

EQUALITY OPPORTUNITY DIVERSITY

**Wintrade**  
GLOBAL

# FOUND YOU ONLINE SUMMIT

29th-30th June 2022

STRENGTHENING WOMEN'S BUSINESS FOUNDATIONS TOGETHER

- 2 Transformative Days For Female Founders
- 8 Masterclasses
- 2 Networking Sessions
- 8 Free Business Advisors

'Starting a company is like eating glass while staring into the abyss.'

Elon Musk

# INTRODUCTION

It can be hard to know where to start as a woman founder. We have so many things to juggle, and it can seem like we are constantly playing catch-up.

Let's face it: we are also up against some pretty intimidating odds. For example, only 18% of venture-backed startups have women founders, and women only receive 2.7% of all venture capital. This makes it crucial to get access to the right resources and the right advice, right from the very start. When you look at women of color, this situation is even more dismal at 0.34%

For this reason, WinTrade Global is partnering with organizations that are putting their money where their mouths are to offer a transformative experience with two half-days of training, support, networking, and advice for women founders globally.



# FOUND YOU ITINERARY

This event will inform women about the essential pieces of the puzzle they need to succeed as founders when starting and/or scaling their businesses. We've gathered experts in business, startups, sales, marketing, mindset, networking and entrepreneurship to share their insights, knowledge, and advice.

During these workshops, women will grow their confidence, networks, profits, and investability. They will also have the opportunity to network with other attendees and get feedback on their business from our experienced advisors.

		THE EVENT PROGRAMME
Day 1 Session 1 14:30-15:45	<b>Build Your Network</b>	Dr. Yvonne Thompson CBE DL FKCL FRSA Dr. Glenna Crooks
Day 1 Session 2 16:00-17:30	<b>Expand Your Mindset</b>	Aden Eyob MSc ANP Cydnie Thompson
Day 1 Networking 17:30- Open End	<b>Free Advisor Consultations</b>	Plus a range of WinTrade Global Business Advisors
Day 2 Session 1 14:30-15:45	<b>Grow Your Viable, Investible Company</b>	Alex Weekes ACP Brian Nicol
Day 2 Session 2 16:00-17:30	<b>Understand your market(ing)</b>	Christina Cannes Kristel Puusepp
Day 2 Networking 17:30- Open End	<b>Free Advisor Consultations</b>	Plus a range of WinTrade Global Business Advisors

# Masterclass Takeaways

01

## Build Your Network



Dr. Yvonne Thompson CBE DL FKCL FRSA  
**FOUNDER WINTRADE GLOBAL NETWORK**



Dr. Glenna Crooks  
**FOUNDER NETWORKSAGE**

We'll show women entrepreneurs how to build a high-quality network. This is essential for any founder but especially important for women who often face discrimination and isolation.

We'll teach practical strategies for connecting with the right people and making lasting relationships to help achieve their goals.

Attendees will learn how to find the right people to help grow their business and make the most of those relationships.

# Masterclass Takeaways

02

## Expand Your Mindset



Aden Eyob, MSc, ANLP  
**NEUROSCIENTIST &  
FOUNDER OF MIND MEDICATION**



Cydnie Thompson  
**BUSINESS COMMUNICATION TRAINER &  
WINTRADE GLOBAL MEMBERSHIP DIRECTOR**

We'll help participants develop and sustain the confidence and resilience needed to succeed as an entrepreneur. Mindset is everything in business, and we'll show women how to stay focused and positive even when the going gets tough.

Attendees will also learn how to handle stress and setbacks to keep moving toward their goals. We will explore how to stay resilient in the face of unforeseen challenges.

Finally, we'll talk about the importance of having an entrepreneurial mindset and how that can help women succeed in their businesses.

# Masterclass Takeaways

03

Grow Your Viable, Investable Business



Alex M. Weekes, ACP

**INVESTMENT EXPERT & UNIVERSITY LECTURER**



Brian Nichol

**INVESTMENT EXPERT & CHARTERED  
ACCOUNTANT**

This workshop will outline how to grow and sustain business and attract investment. We'll overview everything from developing a solid business plan to starting and scaling operations.

This workshop is designed for ambitious women who want to fundraise and build a successful company. They will learn how to create a strong foundation for their business, attract investment, and thrive in their industry.

# Masterclass Takeaways

04

Understand your market(ing)



Christna Cannes

**MARKETING AND SALES STRATEGY EXPERT, SEO  
OPTIMIZER, CONTENT CREATOR & TO MARKET  
RESEARCH,**



Kristel Puusepp

**B2B SMALL BUSINESS SALES & MARKETING**

Too often, businesses mistake focusing on their product or service instead of focusing on the problem that they can solve for the customer, and the customers themselves. This workshop explores how to understand the market, then carefully craft an effective marketing strategy that is customer-centric.

We will look at how to approach target markets, navigate the competitive landscape, and craft a message that resonates. Also, how to do market research and create a sales and marketing strategy that speaks to the target audience.

Change the game instead of just talking a good game.

# Our approach Is Your Opportunity

## Engage

**Your involvement will mean your organization builds stronger relationships with women founders globally as they are supported on their entrepreneurial journey through your partnership with us.**

## Educate

**Your contribution will help provide vital training that will change the trajectory of women founders as we provide the essential information needed to access funding whilst building confidence and success.**

## Empower

**By becoming a part of this event you are empowering women and the communities that depend on them, as they increase their skills, knowledge and income.**

## Enrich

**This event will create a richer connection to women founders everywhere as they see concrete support where they need it most, rather than just lip service from organizations.**

BE THE CHANGE YOU WANT TO SEE

EQUALITY OPPORTUNITY DIVERSITY

## Our approach Is Your Opportunity

Social media, mailings, reach, and visibility across our platforms will mean you gain engagement whilst moving the needle and levelling the playing field.

### Equality

Support equality for women founders by providing training and networking opportunities. Many successful entrepreneurs credit their success to the teachers who supported them along the way. By connecting women founders with experts who can offer advice and guidance, we help them overcome some of the challenges they face in starting and growing their businesses.

### Diversity

Women-founded companies only receive about 2.7% of all venture capital funding, For women of color, this number falls dramatically to 0.34%. This is partly due to unconscious bias and a lack of confidence in women's ability to succeed in the startup world. Now more than ever, we need events like this for ALL women to confidently enter the business world, to create a more equitable landscape for all investors, regardless of gender and ethnicity.

### Inclusion

Inclusion makes good economic sense. A study by the McKinsey Global Institute found that more inclusion for women could add at least \$12 trillion to the global economy by 2025. And it can be realized by ensuring women's participation in the labor force, and more access to venture capital, and other forms of financing. When women are able to participate fully in the economy, everyone benefits.

# How You Grow The World of Women Founders by supporting this event

- You will educate, inform, empower and inspire women founders around the world



- You will show women that you believe in what they can achieve by being part of this event



- You will align your organization's actions with a best-practise, socially responsible approach by joining forces with seasoned experts in the on supporting women entrepreneurs



- You will be embracing true diversity and inclusion as you align with one of the world's most truly diverse businesswomen's networks



# YOUR WIN IS OUR WIN

As a sponsor for this event, your organization will be showcased, as being committed to increasing the success of women founders in the world of business as they grow their skills, knowledge, network, and investability.

And by being part of our Sponsors Group you will gain access to:

-  Engagement with our global audience as supporters of women in business before, after, and at the online event.
-  Featuring of your branding and logo as one of the main sponsors on our website, the event landing page, and the sponsors' area at the conference platform.
-  Online exhibition booth with branding, downloads, social media links, audience connection button, video, and meeting room
-  Prominently featured branding on our social media campaign.
-  Up to 100 of your employees, or initiative participants, will receive complimentary access to this event and the session recordings thereafter, to support them on their intrapreneurial or entrepreneurial journeys.



## NEXT STEPS



# FOUND YOU

29TH JUNE - 14:30-17:30  
30TH JUNE - 14:30-17:30



[PURCHASE YOUR PACKAGE HERE](https://bit.ly/FoundYou2022)

<https://bit.ly/FoundYou2022>

[BOOK A CALL TO EXPLORE BENEFITS](https://bit.ly/FoundYou-Sponsor-Cal+4477433207821)

[https://bit.ly/FoundYou-Sponsor-Cal + 4477433207821](https://bit.ly/FoundYou-Sponsor-Cal+4477433207821)

[SEND US YOUR QUESTIONS](mailto:SEM@wintradeglobal.com)

[SEM@wintradeglobal.com](mailto:SEM@wintradeglobal.com)

Thank you for taking the time to explore this opportunity and for helping us to create WIN-WIN-WIN outcomes for women in business globally.

All the success

YOUR WINTRADE GLOBAL TEAM

EQUALITY OPPORTUNITY DIVERSITY

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