



The AIM (Accelerate into Markets) Program is a unique gendered lens program to assist women-led SMEs to become export ready and enter new markets. Our strong women leadership, makes us uniquely qualified in offering International Business Development through a safe and accepting environment for SME's to address even their toughest issues.

Research has shown that female entrepreneurs face unique challenges in comparison to their male counterparts such as:

- Limited organizational capacity for growth;
- Reduced managerial experience needed to manage expansion;
- Lack of access to mentoring; and
- Diminished access to capital.

Access Prosperity realizes that market growth and export is a key to financial growth across our region and across the country. As a powerful team of women only employees, Access Prosperity has helped many SME's across our region scale up their operations, become export ready and enter new markets.

By joining the AIM Program you will be part of a cohesive cohort supported by Access Prosperity's team of professionals who understand the unique needs and challenges of Central Alberta's entrepreneurs. Weekly online sessions led by experts will set you up for success in new markets!

Customization

- ❖ Each SME in the program will have a specific plan and progression relative to their unique goals.
- ❖ Find the best solutions and markets for your business.

Mentoring

- ❖ Learning and growing with a small cohesive cohort with similar objectives.
- ❖ Mentorship from top exporters in the region.

Resources

- ❖ Engagement with Access Prosperity and their vast network of resources in the Central Alberta region and internationally.
- ❖ Support in accessing capital for growth and expansion.
- ❖ B2B (Business-to-Business) matching.

Exposure

- ❖ Access to international virtual trade missions and trade shows.
- ❖ Access to international delegations and investment groups.

Over the course of the 7-week online program, the cohort will receive the tools and resources needed to assess the market feasibility for your product and/or service and learn about the steps to market introduction and entry. During each week training, mentorship, and market research will be used to further the export goals of each participating SME.

Sponsored By



Topics covered by experts include:

- ✓ How to write an effective export plan
- ✓ Market strategies
- ✓ Identifying target markets
- ✓ Market feasibility
- ✓ Market introduction & entry
- ✓ Research and regulations in new markets
- ✓ Securing your transactions in new markets
- ✓ Dealing with increased demand and supply chain access
- ✓ Freight forwarding & customs brokerage
- ✓ How to protect your IP (Intellectual Property)
- ✓ Accessing funding
- ✓ What to know before you go on trade missions and trade shows

AIM will provide networking, information and resources from qualified partners such as EDC (Export Development Canada and TAP (Trade Accelerator Program). AIM is your next, first step towards additional opportunities in programming and scaling throughout various stages of growth.

YOUR NEXT FIRST STEP



FALL INTAKE IS NOW OPEN!

10 sessions, most Tuesdays & Thursdays
November 4 – December 16, 2021
(See Schedule for Details)

Investment: \$199 ~ Intake Application Required
(Program Value Offered is \$2,500 per participating business)

If you have any questions about the AIM Program, or to sign up, please email us at:
aim@accessprosperity.ca



Fall 2021 Participant Guidance Schedule

Each week's topic will provide presentations from industry experts and facilitation through the subject matter with interactive group discussions.

	Date & Time	Topic
Week 1	Thursday, November 4, 2021 11 AM – 1 PM	Identifying Target Markets, Market Feasibility & Analysis / When to Start Networking & Raising Capital
Week 2	Tuesday, November 9, 2021 11 AM – 1 PM	Research, Regulations & Trade Shows & Missions
Week 3	Thursday, November 18, 2021 11 AM – 1 PM	Market Entry / Strategy / Distribution & Effective Export Plans
Week 4	Tuesday, November 23, 2021 *evening event* 7 PM – 8:30 PM	Story & Pitch Presentation Training
Week 4	Thursday, November 25, 2021 11 AM – 1 PM	Accessing Funding & Funding Options
Week 5	Tuesday, November 30 11 AM – 1 PM	How to Protect your IP (Intellectual Property)
Week 5	Thursday, December 2, 2021 11 AM – 1 PM*	Dealing with Increased Demand and Supply Chain Access
Week 6	Tuesday, December 7, 2021 *evening event* 7 PM – 8:30 PM	Confidence with Selling
Week 6	Thursday, December 9, 2021 11 AM – 1 PM	Securing your Transactions with EDC
Week 7	Thursday, December 16, 2021 11 AM – 1 PM	Freight Forwarding & Customs Brokerage