

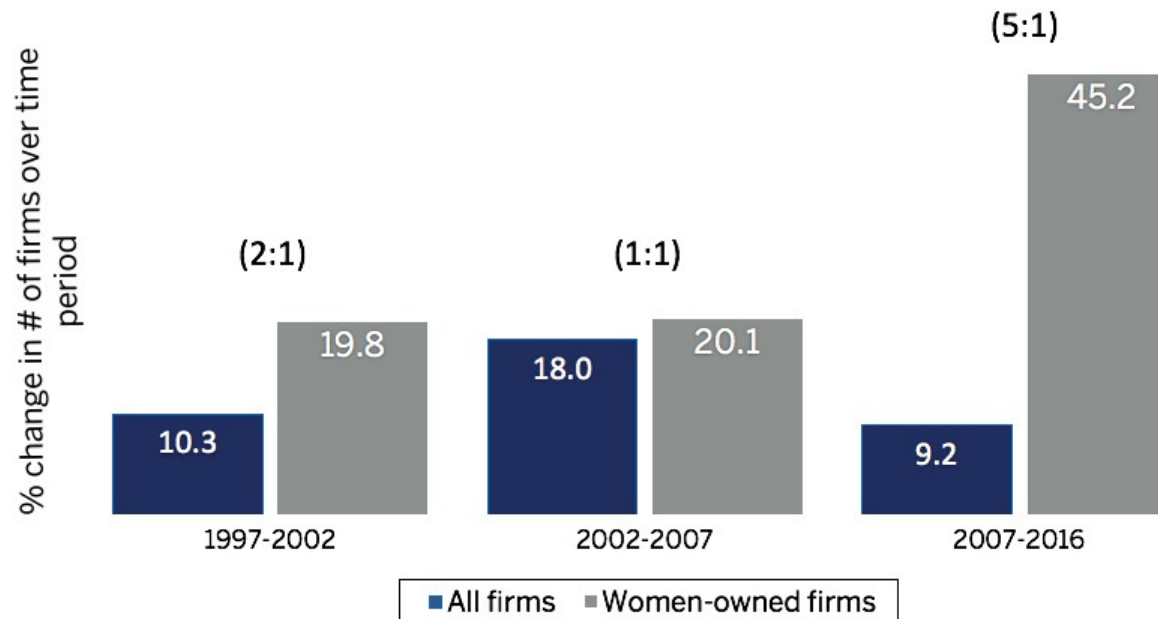
***ATHENA*PowerLink[®]** **NAWBO[®] Delaware Valley Region**

PHILADELPHIA CENTER FOR
ADVANCING ENTREPRENEURS



Women-Owned Firms Outpacing Market

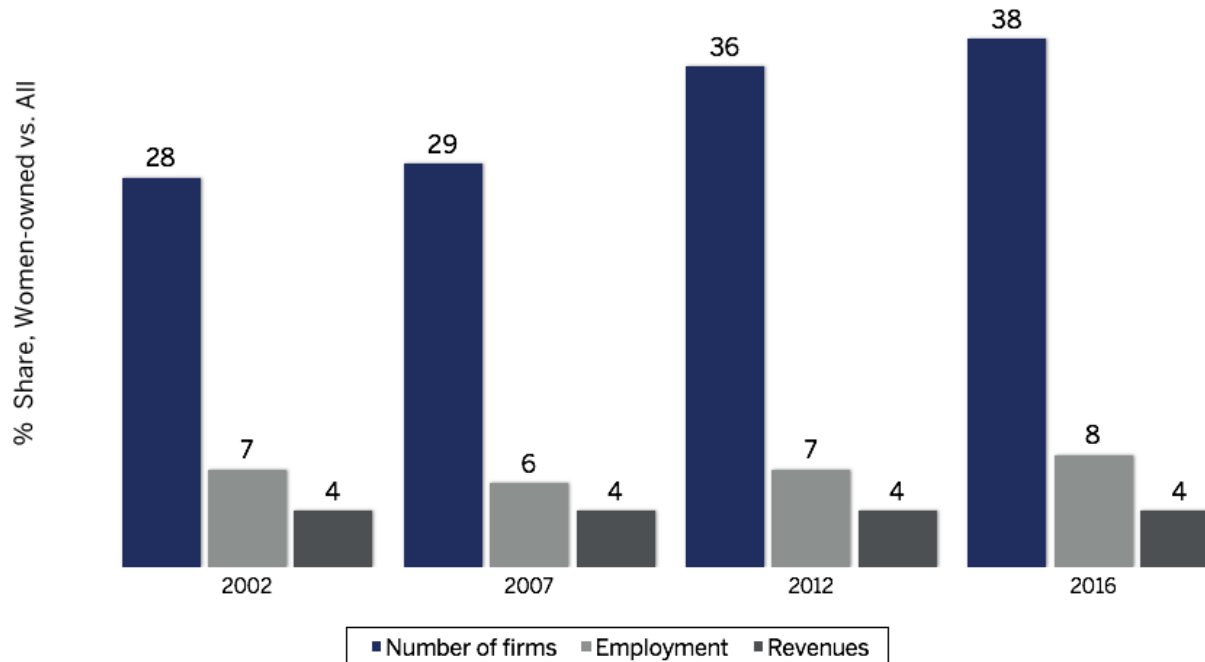
Growth in Number of Women-Owned Firms Surged in Aftermath of Recession Overall Firm Formation Still Hasn't Picked Up



Sources: 1997-2012, Census Bureau. 2016 estimates, American Express OPEN/Womenable.

Economic Contributions are Growing

Women-Owned Firms Comprise an Increasing Share of All U.S. Firms Share of Employment, Revenues Remain Largely Unchanged



Sources: 2002-2012, U.S. Census Bureau. 2016 estimates, American Express OPEN/Womenable.

Women-Owned Businesses in 2016* ...



Top Ten States: Number of Women-Owned Businesses, 2016

State	Number of Women-Owned Firms	2016 Rank
California	1,464,500	1
Texas	991,000	2
Florida	971,000	3
New York	782,200	4
Georgia	457,000	5
Illinois	441,300	6
Michigan	389,800	7
Ohio	330,600	8
North Carolina	328,700	9
Pennsylvania	324,600	10

- This report was published in April 2016 by American Express OPEN, with research provided by Womenable – which takes full responsibility for the integrity of the findings and the conclusions drawn. Our sincere thanks are extended to the Economy Wide Statistics Division of the U.S. Census Bureau, which provided the data used during the preparation of this analysis.*

WBO Growth in the Mid-Atlantic Region



Rank of Metropolitan Areas by Growth in Number & Economic Clout of Women-Owned Firms, 2007-2016

	# of Firms		Revenues		Employment		Combined Economic Clout Rank
	Growth	Rank	Growth	Rank	Growth	Rank	
Philadelphia PA/NJ/DE/MD	26.7%	44	9.2%	46	14.7%	36	48

Note: Combined economic clout rank is an averaging of the ranks in the number, revenue and employment growth of women- owned firms between 2007 and 2016. Also note that the boundaries of 19 of the top 50 metropolitan areas changed between the 2007 and 2012 SBO.

ATHENA PowerLink[®] is a Business Mentoring Program



- ◆ Administered by the ATHENA International, a non-profit organization
- ◆ Designed to increase the growth and profitability of women owned businesses



ATHENA
INTERNATIONAL

Advisory Panels

- ◆ One year commitment, averaging 20-25 hours
- ◆ Participate in quarterly meetings and interim conference calls with the business owner
- ◆ Occasional individual meetings with the business owner
- ◆ Great networking, business and leadership growth opportunity



Local Program Participants

Governing Body

- Oversee the program in our community
- Select WBOs for the program
- Identify panel members

Women Business Owners (WBOs)

- Majority owner (at least 51%)
- Active manager of her company

Advisory Panel Members

- Seasoned professionals who agree to mentor the WBO
- ProBono service for one year

Panel Mentor

- Serves as a liaison to the Governing Body & WBO
- Offers WBO guidance for meeting prep

Who Serves on the Governing Body?

- ◆ PCAE & NAWBO representatives
- ◆ Former Executive Director of Goldman Sachs 10,000 Small Business Program
- ◆ SmartCEO Brava Award recipients
- ◆ Corporate Sponsors from various industries – Senior/VP level
- ◆ Management Consultants in various disciplines
 - Financial -- Legal
 - Marketing -- Strategy
 - Human Capital, etc.
- ◆ WBOs who successfully completed their *ATHENA PowerLink* panel

Profile of the Typical *ATHENA*PowerLink WBO



- ◆ Average age is 47
- ◆ 91% - at least some college education
- ◆ 69% - had personal income under \$50,000 before ATHENA
- ◆ Afterwards, the same 69% had personal income up to \$100,000
- ◆ 87% - no prior experience with mentors

What are the Criteria for Selecting the WBO?

Must meet minimum criteria of:

- ◆ 51% woman owned
- ◆ Two years in business
- ◆ Two full-time employees (or equivalent)
- ◆ Annual revenues of
 - \$250,000 for a manufacturing or retail business
 - \$100,000 for a service business
- ◆ Clearly defined business goals

... Anticipation of Success

Advisory Panel Members

High-level business professionals from areas such as:

- ◆ Law
- ◆ Marketing
- ◆ Finance
- ◆ Human Resources
- ◆ Technology/IT
- ◆ Government
- ◆ Manufacturing
- ◆ Strategy



Local Success Story! Ellen Barrosse, Synchronenix



"ATHENAPowerLink® convened a panel of experts to guide me as I worked to take my business global. I was so excited to work with talented volunteers who so generously supported my goals.

*In the time Synchronenix had this panel, we enjoyed **business growth of almost 40%** and **opened offices in Philadelphia, London, and Manila**, all of which continue to be strong contributors to our bottom line."*

–Ellen Barrosse, CEO
Synchronenix Information Strategies
www.synchronenix.com

Local Success Story! Valerie Schlit, VSA Associates

*"My **business growth and profitability** jumped significantly between the time I applied for the ATHENA PowerLink Program until the completion of my panel year. The application and selection process made me see the pros and cons of my business model and recognize the true value of my organization, although it needed guidance to grow past the plateau I had reached.*

*Once I was assigned a panel, I gained an entire cadre of smart, experienced individuals from all disciplines to help guide me forward. Growth is always a process, and doesn't come from just one source, but **being part of the Athena program proved one of the most critical components my company's financial and organizational health.** With steady growth over the last two years, I'm poised for substantial growth going forward."*



–Valerie Schlit, VSA, Inc.
856-429-5078 valerie.schlit@vsapropecting.com
www.vsapropecting.com

Local Success Story! Allyson Christofferson, Rethink Innovations



“The ATHENAPowerLink® program enabled me to get excellent advice from seasoned professionals that, at that time, I would not have had access to and possibly may not have been able to afford. Their coaching helped me build my own confidence which is now evident in the way in which I run my business.”

–Allyson Christofferson, President
Rethink Innovations, A Technology Solutions Provider
(609) 288-8406
<http://myrethink.com/>

How Can You Help?

1

Share information with WBOs who may qualify



2

*Leading
the Way to
Successful
Volunteer
Involvement*

Volunteer as a
Panel Member

3

Provide Financial
Support

SPONSORS
WELCOME



Thank you!

For more information, please contact:

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