



IN PARTNERSHIP WITH THE DIFFERENCE INCUBATOR (TDi)

Does your business need a shake up? Does it need a Guria?

The Women's Business Resource Centre (WBRC) is offering a business accelerator programme to help twelve exceptional female entrepreneurs and business women shake up their thinking and grow their businesses over the next 6 months.

During this programme, you will have the opportunity to refine and grow your business model, clarify your purpose and mission, and take action on identified weaknesses. The WBRC Guria Business Accelerator will provide the support, tools, and network of like-minded entrepreneurs to make it happen.

To apply, please e-mail guria.pngwbrc@gmail.com with your name, short description of your business, and a CV if applicable. More details on back.

Who can apply:

The WBRC Guria Business Accelerator, run in partnership with Australia's leading business accelerator experts at The Difference Incubator, is designed for experienced women entrepreneurs in PNG. The programme will run from **July 2019 through February 2020**.

Applicants should have at least 2 to 3 years of experience running their business. Applicants may be looking to grow their client base or change the direction of their business model. Applicants should enjoy learning, like being challenged, and can commit to the time the programme requires.

What you will learn:

- How to identify the strengths and weaknesses in your business model, how to prioritise your best opportunities, how to ensure growth and financial sustainability
- What your customers really want and align it with your value proposition
- How to reach your customers and choose the right sales strategy
- How to build a clear financial model for growth and make better financial decisions
- How to understand the basics of leadership and employee management
- How to pitch your business for investment

How it works:

- 9 days of face-to-face coaching beginning in **July 2019**
- 6 hours of one-on-one coaching during the course of the programme
- Access to additional networking and online learning
- Showcase event at the conclusion of the programme in **February 2020**

Through support from the Australian Government, the WBRC Guria Business Accelerator will be free for applicants who currently have WBRC membership.

Our Partners:

The Center for International Private Enterprise (CIPE) opened the WBRC in Port Moresby in 2016, with support from the Australian Government in partnership with the Government of Papua New Guinea and the Government of the United States. Through the WBRC, CIPE continues to work with local partners in PNG to advance women's economic empowerment and strengthen the entrepreneurship ecosystem for women in the country.

Since 2010, The Difference Incubator (TDi) has worked with hundreds of businesses looking to do good and make money. Its mission is to awaken the possibility of this in as many people and businesses as possible to create a more inclusive and sustainable economy. TDi's workshops and programmes support and empower entrepreneurs to design and build a sustainable business that creates measurable social or environmental change. TDi has worked with businesses at all stages of growth; from those with an idea to those preparing for investment. TDi's teachers are practitioners; entrepreneurs themselves actively working on and in a number of businesses.