

What You Need to Know About the SAGE Advice Program

WHAT TO EXPECT

- A six (6) session program, with in person monthly meetings, delivered in a hybrid format of both in-person and virtual sessions throughout the first half of 2023
- All participants must attend in-person sessions and actively engage in virtual sessions in order to graduate
- Accepted WBEs will be required to pay a \$125 Program Fee to attend
- 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 professional
- 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	DATES (Subject to change)
SESSION ONE	<ul style="list-style-type: none"> - Orientation - Design Thinking - Corporate Procurement 	IN PERSON January 11 & 12
SESSION TWO	Finding and managing the money needed to run a successful business.	VIRTUAL February 15 & 16 Combined with Metro NY
SESSION THREE	<ul style="list-style-type: none"> - Brand Analysis & Positioning - Developing a Marketing Plan - Social Media Strategy - Selling Panel 	IN PERSON March 7 & 8
SESSION FOUR	<ul style="list-style-type: none"> - Social Media - Scaling Your Business 	VIRTUAL April 19 & 20 Combined with Metro NY
SESSION FIVE	Making the case for who, when and howto get help for your company.	VIRTUAL May 10 & 11 Combined with Metro NY
SESSION SIX	<ul style="list-style-type: none"> - Presentation - Graduation 	IN PERSON June 7

FOR MORE INFORMATION OR QUESTIONS CONTACT:

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