

About WICCI BCC HSBC AWE (Accelerating Women Entrepreneurs):

Accelerating Women Entrepreneurs (“AWE”) is a high-impact mentoring & learning program for women led businesses to accelerate their growth journey. An initiative by WICCI Banking and Credit Council (WICCI BCC), the program will cover all aspects of accelerating a business from getting a business model in readiness for growth, exploring financing options and connecting with mentors and creating networking opportunities. The program culminates with a speed networking session where participants can present their business models to investors and is slated to be conducted from July 2021 till September 2021. The program is in partnership with HSBC India and Start-up India.

WICCI Banking and Credit Council, is a lead council of WICCI, a national business chamber empowering women entrepreneurs, professionals and leaders in India.

Application: Call for applications from 1 June, 2021. Deadline Date: 30 June, 2021

Apply: Entries Open 1 June Onwards

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Sessions: The program will be conducted online, in stages, over a period of 4 months for selected women entrepreneurs and will be led by industry leaders, founders and stakeholders. Virtual Sessions will be held over weekends. Detailed FAQ listed below.

Application Criteria:

- Women-led/founded/co-founded business, registered in India
- Product ready with some early traction and paying customers
- Start-up’s looking to scale their business: Startups already incorporated or looking to incorporate at some stage
- Programme is sector agnostic

Fee: Your time, hard work, dedication, sharp focus and nothing else

Program Incentives: For selected cohorts

- Knowledge sessions focused on entrepreneurial toolkit, financing options and networking
- Mentoring sessions by industry leaders and subject matter experts.
- Help with business/ pitch deck and presentation opportunity to potential investors
- Preferred banking services with transaction fee at low cost
- Access to capital – upto INR 25 Lacs of unsecured limits offered via corporate cards*
- 2-year premium subscription to Zoho accounting software at no cost.
- \$25,000 AWS credits to start-ups over a 2-year period**

* Subject to terms and commitment and credit assessment.

** Partner selection criteria

Question

Answer

What is the duration of the program?

Indicative start date of the program is July 2021 onwards

Question**Answer**

Weekend program will have 12+ sessions (30 mentoring hours) and would cover the following:

- Module 1: Entrepreneurship
- Module 2: Raising Capital
- Module 3: Mentoring

Any change in the start date of changes in the program structure will be communicated to the selected applicant via email.

What are the sessions included as part of this accelerator program

While there are multiple networking and masterclasses organized by the mentors and subject matter experts and detail program will be shared with the selected applicants. Highlighting key program theme:

Module: Entrepreneurship

- Getting your business model in readiness for growth: Business plan
- Customer acquisition and demand generation
- Innovation: Ideating & executing innovation
- Founder speak: Inspirational journeys

Module: Raising capital

- Getting ready for a capital raise: Developing an investor deck
- Financing: Venture capital vs. alternative funding channels
- Financial model and valuations
- Investor speak

Module: Mentoring

- Networking: Fundamentals of effective networking
- Mentorspeak: Creating the right ecosystem
- Speed networking: Investors

What are the selection criteria used for admission?

Please refer to the “selection criteria” document which details the list of criteria used

Question	Answer
What are the benefits accrued from the program?	The program aims to be a platform for female entrepreneurs, where in they get an opportunity to network with other participants as well as successful entrepreneurs from the industry. It also aims to provide training sessions in skills required to start and run a new business and raising capital.
Is there a membership cost, associated with the program?	There is no membership cost associated with the program. Participants are enrolled purely based on selection criteria.
Is it admissible to pitch to VCs for funding through this program?	The program will have speed networking sessions where-in the entrepreneurs will be able to pitch their business ideas.
Are male founders allowed as participants, if they are partnered with a female co-founder?	No. The program is intended for women co-founders only, with a minority or majority stake in the business.
Can participants make a pitch deck submission as part of the entry?	The participants should attach their company presentations, if available, along with their submission forms.
Will the participants be able to interact with other?	The program sessions will be organized on zoom including networking sessions especially designed for participants to interact with each other.
Is there a certification provided on completion?	There will be no certification provided at the end of this program.
	<p>Swayta Murarka Head, Global Banking - GBMC, HSBC; Funding lead for WICCI</p> <p>Suparna Dua Founder Serenity Capital; Senior Advisor, IB, KNAV; Funding lead for WICCI</p> <p>Anuj Kanwar Head, Transaction Banking, Business Banking, HSBC</p>