AN INVITATION TO SUCCEED
Women Innovators Network in the Caribbean (WINC)

GROW YOUR BUSINESS (GyB) WORKSHOP 2014

Selectees will attend one 3-day workshop
April 1-3 Antigua
April 8-10 St. Lucia

Open to women entrepreneurs from Antigua & Barbuda, The Bahamas, Barbados, Belize, Dominica, Grenada, Guyana, Jamaica, Montserrat, St. Lucia, St. Kitts & Nevis, St. Vincent & the Grenadines, Suriname, and Trinidad & Tobago

GyB APPLICANTS ARE:
:: Women entrepreneur and/or the CEO of a woman-owned or woman-led business based in one of the CARICOM countries listed;
:: Eager to substantially expand their businesses locally and/or abroad;
:: Open to innovative methods, business approaches, and new products and processes that could be applied to their businesses to drive their growth;
:: Looking to increase their use of ICTs and/or incorporating technology to expand the operations of their businesses;
:: Eager to benefit from business coaching support;
:: Seeking opportunities to meet and learn from other successful entrepreneurs

BENEFITS OF THE GyB WORKSHOP
Participation in the GyB Workshop will enable selectees to:
:: Work strategically on their businesses in a supportive environment, particularly to: refine market opportunities; better understand how to test for market acceptance; quantify the potential demand for products/services; and review the business’s unique selling proposition (USP) to improve, if necessary, their competitive edge.
:: Build a business network of fellow women entrepreneurs who face or have faced similar challenges and opportunities, so that they can learn from each other’s experiences.
:: Be a part of an exciting network of highly-motivated, growth- and innovation-focused women entrepreneurs across the Caribbean.
:: These workshops are one of the entry points into WINC’s support for women entrepreneurs in the region.

For more information, visit our Facebook group at http://www.facebook.com/WomenInnovatorsNetworkCaribbean or at the World Bank’s infoDev/EPIC website: http://infodev.org/EPIC

Over three days, selectees will immerse themselves in developing a fresh approach to business. They will create the new foundations for a business master plan, one that is packed with leading edge growth strategies and puts them firmly ahead of the game. It’s a chance to leave competitors behind as they race ahead with confidence to fulfill their new business vision!

*Costs of flight and accommodation for the women entrepreneurs selected to participate in these workshops will be covered by the World Bank. There is no training fee.