

Part III:
**Overcoming Challenges
in Launching your Business**

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Manila, Philippines

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Global Women's ICT Network (GWIN)

Asia Pacific Women's Information Network Center (APWINC)

CONTENT OVERVIEW

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- **What is AWESAP?**
 - APEC Women Entrepreneur Start-up Accelerator¹
Program (AWESAP) Overview
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Presentation Terminology:

¹**Start-up accelerators:** offer discounted or free resources to help entrepreneurs launch their businesses. Some of the services offered include: mentorship, training and other educational components, and business support (technical, HR, design, communications, marketing, call centers, etc.).

JYBrand: *Lifestyle + Fashion + Design*



**My Entrepreneurial
Journey...**



naldalead.wordpress.com



mediabbx.com

JY

+Lifestyle
+Fashion
+Design

blognalda.wordpress.com

H Network Consulting

- Leadership Development
- Education Solutions
- Talent Management
- Technical Consulting



MediaBBX

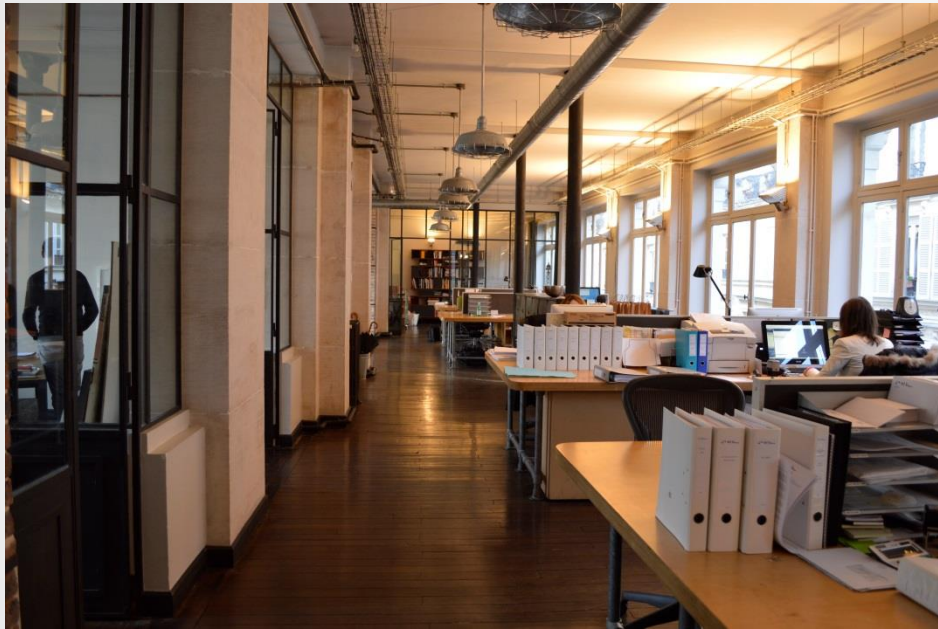
- App Development
- Photography
- Music Composition



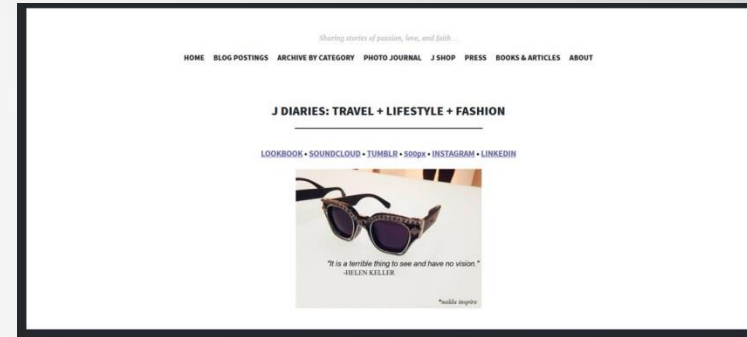
JYBrand

- Content Creator
- Blogger/Writer
- Concept Developer

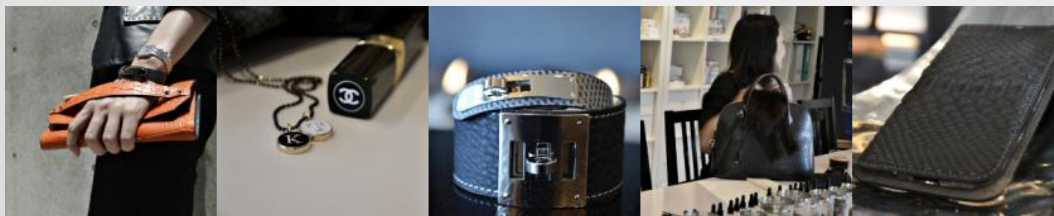
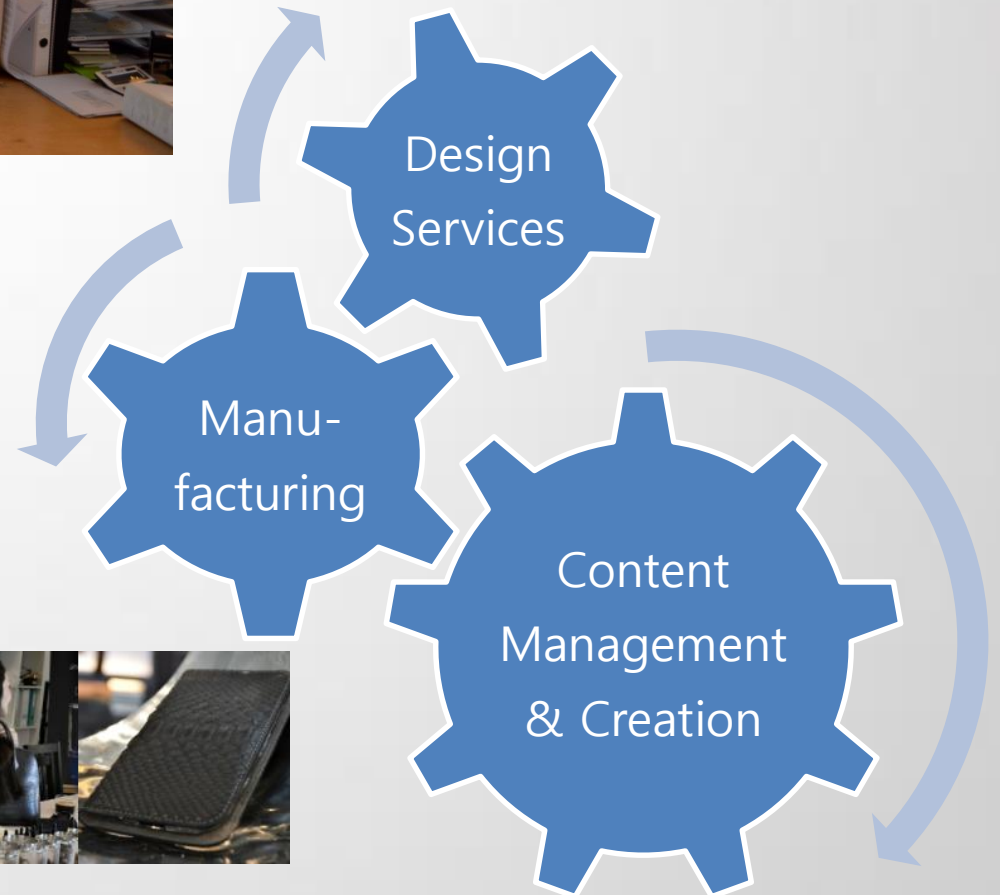




I had an idea and a vision...



... But how does one launch a business on a limited budget, and create all the assets needed to get started without the expertise or resources???





APEC Women Entrepreneur Start-up Accelerator Program

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Idea

To create an accelerator program to assist and support APEC women entrepreneurs who are in the early stages of developing and launching their start-ups.



Plan

To launch a **pilot** project called **APEC Women Entrepreneur Start-up Accelerator Program (AWESAP)**. Selected participants will be able to receive mentorship from accomplished leaders, have access to accelerator program services, and receive skills training and development in their fields.



Needs

- **Board of Directors:** Seasoned business leaders who can lead and promote our vision.
- **Staff:** Program Manager, Technical Support, & Partnership Manager
- **Program Partners:** Mentors, Accelerator Partners, & Training Partners



Pilot Program Overview

- **# of Applicants:** 10-15 APEC women entrepreneurs
- **Pilot Regions:** North America, ASEAN, & Australia
- **Pilot Timeframe:** Jan. 2016 - Jan. 2017



Please help us get on the “MAP”!

If you have any suggestions for [resources](#) or [contacts](#) who might be interested in our pilot program, or if you would like to [volunteer](#), please e-mail us (see below). To launch the APEC Women Entrepreneur Start-up Accelerator Program (AWESAP) pilot, we are greatly in need of the following:

Mentors: We are looking for leaders who can guide, advise, and help our participants 1:1 on their entrepreneurial journey.

Accelerator Partnerships: We are looking for start-up accelerators who would be willing to become program partners and allow our pilot participants to leverage their services and tools to launch their start-ups.

Partners for Training: We are looking for corporate/business partners who would be willing to train our pilot participants to help give them the skills and development they need to be more effective and competitive.

THANK YOU FOR YOUR SUPPORT !

Teri Ham, Director of International Development

[GWIN](http://gwin.or.kr) (<http://gwin.or.kr>) & **[APWINC](http://www.women.or.kr)** (<http://www.women.or.kr>)

Contact: hamteri@gmail.com or apwinc@sm.ac.kr

