



womenentrepreneursgrowglobal.org
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Quick Facts about Women Entrepreneurs Grow Global®

The Challenge

Of an estimated 13 million women-owned businesses in the U.S., only about twelve percent sell goods or services outside the country. Nevertheless, studies show that women-owned firms that expand their sales internationally not only earn more, but also employ more people and are, on average, more productive than women-owned firms that do not.

The Solution

Women-owned SMEs (small- and medium-sized enterprises) worldwide with potentially exportable products and services that lack knowledge or experience in international sales can turn to Women Entrepreneurs Grow Global® (wegg®). Incorporated as a nonprofit organization in 2015, wegg offers a variety of easy-to-access and free or affordable education resources on going global that are created by women for women. It is the only U.S. nonprofit that focuses exclusively on export education for women SMEs.

wegg helps women develop the confidence to overcome structural and social barriers to exporting. It teaches them to transcend perception barriers, be more risk-oriented, foster an atmosphere of innovation, find mentors, and be proactive. Its gender-informed education services include:

Regularly-scheduled webinars, or wegginars, on topics ranging from finance, shipping, and value-added tax to global marketing, intellectual property, ecommerce, and branding.

How She Went Global® podcast where women entrepreneurs and business owners share stories about going global, and offer new ways to take on the world, stay inspired and have fun.

On-the-ground programs featuring conversations with female CEOs whose companies are successfully exporting products or services, plus virtually hosted wegg Virtual Cafes.

A newsletter and blog that feature topics of importance to women entrepreneurs.

A website showing Club wegg (and cohorts), with an archive of wegginars, podcasts, and substantive information provided by an array of nationally-recognized business experts.

For women who prefer a one-on-one experience, wegg's new VIP Program provides personalized consultation with a team of experts who can help solve specific business challenges in going global.

Mission and Vision

wegg's mission is to educate women business owners and entrepreneurs worldwide on how to go global so they can run healthier businesses and create a new future for themselves, their families, and their community. Its vision is to break down barriers preventing women from expanding their enterprises through exporting. Entrepreneur and educator Laurel Delaney is founder and president.

Profile of wegg Constituent

The typical wegg participant is a female owner of an SME located in the U.S., between 25 and 75 years old, has an exportable product or service, basic technological competence, and access to the Internet. Her annual revenues range from \$250,000 – \$7 million.

Sponsors

wegg is grateful to have forged strong partnerships with corporate sponsors who help keep its services affordable. Current lead sponsors are Associated Bank, FedEx, GlobalCare Clinical Trials, Bluedog Design, 1706 Advisors and Union Pacific.