



EMPOWERED BY INVEST ATLANTA

## Elevating Women. Empowering Business.

CAPABILITIES STATEMENT

The nation's only municipally-funded accelerator for women founders.

### WHO WE ARE

The Women's Entrepreneurship Initiative (WEI) equips early and growth stage Atlanta women founders with the education, mentorship, and access to capital they need to build scalable. Operated by Invest Atlanta as part of the city's economic-development strategy, WEI has delivered more than a decade of measurable impact.

### IMPACT AT A GLANCE

<b>85%</b> 5-YEAR SURVIVAL (VS. ~50% NATIONALLY)	<b>\$21.4M</b> 2024 GRADUATES REVENUE (6x PRE-WEI)	<b>8.9x</b> RETURN ON PUBLIC INVESTMENT
<b>756</b> JOBS CREATED IN 2024	<b>\$6.29M</b> CAPITAL RAISED POST-WEI (3.8x)	<b>104</b> COHORT GRADUATES

Source: WEI Q1 2026 Annual Report to the Atlanta City Clerk and the EOY 2024 Alumnae Survey. Survival measured across Cohorts 3-6 (51 of 60 active); 71% of all 90 graduates remain active.

### COMMUNITY & REACH

11,000+ social followers • 500+ community members • 300+ women at events last cycle

#### PROVEN OUTCOME

**Jenn Graham** (Cohort 2), founder of Civic Dinners (now Inclusivv), went from a bootstrapped one-woman business to **\$2M+ raised, 200+ corporate clients, and a successful acquisition by Public Knowledge.**

*"Before WEI, my business was a one-woman show. Today, it's been sold to Public Knowledge and my team can carry on the mission and scale the work for generations to come."*

### OUR MODEL — FOUR PILLARS OF FOUNDER SUPPORT

<b>Strategic Analysis</b> One-on-one mentorship and pain-point diagnostics from industry leaders to sharpen each founder's business model.	<b>Leadership Development</b> A stage-differentiated curriculum delivered through live sessions, expert coaching, and digital learning.
<b>Strategic Partnerships</b> Pipeline access to corporations, anchor institutions, and public-private networks across the region.	<b>Funding Opportunities</b> Capital strategy from grant writing to investor prep and contract-readiness, plus access to capital partners.

## THE WEI IGNITE CURRICULUM

WEI Ignite, created by WEI Program Manager Dr. Dawn Sizemore and former VP of Technology & Entrepreneurship Jen Bonnett, is a sequential, proprietary nine-module curriculum spanning customer discovery, pricing and revenue, digital readiness, access to capital, talent and hiring, and sales and growth. Every module differentiates guidance for early- versus growth-stage founders, includes practical program and business deliverable templates, and integrates AI as a strategic support tool delivered through a modern, platform.

## OUR ADVISORY BOARD

<b>Candace Mitchell</b> CEO, Myavana	<b>Dr. Eloisa Klementich</b> President & CEO, Invest Atlanta	<b>Grace Fricks</b> Founder & Advisor, Access to Capital for Entrepreneurs (ACE)
<b>Jamine Moton</b> CEO, Skylar Security (WEI Alumna)	<b>Jasmine Crowe-Houston</b> CEO, Goodr	<b>Jewel Burks Solomon</b> Managing Partner, Collab Capital
<b>Lara Hodgson</b> CEO, NOW Account	<b>Stefanie Diaz</b> Investor, Strategist	<b>Terri-Nichelle Bradley</b> CEO, Brown Toy Box (WEI Alumna)

## OUR PARTNERS & SUPPORTERS

		
		<p><b>Become a Partner</b>          JOIN THE COMMUNITY</p>

## WHY PARTNER WITH WEI

<b>Sponsor a Cohort</b> Fund programming, events, and founder support with brand visibility across a high-profile, city-backed accelerator.	<b>Invest in Founders</b> Connect with a vetted, investor-ready pipeline of women-led companies ahead of our annual Showcase.
<b>Mentor &amp; Coach</b> Lend functional and industry expertise through Builder Labs, mentor weeks, and panels.	<b>Host &amp; Convene</b> Provide space, in-kind services, or venues that strengthen Atlanta's founder ecosystem.

### PARTNER WITH US

Dr. Tope Mitchell, Executive Director, [tmitchell@investatlanta.com](mailto:tmitchell@investatlanta.com)

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