



JOURNEY TO GROWTH ACCELERATOR

Small Business Trainings & Pitch Competition with WWBIC & US Bank

Training Program

US Bank will lead eight weekly virtual training sessions hosted by WWBIC on Zoom, in addition to a graduation and pitch competition event at the end of the program. Program participants must agree to attend at least 7 of the 8 online sessions. A calendar showing the training dates, times, and topics, as well as times for the graduation/pitch competition and an informational orientation session are included on the reverse side of this flyer.

Orientation Call

US Bank will host a pre-program orientation call on Monday, March 16th to provide an overview of 8-week program to come, get familiar with US Bank's Business Resources Central platform and Hello Allie business health assessment tool. This will also be an online session held on Zoom.

One-on-One Assistance

After the first four weeks of the program, one-on-one sessions with program participants will be scheduled with US Bank representatives between April 13 and May 8 for individualized guidance and assistance with U.S. Bank's Business Health Toolkit.

Pitch Competition

All program participants who have attended 7 of the 8 training sessions will have the opportunity to submit a 3-minute video for consideration in a pitch competition. The deadline for submitting a video is Friday, May 1st. A panel of business experts will review the pitch competition videos and name three winners:

- **\$2,000** for 3rd place
- **\$3,000** for 2nd place
- **\$5,000** for 1st place

Note: Clients who have received another WWBIC grant or equity injection in the last 365 days are not eligible for pitch competition prizes.

Eligibility

In order to be eligible for this program, you must:

- Be the owner of an operational business which has been in business in Wisconsin for at least 2 years
- Agree to attend at least 7 of the 8 online training sessions provided by the program
- Have completed the WWBIC Client & Business Information forms *in this calendar year* found at: bit.ly/wwbiforms



Sign me up!

In order to participate in this intensive 8-week program and pitch competition, you must register on the WWBIC trainings web page at wwbic.com/trainings by **Wednesday, March 11**.

Please click on the "Journey to Growth" Orientation Call session scheduled for Monday, March 16th or scan in the QR code below, **enter the password "usbank"** and then fill out the registration page provided.

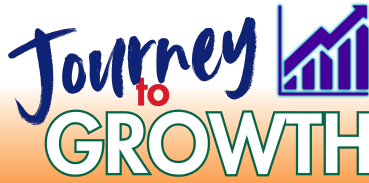


Questions?

If you have questions on this program, please reach out to your primary WWBIC contact or:

Call 414-395-4546

Email info@wwbic.com



JOURNEY TO GROWTH ACCELERATOR CALENDAR

Small Business Trainings & Pitch Competition with WWBIC & US Bank

Wednesday, March 11 11:59 pm	Registration Deadline for Journey to Growth program; All WWBIC client forms must be received and on file by this date as well
Monday, March 16 6:00-7:00 pm	Program Orientation Call – Overview of 8-week program to come; get familiar with US Bank’s Business Resources Central platform and Hello Alice assessment tool
Wednesday, March 18 6:00-7:00 pm	Week One* – AI Application Scale your Business with AI Applications
Wednesday, March 25 6:00-7:00 pm	Week Two* – SWOT Analysis & SMART Goals Business Continuity Planning Course and Hello Alice business health assessment tool
Wednesday, April 1 6:00-7:00 pm	Week Three* – Growth Strategies, Marketing & Networking Determining the best marketing strategies
Wednesday, April 8 6:00-7:00 pm	Week Four* – Managing Business Financials & Cashflow Business Financial Health: Credit & Profitability & How to prepare to seek financing
Wednesday, April 15 6:00-7:00 pm	Week Five* – Building Business Credit & Protecting Against Fraud Protecting your Business Against Cyber Crime & Protecting Your Intellectual Property
Monday, April 13 through Friday, May 8	Week Six* – Business Goals Coaching Sessions Program participants will sign up for specific times to meet one-on-one with US Bank representatives over the four weeks from April 13 to May 8
Wednesday, April 22 6:00-7:00 pm	Week Seven* – Financial Planning for Business Owners
Wednesday, April 29 6:00-7:00 pm	Week Eight* – Procurement Development Strategic Partnerships for competitive Bidding & Securing Contracts with Large Buyers
Friday, May 1	Pitch Competition Video Submission Deadline
TBD (early May)	Pitch Competition & Graduation Event

** In order to participate in this program, you must commit to attending at least seven of these eight weekly training sessions*

Thank you for your continued interest in and partnership with WWBIC!