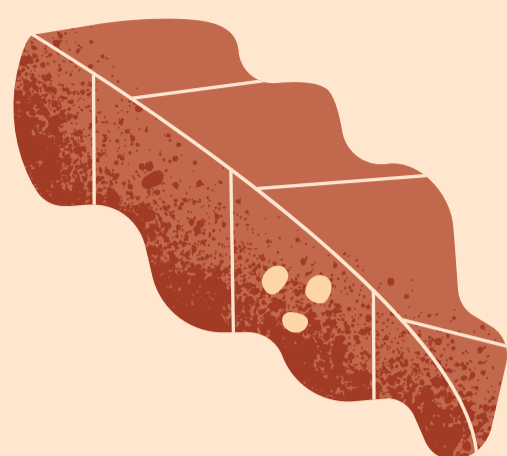


FoundHer Program Overview

month 1



- Week 1:** Onboarding
 - Week 2:** Onboarding continues
 - Week 3:** Business Plan Refinement
 - Week 4:** Customer Research & Value Proposition
- Kickoff Weekend on O'ahu**

month 2

- Week 1:** Business Plan Refinement continued
- Week 2:** Market Research
- Week 3:** Branding
- Week 4:** Marketing Strategy



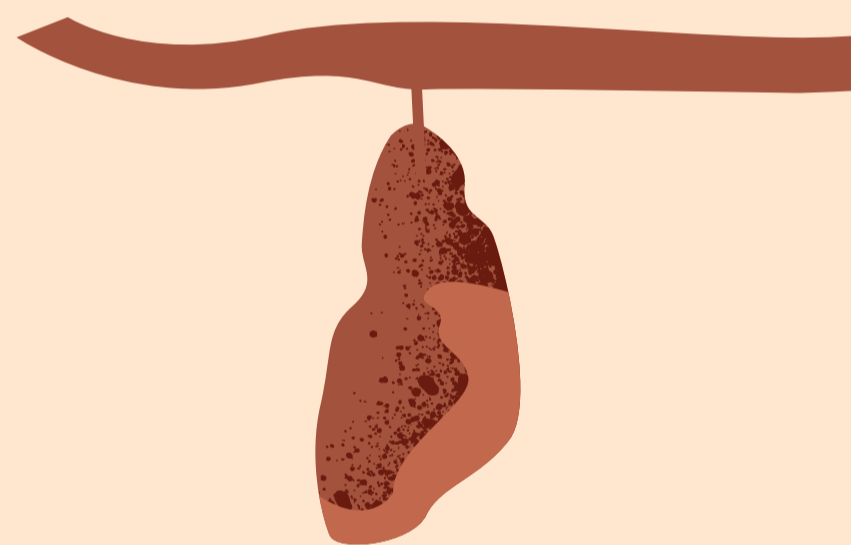
month 3

- Week 1:** Creative Marketing
 - Week 2:** Retail Fundamentals
 - Week 3:** Retail Strategy
 - Week 4:** E-commerce
- Retreat #1**



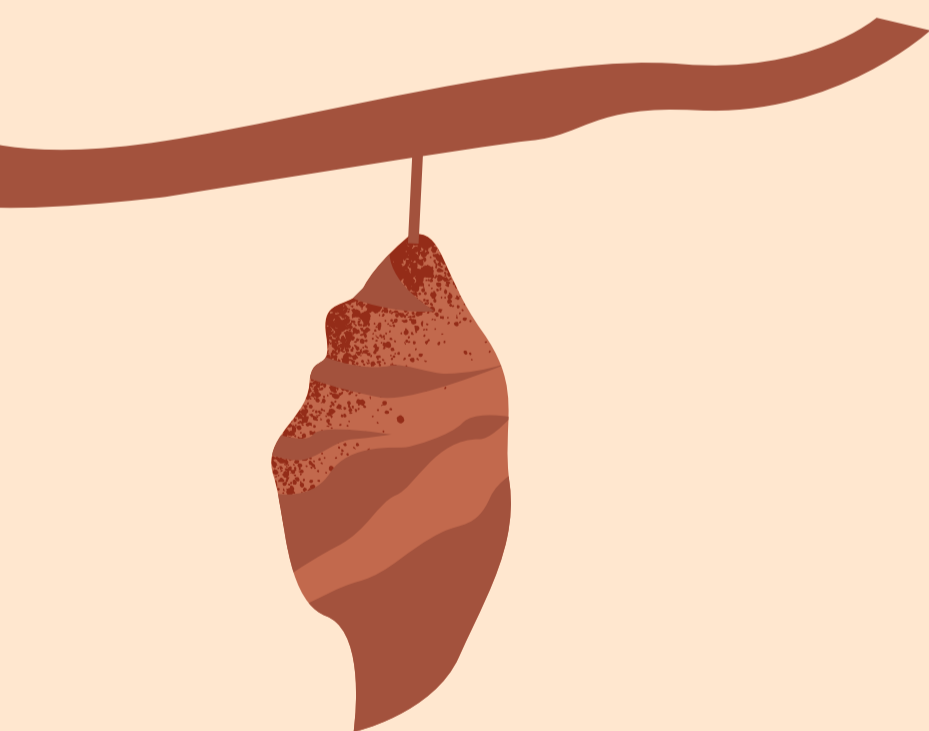
month 4

- Week 1:** Designing a Pitch Deck
 - Week 2:** Pitching Fundamentals
 - Week 3:** Pitching to Retailers vs. Investors
 - Week 4:** Pitch Feedback Sessions
- Retreat #2**



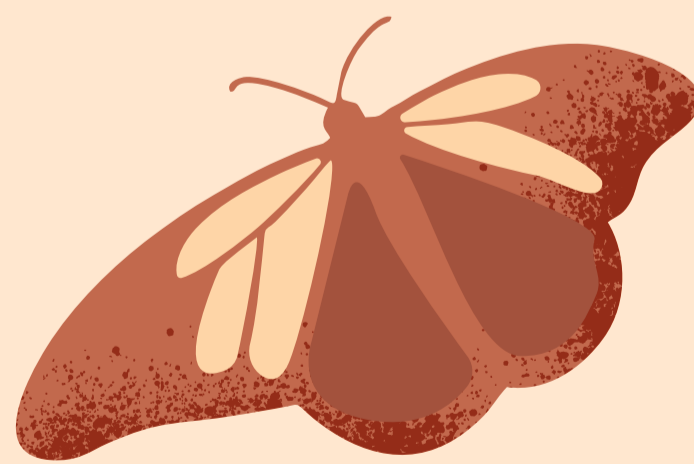
month 5

- Week 1:** Funding Options
 - Week 2:** Continental Expansion
 - Week 3:** International Expansion
 - Week 4:** Certifications
- Retreat #3**



month 6

- Week 1:** Local Manufacturing, Scaling Manufacturing
- Week 2:** HR, Business Insurance
- Week 3:** **Graduation Weekend on O'ahu**
- Week 4:** Future Development Opportunities



What else to expect:

- Bi-weekly cohort check in sessions
- Online coworking hours
- Talkstory sessions with successful wāhine founders