



FOR IMMEDIATE RELEASE

WSBA to launch comprehensive education program with scholarships: *What's your business worth?*

April 11, 2013—The Women's Small Business Accelerator, Inc. (WSBA) is gearing up for its first comprehensive education program called "The Inspired." Scheduled to begin May 18, this 66-hour program is for women who have a business concept but have not yet launched to those who might be considered "accidental" businesses in operation up to 18 months.

"Women-owned businesses frequently lag behind male-owned businesses, in part due to lack of business acumen," notes Mary McCarthy, co-founder of the WSBA and small business owner. "I have over 30 years' experience as a business owner, and everything I have gathered through first-hand experience and through consulting with thousands of business startups is distilled into this program."

To assist participants in this inaugural program, the first 5 registrants for The Inspired program will receive 10 percent off tuition. Additionally, there are several need-based scholarships available to qualifying applicants. The tuition assistance and scholarships are available through the generosity of women business owners including Sandy Blanquera of Social Boomerang, Caroline Worley of Worley Law, LLC, and Mary McCarthy of Your Management Team, Inc.

Participants will attend class over a period of six months, including one 8-hour day each month and 3 hours of conference calls each month. The curriculum includes several assessments, credit consultations, and in-depth training and guidance on writing three plans: a business plan, a marketing plan, and a sales plan. Participants will also assess their target audiences, develop a full set of financials, and go through presentation skills training to help them prepare for presentations to prospective lenders and investors. "Upon completion of this program," says Sharon DeLay, Executive Director of the WSBA and small business owner, "participants will be equipped with the plans and knowledge needed not only to launch their businesses, but also to confidently present their businesses to a variety of interested parties."

The accelerator, located at 403-409 W. Main Street in Westerville, is just over 6,000 square feet of co-working space divided into four suites, two conference rooms, two kitchens, a creative space, and access to a beautiful training space that accelerator participants can lease at a reduced rate. The accelerator offers approximately 35 office spaces, including private offices and cubicles, available to women-business owners at or below competitive market lease rates. To further assist business owners, the Women's Small Business Accelerator provides mentoring through monthly, facilitated peer-to-peer roundtables, and 66-hour in-depth educational programs for business owners in various phases of their businesses, from start-up to established.

For more information about the WSBA or to arrange a tour, contact Sharon DeLay at sharon@wsbaohio.org or call 614-414-2449.