**What Is It?**  
The Capital One SAGE Advice Program is a 6 month development program designed to help 10 Women’s Business Enterprise (WBE) owners grow in the areas of financial management, marketing, relationship building, selling to corporations, and strategic planning.

For two days each month, the cohort of 10 meets virtually via Zoom to learn from subject matter experts on the above topic areas, work on a one page business plan, and brainstorm solutions to each other’s juicy (biggest) business challenges. Each month, each program participant also meets one-on-one with a Business Resource Partner (BRP) from Capital One who serves as a liaison to connect her with whatever business resources are needed to enable growth. At the end of the 6 months, each participant has the opportunity to pitch her business to a panel of corporations for feedback.

The goal of the program is to make each participant a more strategic and confident business owner, connect each participant to other professionals who can help her business, and enable each participant to create a one page business plan and one year budget to keep her on track to accomplishing her goals.

Please note this program is NOT an opportunity to do business with Capital One.

**Who Is Eligible?**

The program participant must be:

* A WBCS WBE owner
* In business for at least 3 years
* Have an annual revenue between $250,000 and $1,000,000
* Available to attend all sessions

**What is the Cost?**

WBEs will not be required to pay any fees unless they cancel after acceptance or do not successfully complete the course. If a WBE cancels after acceptance or does not successfully complete the course, she will be required to pay $150 to WBCS.

**When are the Sessions?**   
All times are CST.

* July 26 from 9:00 – 2:30
* July 27 from 9:00 – 12:00
* August 10 from 9:00 – 2:30
* August 11 from 9:00 – 12:00
* September 14 from 9:00 – 2:30
* September 15 from 9:00 – 12:00
* October 5 from 9:00 – 2:30
* October 6 from 9:00 – 12:00
* November 2 from 9:00 – 2:30
* November 3 from 9:00 – 12:00
* December 14 from 9:00 – 12:00

**What are the Session Details?**

BRPs and mentees schedule meeting time on their own.

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| **7/26** | **Topic** |
| 9:00 – 9:45 am | Orientation/ Cohort Networking |
| 9:45 am – 12:00 pm | Presentation on Design Thinking with Holly Chasan-Young |
| 12:00 - 1:00 pm | Lunch Break |
| 1:00 - 2:30 pm | Presentation on Contracts and Negotiations with Nathan King |

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| **7/27** | **Topic** |
| 9:00 - 9:30 am | Cohort Networking |
| 9:30 – 12:00 pm | Presentation on One Page Business Plan with Linda Hamilton |

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| **8/10** | **Topic** |
| 9:00 - 9:30 am | Good News and Wins |
| 9:30 - 11:00 am | Presentation on Financials and Cash Flow |
| 11:00 am – 12:00 pm | Presentation on The Five C’s of Capital |
| 12:00 - 1:00 pm | Lunch Break |
| 1:00 - 2:30 pm | Presentation on Access to Capital |

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| **8/11** | **Topic** |
| 9:00 - 9:30 am | Cohort Networking |
| 9:30 – 12:00pm | Group time to work on One Page Business Plan with Linda Hamilton |

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| **9/14** | **Topic** |
| 9:00 - 9:30 am | Good News and Wins |
| 9:30 - 11:00 am | Presentation on Brand Positioning |
| 11:00 am - 12:00 pm | Lunch Break |
| 12:00 - 1:00 pm | Presentation on Marketing Planning |
| 1:00 - 2:30 pm | Presentation on Social Media Strategy |

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| **9/15** | **Topic** |
| 9:00 - 9:15 am | Cohort Networking |
| 9:15 – 9:30 am | WBE Juicy Challenge Brainstorm for WBE 1 |
| 9:30 – 9:45 am | WBE Juicy Challenge Brainstorm for WBE 2 |
| 9:45 – 10:00 am | WBE Juicy Challenge Brainstorm for WBE 3 |
| 10:00 am – 12:00 pm | Group time to work on One Page Business Plan with Linda Hamilton |

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| **10/5** | **Topic** |
| 9:00 - 9:30 am | Good News and Wins |
| 9:30 - 11:00 am | Presentation on Pitch Prep |
| 11:00 am - 12:00 pm | Presentation on How to Present to a Corporation |
| 12:00 pm - 1:00 pm | Lunch Break |
| 1:00 – 1:15pm | WBE Juicy Challenge Brainstorm for WBE 4 |
| 1:15 – 1:30pm | WBE Juicy Challenge Brainstorm for WBE 5 |
| 1:30 – 2:30 pm | Presentation on Assessing a Sales Mindset |

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| **10/6** | **Topic** |
| 9:00 - 9:15 am | Cohort Networking |
| 9:15 – 9:30 am | WBE Juicy Challenge Brainstorm for WBE 6 |
| 9:30 - 11:30 am | Presentation on Scaling Your Business |
| 11:30 – 11:45 am | WBE Juicy Challenge Brainstorm for WBE 7 |
| 11:45 am – 12:00 pm | WBE Juicy Challenge Brainstorm for WBE 8 |

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| **11/2** | **Topic** |
| 9:00 - 9:30 am | Greeting from Capital One Leadership |
| 9:30 - 10:30 am | Presentation on Building Your ‘A’ Team |
| 10:30 – 10:45 am | WBE Juicy Challenge Brainstorm with WBE 9 |
| 10:45 – 11:00 am | WBE Juicy Challenge Brainstorm with WBE 10 |
| 11:00 am - 12:00 pm | Lunch Break |
| 12:00 – 1:30 pm | Presentation on Human Resources |
| 1:30 - 2:30 pm | Kolbe Assessment |

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| **11/3** | **Topic** |
| 9:00 am – 12:00 pm | Group time to practice pitching with Linda Hamilton |

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| **12/14** | **Topic** |
| 9:00 am - 12:00 pm | Pitch Presentations & Graduation Ceremony |

**What's Included During the 6 Months?**

* Cohort of 9 sister WBEs with whom you network and grow
* Multiple presentations each month on business topics
* Dedicated one-on-one meetings and access to one Business Resource Partner from Capital One who connects you with business resources
* Opportunity to pitch to corporate panel for feedback

**Time Commitment Over 6 Months**

* 50 hours of scheduled presentations, group discussions, and one-on-one meetings
* Your own time to complete your one page business plan and graduation presentation

**How Many Applicants Are Accepted?**

10

**How Can I Apply?**

[Click here](https://na.eventscloud.com/esurvey/index.php?surveyid=105893).

**When is the Application Deadline?**

Applications are due by Tuesday, June 14, 2022 by 5:00pm CST.

**What If I’m Not Available During All Session Times?**

Because the session times are already set, please do not apply this year if you are not able to attend all sessions.

**When Will I Be Notified?**

On Tuesday, June 21, all applicants will be notified via email whether or not they were accepted.

**Who is the Ideal Applicant?**

The ideal applicant is a WBE owner who meets the eligibility requirements and:

* Would benefit from creating a one page business plan and one year budget to keep her on track to accomplishing goals
* Is looking to grow in these areas - financial management, marketing, relationship building, selling to corporations, and strategic planning
* Is open to discussing her business’s strengths and weaknesses

**How Long is the Application?**

Very short. It consists of biographical fields (like name, email, etc.) plus two open-ended questions. One about what your business does/provides. The other about why you want to participate in this program.

**How Can I Strengthen My Application?**

Thoroughly, yet succinctly, share why you would benefit from this program. Provide insight on goals you’ve been struggling to reach, your ideas as to why you haven’t been able to accomplish them, and why you think this program would set you up for success.