



CATALYSTS

FOR

CHANGE

SCALING UP WBE'S FOR GROWTH

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STRATEGIC VISION & PLANNING



**EXIT STRATEGY / WORK
BACKWARDS**



**STRONG FOUNDATION TO PROTECT
YOUR COMPANY FROM
VULNERABILITIES**



PROFIT PLANNING FOR:

6 months

2 Years

5 Years

CASH FLOW:

**CASH IS THE OXYGEN OF
YOUR BUSINESS**



**WHAT AREAS TAKE UP CASH
FLOW IN YOUR BUSINESS**



MARKETING AND SALES



CREATE STREAMS OF REVENUE



**BANK RELATIONSHIP
READY**





A-TEAM



YOUR SUPERPOWER CAN HELP BUILD A SUCCESSFUL TEAM



KPIS / METRIX



EMPLOYEES MUST OWN THE BRAND AND VISION YOU SETUP



MANAGEMENT SHOULD BRING IN 3X THEIR SALARY FOR ROI





LEADERSHIP & EXECUTION



**LEADERSHIP IS ABOUT INFLUENCE
DELEGATION**



**TEAM STEPS UP AS LEADERS
WORKING ON YOUR BUSINESS**



THE EXIT PLAN

Example: Acquisition, Merger, Partnership, IPO



AI SCALING



DATA ANALYSIS:

Analyze Market And Customer Data



BENCHMARK:

Competitors Analysis
Forecast Future Market Trends



CONTENT CREATION:

Ai Platforms:
Canva
Dall-E by Open AI
Pexels and Unsplash

TIPS AND HINTS



SUPPORT GROUPS WPO / Enterprising Women / PWN Madrid



WORKSHOPS, BOOKS, SEMINARS



**ACCELERATION PROGRAMS, UNIVERSITIES,
ENTREPRENEURSHIP CERTIFICATES.**



GOVERNMENT OPPORTUNITIES



BUSINESS COACH, CONSULTANT, MENTORSHIP.



**LEARN ABOUT BUSINESS FUNDING
OPTIONS: VENTURE CAPITAL / PRIVATE EQUITY,
INCUBATORS, ACCELERATORS, ETC...**



THANK YOU!!!

