

## The **ACTiVATE**<sup>®</sup> Opportunity *Regional Program Implementation*

**ACTiVATE**<sup>®</sup> is an educational program and support network created to address the entrepreneurial interests of mid-career professional women with a background in business, science, and/or technology. Launched at the University of Maryland, Baltimore County in 2005 with seed funding from the National Science Foundation, the Path Forward Center for Innovation and Entrepreneurship now holds the exclusive license for US and international expansion and is **currently seeking partners** in select regions around the world.

ACTiVATE generates:

- **A new pipeline of women entrepreneurs** focused on building **growth-oriented** companies that leverage **innovation through technologies** such as biotech, information technology, novel materials, medical devices, etc.;
- **High-quality jobs** in industries like health care, clean energy, the environment, and e-commerce;
- **Tax revenues** contributing to community growth and well-being;
- **Technology commercialization**, leveraging assets from regional research institutions and national federal lab; and
- **An expanding community** of women running businesses that reach back and help others, becoming mentors and even investors.

Extending way beyond just a curriculum, ACTiVATE offers participants:

- In-depth, interactive, entrepreneurial **training curriculum taught by successful entrepreneurs** that goes from idea selection and feasibility analysis through developing business and commercialization plans;
- **Opportunities to interact** both in person and online with members of the local entrepreneurial eco-system, such as successful entrepreneurs, investors, and funders as well as with each other;
- A **growing community of like-minded ACTiVATE'D women** to collaborate with and gain support from;
- Access to regional **technology transfer** offices of research institutions providing actionable inventions; and
- **An expanded network**, providing access to a community of experts to support the launch and development of their business.

### Licensing Opportunities

Thanks in part to funding from the Kauffman Foundation, ACTiVATE is available as a licensed program which encompasses more than just a curriculum. The ACTiVATE methods and approaches, along with the syllabus, curriculum, and supporting materials provide a base from which new regions and sites can customize and locally launch this results-oriented program. In addition, hands on support from the Path Forward Center, with entrepreneurs experienced in setting up and running ACTiVATE, ensures success in creating – or *activating* - women entrepreneurs.

To license ACTiVATE, a commitment to fund and operate the program for a minimum of 2 years is required. The total cost of running the program starts at \$150,000 per year depending on program scope and local resources available with a portion of expenses being offset by participant fees. We have sample budgets available and can help you scope a program to fit your needs.

Included in the costs are fees payable to the Path Forward Center, which cover:

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| <ul style="list-style-type: none"> <li>&gt; License fee (40 sessions, both in-person and online)</li> <li>&gt; Use of the program trademark with sample marketing materials such as flyers, postcards, and copy</li> <li>&gt; Sample tools for communication with candidates and participants as well as templates and timelines</li> <li>&gt; Case studies &amp; testimonials from graduates to aid recruiting</li> </ul> | <ul style="list-style-type: none"> <li>&gt; Support through start-up and through-out the delivery of the program</li> <li>&gt; Quarterly calls with program offices and instructors in other regions, sharing best practice and support across programs</li> <li>&gt; Ongoing programs and support for ACTiVATE'D women to supplement local programs</li> </ul> |
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*For more information about bringing this program to your area, contact us at 301.916.5126  
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