

Tech Venture Accelerator

for Women

Helping *female-owned* emerging technology companies accelerate growth and development

TVX^W is a 10-part virtual cohort series designed to help female-owned emerging companies in Colorado's advanced industries to overcome hurdles in order to accelerate growth and development. TVX^W focuses on growth through non-dilutive capital sources and technology commercialization. The series combines a virtual peer group format with more than 30 hours of strategic growth consulting.

10-SESSION PEER GROUP FORMAT:

These weekly 2-hour virtual sessions are facilitated discussions with founders/C-level executives and subject matter experts where challenges and successes are shared to find constructive solutions.

30 HOURS OF ONGOING, STRATEGIC GROWTH CONSULTING:

Lead consultants and subject matter experts provide market research and assistance with commercialization plans, business development and overall business structure—all customized for your business' stage, situation and goals.

PROGRAM DATES:

January 26–March 30, 2020
Tuesdays, 9–11 am + 30-minute open discussion

TOPICS INCLUDE:

- Market Research/Customer Discovery
- Positioning Statements
- Federal R&D Tax Credits
- Structure of a Pitch
- SBIR & Advanced Industries Grants
- Marketing & Business Model Strategies
- Value Proposition
- Identifying Target Markets
- Sales Team Compensation
- Building Management Teams
- Sales/Distribution Channels
- Protecting & Marking IP
- Legal Matters
- Non-Dilutive Sources of Funding
- Writing Commercialization Plans
- Building a Dashboard & Performance Indicators
- Contracting with the Government
- Accounting for Government Contracts

“The TVX cohort has been excellent. EcoSurge has gained expert input, research, financial modeling and legal assistance that would have taken us months and thousands of dollars to achieve otherwise. Please accept our profound thanks.”

Jenifer Muir
[CEO & Co-Founder, EcoSurge]

HOW TO APPLY:

Sign up to receive an email when the application opens on January 4. The cost to participate is \$2,450; however, funding from the federal FAST grant will **fully offset the cost** for accepted businesses.

Sign up for notifications at sbdc-techsource.org/tvxw

