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