



Academy for Women Entrepreneurs 4.0 (AWE 4.0)

BOOTCAMP @Aizawl

April 1 & 2, 2024

Time: 10:00 a.m. – 05:30 p.m.

Venue: Chaltlang Tourist Lodge,
M.G Road, Chaltlang,
Aizawl, Mizoram

Background:

Academy for Women Entrepreneurs (AWE) 4.0 is a yearlong program to empower women led businesses and entrepreneurs by strengthening their business capabilities and connecting them with mentors and domain experts. After being implemented in 100+ countries and benefitting over 25,000 women entrepreneurs, the program is now being implemented at Tripura and Mizoram.

In 2023 Contact Base with support from U.S. Consulate General Kolkata has launched AWE 4.0 at Tripura and Mizoram. The objective of the program is to identify early stage women entrepreneurs from the two states, and provide rigorous training in basics of business, marketing strategies and personalized mentoring from industry professionals. The overall focus of the program is to support women entrepreneurs from the two geographical regions through knowledge sharing, training and network building.

About AWE 4.0 Bootcamp:

On April 1-2, a two day bootcamp will be organised with 40+ women entrepreneurs from Mizoram and 5 business mentors and experts. Women entrepreneurs will be motivated to be successful and aspire to grow their businesses. Mentors will engage with each of the business owners to help prepare a business profile of each of them. Following on from that, each business owner will be assisted to develop a comprehensive sense of their market-customer-product mapping and articulate a growth plan and identify capacity gaps. Each business owner will be helped to create, polish and present a business case to identify candidates for the next level of mentoring and capacity building.

Program Flow

Day 1: 01.04.2024

Time: 10:00 a.m. – 05:30 p.m.

Session Details	Time	Speakers/Discussants
Inaugural Session	10:00 a.m. – 11: 00 a.m.	<ul style="list-style-type: none"> • Welcome address by Elizabeth Lee, PAO, U.S. Consulate General Kolkata & Director, American Center • About the Boot camp and expectation for the two days by Suman Mukhopadhyay, Director, Contact Base • Introduction by Entrepreneurs and Mentors • Sharing of success story by women entrepreneurs from Mizoram
<i>Tea Break</i> & Mentor- Mentee Allocation	11:00 a.m. – 11:30 a.m.	
Business Diagnostics	11:30 a.m. – 01:30 p.m.	Five mentors will form groups of eight women entrepreneurs and conduct business diagnostics.
<i>Lunch Break</i>	01:30 p.m. - 02:15 p.m.	
Business Diagnostics including Unit Cost Analysis	02:15 p.m. – 04:00 p.m.	Group mentoring
Building a compelling business case	04:00 p.m. – 05:00 p.m.	Group mentoring
Debrief and sharing (followed by tea)	05:00 p.m. – 05:30 p.m.	With all entrepreneurs and mentors

Day 2: 02.04.2024

Time: 10:00 a.m. - 05:30 p.m.

Session Details	Time	Speakers/Discussants
Reflecting on Day 1	10:00a.m. – 10:30 a.m.	Entrepreneurs will share their learning
Review - Business Diagnostics including Unit Cost Analysis	10:30 a.m. – 11:30 a.m.	Five mentors will form groups of eight women entrepreneurs and conduct business diagnostics.
<i>Tea Break</i>	11:30 a.m. – 12:00 p.m.	
How to tell your story?	12:00 p.m. – 01:30 p.m.	Group mentoring
<i>Lunch Break</i>	01:30 p.m. – 02:15 p.m.	
Presenting your business story in 5 mins	02:15 p.m. – 04:15 p.m.	
Reflections by mentors	04:15 p.m. – 05:00 p.m.	Group mentoring
Way forward and conclusion	05:00 p.m. – 05:30 p.m.	With all entrepreneurs and mentors