

## What you need to know about the SAGE Advice Program

### What to Expect

- A six (6) session program, with in person monthly meetings, delivered virtually, throughout the first half of 2021
- Sessions delivered by experienced Women Business Owners and Capital One Associates
- Reflective assignments where concept meets applicability
- A 5-month relationship commitment with a Capital One Senior Manager
- Professional business consultation with a small business banker
- Introduction to Capital One's Supplier Diversity and Procurement programs
- A completed strategic business plan, budget, and digital profile
- A graduation program where you will present your business to procurement professionals
- Post program, one-year ongoing follow-up to evaluate progress

### Work Outside of Session Time

- Kick off call
- Brand Assessment Survey
- Financial Survey
- Monthly One on one conversations with Business Resource Partners
- Business Plan & Budget completion

### Eligibility

- Actively Certified WBE
- Completed at least 3 years in business
- 3-year average revenue = > \$500K < \$2 Million

## Program Timeline

Facilitated Sessions	Title	DC Region Dates (subject to change)	NY Region Dates (subject to change)
<b>Session One</b>	Orientation Design Thinking Corporate procurement	January 20 and 21	January 13 and 14
<b>Session Two</b>	Finding and managing the money needed to run a successful business	February 17 and 17	February 10 and 11
<b>Session Three</b>	Brand Analysis & Positioning Developing a marketing plan Social Media Strategy Selling Panel	March 17 and 18	March 10 and 11
<b>Session Four</b>	Social Media Scaling your business	April 21 and 22	April 14 and 15
<b>Session Five</b>	Making the case for who, when and how to get help for your company	May 19 and 20	Mary 12 and 13
<b>Session Six</b>	Presentation Graduation	June 9	June 9

For more information or question contact [Estefany Herrera](#), Program Manager, WPEO-NY or [Elizabeth Reid](#), Certification Manager, WPEO-DC.