



**FoundHERS** is a new program designed to accelerate the growth of women-led and founded companies. Offered by Women Leaders of Octane, FoundHERS is a cohort approach with subject matter experts in Go-to-Market, IP, Marketing, pitch deck development, and investor presentation skills at NO-COST for eligible startup companies.

## Program Design

**Eight (8), Ninety (90) Minute** live, highly interactive workshops. Each session features subject matter experts and practical experience, focusing on key elements of Octane's SBDC LaunchPad Accelerator.

## Session Topics

- Sources of Capital
- Capital Networking
- Founder Mindset
- Financial Modeling
- Product-Market Fit
- Team & Advisory Board
- Go-To-Market Planning
- Pitch Day

## Program Schedule

**Starts:** Wednesday, Feb 15th, 2023  
8:30-10AM

Every Third Wednesday of the Month

**Duration:** Feb - Oct 2023 (8 weeks)

**Attendance:** Mandatory/In-person

**Location: RSM Campus**

17400 Laguna Canyon Rd. Irvine, CA 92618

## Eligibility Requirements:

- Female CEO/Founder of OC
- Must be a LaunchPad SBDC client (no-fee)
- CA Registered business credentials
- Raising Capital

## How to Apply:

Email Kevin Nicusanti, Launchpad Sr. Advisor: [kevin@octaneoc.org](mailto:kevin@octaneoc.org) to arrange a 1:1 screening call and conduct before **Feb. 1, 2023**

Prepare to discuss essential start-up business background including technology, market served, tech innovation and any funding to date.