

START YOURS VIRTUAL BOOTCAMP

FOR WOMEN ENTREPRENEURS



OVERVIEW



theexpatwoman.com/startyours2weekbootcamp

Helping Entrepreneurs Accelerate their Growth



Since 2014 we have hosted over 50 entrepreneur events with 400 plus women pitching their diverse businesses to women investors in our network. Some of the founders went on to participate and win other pitch events, raise funds, get traction and sales, pivot, or exit and sell their companies for a significant amount. We have also hosted entrepreneur and investor panels, workshops and mentoring events in San Francisco, Silicon Valley, Toronto, Bangalore and Hong Kong.

"When I was brand new in Silicon Valley, The Expat Women provided me WITH my first platform to pitch my company. The initial validation and the community there changed my life. Three years later, I was named AI entrepreneur of the year by Venture Beat and the biggest tech giants wanted to acquire my startup. It all started one evening with The Expat Women."

- Charu Sharma, Silicon Valley-based tech entrepreneur and startup investor.

Lead your startup to success!

Start Yours Bootcamp is a 2-week, virtual program that provides women entrepreneurs with valuable support, tools and connections to turn their game-changing idea to reality or accelerate their early stage business.

During the Bootcamp, founders will connect and collaborate with other entrepreneurs, attend workshops and get mentored by expert investors, technologists, product specialists, marketers, customer acquisition strategists, successful entrepreneurs, influencers across all major industries within the entrepreneurial ecosystem in Silicon Valley and beyond and take the first steps to making their idea a reality or take their startup to the next level.

Benefits of participating in our Bootcamp



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- WORKSHOPS
 - MENTORING
 - CONNECTIONS
 - COMMUNITY
 - TOOLS
 - PITCH TO INVESTORS

WORKSHOPS - Core Curriculum

Our workshops will steer you through all the common challenges faced by early stage and aspiring entrepreneurs

- STARTUP ESSENTIALS
- LAUNCHING /BRAND CREATION & PROMOTION
- PRODUCT DEVELOPMENT
- CUSTOMER ACQUISITION
- MARKETING AND GROWTH STRATEGIES
- SOCIAL MEDIA PROMOTION
- FUNDRAISING
- PITCHING TO INVESTORS

Some of our facilitated workshop topics

What to Focus on to Launch your Company

What Startups can learn from Product Management

How to Double Revenue in 12 Months Without a Sales Team

Hosting Events to Launch, Promote and Build your Audience

The Reality of Fundraising as a Female Founder

Presenting to Angel Investors and VCs

MENTORS

The mentors participating in this Bootcamp include investors, successful entrepreneurs, experts in the Startup Ecosystem in Silicon Valley and beyond. They will host virtual office hours, one-on-one and group mentoring and will provide you feedback and advice on questions you have regarding your business.

Here are some of the confirmed mentors:

Nancy Hayes, Angel Investor at NKH Group

Nyna Caputi, Founder and CEO of The Expat Woman

Ha Nguyen, Founding Partner at Spero Ventures

Eva Chan, Co-Founder at Launch Pop

Sonya Pelia, Founding LP at How Women Invest

Trisha Bantingue, CEO & Co-founder at Queenly

Yi Jean Chow, Investment Manager at innogy New Ventures

Domitilla Caputo, Head of SAP.iO Foundry San Francisco

Natasha Friedus, CEO and Co-Founder at NeedsList

CONNECTIONS AND COMMUNITY



Being an entrepreneur can be isolating. Receive access and network with a diverse group of investors, entrepreneurs and influencers who will be joining us at our online events and workshops.

Get support, feedback, and find accountability partners from peer founders.

Get your business in front of our community through our pitch and demo events.

TOOLS



There are so many resources out there, for startups it can be overwhelming.

Our Bootcamp participants will have special access to curated tools, workbooks, templates and partner perks to help you build and grow your a successful startup.

PITCH



Create, practice, revise, and refine your pitch and get feedback from your cohort, entrepreneurs, and investors and potential beta testers or clients.

"The Expat Women pitch competition was the first group activity I participated in when I moved to Silicon Valley for my first startup Court Buddy. I participated and won 2 pitch competitions and was welcomed with open arms to the community. The women really helped boost my confidence and helped me refine my pitch for when it was time to fundraise. My co-founder and I went on to raise \$7M after that experience. The female investors and female founders became my tribe in a city I wasn't familiar with."

– Kristina Jones, Founder & CEO of Guardianlane.com

SCHEDULE AND COST



September 16th to the 30th, 2000

- Workshops: M- F, 9am to 10am PST on Zoom. If you can't attend a workshop (we will send you a link to the recording)
- Daily short assignments
- One-on-one and group mentoring (flexible times)
- Accountability groups with other bootcamp participants

**COST: Early Bird - The Expat Woman Club members \$95
Non-members \$125. Early bird expires Sept. 4 @11:45pm
Regular - The Expat Woman Club members \$115 Non-
members \$165**