perspective on our financial position and I now make it a priority to keep my finger on the pulse. It allows me to carefully plan for growth and I am sure this has really helped our business to accelerate.

### **How did the program help you in your business?**

It helped to focus in on our purpose and now everything we do is built around how can we give back to the communities that provide to our business. Striving for this change has given us such momentous drive to succeed. The program really helped to lay the foundations in which we now operate our business and I feel a lot clearer and positive in the direction we are taking our business.



**Would you recommend the Women's Business School to other women starting a business? Why?**

Absolutely. Investing in yourself is the best investment you can make and not only did I learn valuable tools to run my business, the Women's Business School offered so much more than that, I learnt the importance of self reflection and mindfulness. The shared learning and experience from other Ausmumpreneurs and previous Award winners was both motivating and inspiring. And not to mention the friendships and networking with other Mum's going through the same experiences as you, holistically it was all really invaluable.

## TESTIMONIAL

# Skye London, Y EXECUTIVE

### **Why did you choose to do the Women's Business School Ignite Program?**

I chose the Women's Business School Ignite Program because I wanted to get the know how of running a business from woman who know what it takes to be a mum and run a business. I wanted to take my business from a side hustle to a profitable and sustainable business and I wanted to do that with a support network. This is exactly what I got from the Ignite Program.

### **What did you enjoy the most about being part of the program?**

There are so many things that I liked but the key highlight for me were the group coaching calls. I gained so much from hearing from the industry experts. I enjoyed their stories of success and the practical advice that they gave.

### **What surprised you most about the program?**

I was really surprised how hands on Peace and Katy are. Not only do they run the business but they attend every call and respond to comments and messages super quickly. I was also surprised at the masterclass. The group of women were able to just get right into business planning mode and the guest speakers were excellent.

### **Which module was the most helpful and why?**

I really enjoyed all modules but the best one was the Financial Abundance. I got so much from this module. I have set aside time every week to review my businesses financial position and i now understand all the "finance lingo" that was once a total blur. I know what I am spending and when I need to cut back. This module has been such a massive help.

### **How did the program help you in your business?**

I am more confident in making decisions and I am more confident to back myself. This program gave me the skills and the confidence to take my business to the next level. There is so much work when you are starting a business or when taking a side hustle mainstream. It can be really daunting. I was able to get through this stage with the support from the Women's Business School.

### **Would you recommend the Women's Business School to other women starting a business? Why?**

Absolutely! I have had a great experience and have learned a LOT! To be able to take my side hustle to the next level with the support of the Womens Business School has given me the confidence to continue to grow my business and help my clients in new ways.



# Testimonials

“Through the Womens Business School I have met so many resourceful and valuable women who I have developed those tangible relationships with. I’ve also been able to make reliable contacts and form working relationships with women from sourcing and supplying companies, product manufacturing, accountancy help, shipping help, marketing and retail expertise as well as formed amazing friendships with other likeminded mums in business who are brought together by this unique community.

It is unlike any other business networking group online.

Particularly because I was living in a remote area of Queensland, the WBS removed massive barriers to making contacts and moving my business planning phase forward.”

**Liz Te Kloot, Kaurila & Co**



“I’m in a regional area (Port Macquarie)...difficulties include accessing support - accelerators, incubators, workshops. Also, connecting with investors. It’s not like I can go grab a coffee and chat. It’s usually a plane flight + accom (cost) and diary schedule, which makes it a more formal meeting and loses that ‘just have a chat’ feel. Oh and I usually don’t just bump into people who can help. Most people are wondering what on earth I do. Having said that I am starting to become more connected by putting myself out there. Another thing your program supported me with.

For me, the program sparked a different thinking in me, gave me confidence that I know what I’m doing and pushed me to step outside my comfort zone.”

**Crystal McGregor, puctto & YEP11**

“As a direct result of The Women’s Business School, Goddess Cleaning Group has now entered the Australian health and aged care sector. This opportunity give us the opportunity to expand interstate within the next 5 years. The WBS program was exceptional in providing professional advice and guidance to manoeuvre our closed minds beyond single state trading. WBS is the single factor behind this new expansion. We are expecting 50% growth year on year over the next five years. Prior to working with Peace Mitchell and Katy Garner, our company was working exclusively with private residences and small businesses.

Through the training with the Women’s Business School, we were able to identify a shortfall in our staffing demographic. Whilst once recruiting parents who were restricted to working school hours, we have pivoted our recruiting focus to younger candidates who may not have the ability to find an ethical working platform to commence their careers. This has been instrumental in expanding our candidate pool. Through this identification, we now understand that the younger candidates are more tech and are very comfortable completing applications and training on-line from the comfort of their homes or safe place. With this in mind, we have now created a new Induction/WHS training program to enable each individual to onboard at their own pace. This program will enable us to onboard staff in a more efficient and effective manner.

Since the completion of the partnership module, we have built two exceptionally strong new partnerships with two major associations in Victoria. These two organisations are at the coalface supporting the most disadvantaged individuals in Melbourne. One of these partnerships will contribute to 25% growth in employees with 30% growth in revenue.”

**Stacey Barrass, Goddess Cleaning Group**



# IGNITE PROGRAM

## ONE DAY ACTION PLAN MASTERCLASS

At this very special masterclass day event you will set your milestones for the next 12 months and create a targeted and specific action plan to scale your start-up. Held live via zoom.

Value \$450

## 6 MONTH STRUCTURED Incubator PROGRAM

6 month structured program with 6 key modules covering all verticals of business

Value \$6000

## SUCCESS SECRET VIDEOS FROM SUCCESSFUL FEMALE FOUNDERS

The Success Secrets Series features accomplished women sharing their industry insider tips, strategies and stories to help you grow your business.

Value \$300

## MONTHLY ASSESSMENT TASKS

Relevant activities specific to each module theme with questions which you can apply to your business. These are submitted at the end of each module and you'll receive feedback on your work each month.

Value \$1000

## LIVE GROUP COACHING CALLS

Connect with your fellow founders on a facilitated group coaching call, you'll have the chance to learn more about the focus topic of the month, ask questions, seek guidance, process ideas and get the support you need right now.

Value \$3000

## MONTHLY WORKSHOPS

Special guest speakers will join us for monthly online masterclasses. You'll have the opportunity to take part by asking questions and hearing their inspirational stories, the challenges they've overcome and the strategies that have helped make them so successful in business.

Value \$3000

## ONE ON ONE MENTORING

Founders will be matched with mentors from their industry for a series of one on one and group mentoring sessions.

\$1500

Total Value \$15,520.00

## YOUR INVESTMENT

**Full price ~~\$15,520.00~~ \$4800**

**\$200 a week**

**\$400 a fortnight**

**\$800 a month**

# ACCELERATE PROGRAM

## ONE DAY ACTION PLAN MASTERCLASS

At this very special masterclass day event you will set your milestones for the next 12 months and create a targeted and specific action plan to scale your start-up. Livestreamed via zoom  
Value \$495

## 6 MONTH STRUCTURED ACCELERATOR PROGRAM

6 month structured program with 6 key modules covering all verticals of business  
Value \$6000

## SUCCESS SECRET VIDEOS FROM SUCCESSFUL FEMALE FOUNDERS

The Success Secrets Series features accomplished women sharing their industry insider tips, strategies and stories to help you grow your business.  
Value \$900

## MONTHLY ASSESSMENT TASKS

Relevant activities specific to each module theme with questions which you can apply to your business. These are submitted at the end of each module and you'll receive feedback on your work each month.  
Value \$1000

## LIVE GROUP COACHING CALLS

Connect with your fellow founders on a facilitated group coaching call, you'll have the chance to learn more about the focus topic of the month, ask questions, seek guidance, process ideas and get the support you need right now.  
Value \$3000

## MONTHLY WORKSHOPS

Special guest speakers will join us for monthly online masterclasses. You'll have the opportunity to take part by asking questions and hearing their inspirational stories, the challenges they've overcome and the strategies that have helped make them so successful in business.  
Value \$3000

## PITCH NIGHT

As an ACCELERATE founder you will be featured as a special guest speaker, pitch your idea and share your story with an online audience of invited guests and potential investors.  
\$3000

## MENTORING

Founders will be matched with mentors from their industry for a series of one on one and group mentoring sessions  
\$3000

Total Value \$20,395.00

## YOUR INVESTMENT

**Full price ~~\$21,295.00~~ \$6000**

**\$250 a week**

**\$500 a fortnight**

**\$1000 a month**

# Why we are Australia's best incubator for women

We're passionate about improving the odds for women to succeed by providing the opportunity for women to have a supportive space to develop and grow their ideas, providing them with all the tools they'll need in the business world and the support and guidance to succeed as entrepreneurs.

Our accelerator program is unique as it has been designed especially for women:

- We offer flexible, time efficient online learning designed to work around your life
- 
- We don't take your equity
- 
- We have world-class teachers & entrepreneurs teaching each module
- 
- We offer access to one-on-one mentoring and live group calls with successful entrepreneurs with real world experience and advice from a range of industries
- 
- We offer a structured curriculum combining professional development and personal development
- 
- We have created a challenging yet safe, inclusive and supportive environment for you to process your ideas and find solutions
- 
- And we provide ongoing support for alumni within Australia's leading network for mums in business



## **WE BELIEVE THAT WOMEN HAVE THE POWER TO CHANGE THE WORLD**

By empowering women to live up to their full potential and fully embody their calling we believe we can create real change in the lives of individual women which in turn impacts their families and their local communities and then these impacts continue to flow out to the whole country.

The Women's Business School acknowledges, elevates and embraces the conscious way of doing business over the traditional way, encouraging qualities such as trusting yourself, developing greater confidence, fostering resilience, collaboration over competition, authentic connection, working in flow instead of hustling and using your intuition to drive innovation.

We have a global vision to change the lives of women everywhere through education, inspiration, empowerment and entrepreneurialism.





## Contact us:

Peace Mitchell and Katy Garner  
The Women's Business School

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AWARDS WE'VE WON



FINALISTS AND NOMINEES OF



PARTNERS

