

wegg® history

According to the White House Council on Women and Girls, women-owned firms that export not only earn more, but also employ more people and are, on average, more productive than women-owned firms that do not.

This was what prompted entrepreneur, educator, presenter, and author Laurel Delaney to establish Women Entrepreneurs Grow Global (wegg)® in 2008. In its initial years, wegg was an educational website that featured articles and links to important resources so women business owners interested in exporting had a one-stop resource.

Delaney expanded wegg's capabilities as the website grew in popularity. She incorporated the organization as a 501(c)(3) nonprofit in June 2015 because many of wegg's services are aimed at emerging SMEs that are cash- and time-strapped and unable to pay for continuing education.

Today, the wegg vision is a world where every woman business owner has the opportunity and ability to take her business global wherever she lives. wegg meets its vision by providing women-owned SMEs worldwide with tuition-free online education that walks them through the practical aspects of exporting and provides them with concrete strategies for global entrepreneurship.

For example, its webinars—wegginars®—offer guidance on a variety of topics to help women entrepreneurs export successfully. The interactive webinars are taught by subject matter experts, both practitioners and academicians, from around the country. The volume of wegginar playbacks has been as high as 500 for an individual session.

wegg provides its education services in a supportive, enabling environment for women entrepreneurs and women business owners so they can easily access global know-how anywhere in the world. wegg's purpose is to make exporting as easy, affordable, and engaging as possible for women who are starting or growing their businesses, no matter where in the world they are located. A majority of wegg participants live and work in the United States, while others represent Africa, India, Russia, Finland, France, and Canada.

To date, wegg has provided service to more than 1,600 women business owners and entrepreneurs.