

Are you a woman entrepreneur/business owner who could benefit from the support and guidance provided by a trusted Mentor?

Are you wanting to grow your business to the next level, but need structured support and guidance in specific areas to make that happen?

Are you a business owner who could benefit from engagement with other women entrepreneurs and expert advisors to make connections to further develop your business?

PEIBWA is excited to announce a new one-of-a-kind opportunity for women in early growth businesses in PEI—  
***The Accelerate HER PEI Program.***



ACCELERATOR & MENTORSHIP PROGRAM FOR WOMEN

## ACCELERATE HER PEI

A twelve-week funded program led by PEIBWA and the Atlantic Canadian Women in Growth Partnership. The program is delivered from PEIBWA's Rural Women's Business Centre. The Program serves high-potential women business owners, no matter their location in Prince Edward Island.

Participants benefit from free access to business support services customized to meet their individual needs. This includes weekly group meetings, one-on-one mentorship, peer support, market research and guidance, and access to a pool of multi-industry experts and businesses leaders.

Designated space is available at the Rural Women's Business Centre exclusively for accelerator and start up programming participants, including a fully equipped workspace, private offices, and areas for networking with other program participants. Flexible after-hours access is available upon request.

*"My experience in the Accelerate HER PEI program was transformative, both for my company and for me personally. I've gained knowledge, confidence, and a support network that will help me grow my business and achieve my goals. I highly recommend the program to other women entrepreneurs on PEI."*

Accelerate HER PEI Pilot Participant

## PROGRAM DESCRIPTION

This twelve-week program combines accelerator programming and one-on-one mentorship support. Targeted for businesses in the early growth stage of development and businesses who may find themselves taking a new direction.

Participants will be matched with a mentor in their field (or required field) for individual support throughout. Programming will be delivered both online and in-person at the Rural Women's Business Centre in Central Bedeque, PEI.

[peibwa.org/Accelerate-HER-PEI](http://peibwa.org/Accelerate-HER-PEI)

## ELIGIBILITY

All women-owned, for-profit businesses (defined as being at least 51% owned, managed, or controlled by a woman or women), in any sector currently registered in Prince Edward Island that have been in continuous operation for at least one year are invited to participate in this pilot program.

Preference may be given to underrepresented populations including but not limited to indigenous women and women of colour, Rural women business owners, women in trades and STEM disciplines, newcomers and women with disabilities, at the discretion of PEIBWA.

## PROGRAM ACTIVITIES & COMPONENTS

- Shared workspace available
- Two hours per week group learning (in-person/virtual), broadcast from the Rural Women's Business Centre in Central Bedeque, PEI
- Pool of expert presenters to speak on a variety of business topics, based on intake assessment of participants
- Access to business advisors
- Peer support and networking with other women business owners
- Weekly goal-setting and preparatory resources
- One-on-One matchmaking with an experienced business owner/entrepreneur mentor
- Bi-weekly one-on-one meetings with assigned mentor
- Access to program resources and materials

## CURRENT & UPCOMING PROJECT DATES

**September - December, 2021**

**January - April, 2022**

The Accelerate HER PEI program runs for twelve consecutive weeks

## TIME COMMITMENT

- (1 hr) Interview selection session
- 12 (2 hr) Weekly accelerator meetings in person or virtual to include orientation, goal setting, expert presentations, peer support and networking with cohort
- (1 hr) Bi-weekly one-on-one mentorship meetings
- (2 hr) Follow-up and evaluation

The total dedicated time commitment per participant for group and one-on-one activities/meetings will be approximately 35 hours for this 12-week program.

## CALL FOR APPLICATIONS

PEIBWA invites applications from women business owners from across Prince Edward Island.

For more information, please contact:

### PEIBWA

Charlottetown Office  
(902) 892-6040

OR

### The Rural Women's Business Centre

Central Bedeque  
(902) 887-3171

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