

launchpad2X

ROCKET FUEL FOR WOMEN ENTREPRENEURS

We are very passionate about two things here at launchpad2X:

- Providing the rocket fuel female entrepreneurs need to succeed
- Creating measurable results through our mission

2019 Advisory Board

Bernie Dixon

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Coalesce Capital

We work to develop and showcase women entrepreneurs

We work to transition them from founder to CEO. We educate, introduce resources, advise and mentor them while we provide on-going situational learning and showcases. We work to support the economic independence of women business owners.

We get results

Launchpad2X companies are more than 90% more likely to stay in business after 3 years beating the national trend of an over 90% default rate for startups. Graduates of our core program increase revenues over 200% every year after graduating. About 25% have exceeded the \$1M revenue mark. An incredible 5% of our graduates have been acquired by strategic or financial buyers. Our graduates are on the move with an estimated economic impact to the Atlanta area of almost \$2B. The accomplishments are too many to list here. It's success no matter how you measure it.

We want to expand our reach

Over the past several years we have graduated companies from our core program, impacted hundreds more through our workshops and touch thousands with our on-line presence and podcasts.

We know our programs work. We continue to receive national recognition for our focus and unprecedented results. And yet, we recognize that women are still both underrepresented and underbanked in the entrepreneurial ecosystem. Women owned companies receive less than 5% of the available venture capital and many women CEOs still abdicate their financial responsibilities.

■ Partnering is key

Impacting women entrepreneurs in the Atlanta area has been impressively successful. We know that in order to increase our impact and drive more economic independence for women CEOs we need partners to help us drive more success. We have launched that initiative and are establishing partnerships with marquee companies that share both our passion around the success of startups as well as the economic success of women CEOs. A few, like Delta Airlines and Dover Corporation have sought the LP2X program to complement their own company initiatives.

■ Preparation is necessary

The attached materials will give you a better idea of the scope of Launchpad2X, what we do, how we do it and who we choose as partners. We enjoy our role in the entrepreneurial space and know that you will find it equally thrilling. We're looking forward to deeper discussions with you and plotting our next steps.

We play to win.

Our Executive Team



Bernie Dixon
Founder

Bernie began her career in the U.S. Army Signal Corps as a leading member of the first class of female officers. She quickly rose up the officer ranks and served as an Adjutant SCI to a three-star general. After serving in the military, Dixon began her private sector career at Booz Allen Hamilton where she led the national security team in support of the White House. Over the next two decades, she climbed the ranks of some of the world's largest technology and defense titans. Dixon served as Enterprise CIO for Raytheon, and as CIO for two divisions of United Technologies: Carrier and Hamilton Standard. Before retiring from the C-Suite, Dixon was the Executive Vice President of Hewlett Packard's Services Division for North America.

A tireless advocate for women in business and in the entrepreneurial space, Dixon volunteered her time and expertise to serve as the first female Chairman and CEO of Atlanta Tech Angels. She also contributes to various venture capital and angel investor funds and is an advisor to Task ForceX Capital, Forte Ventures, and Brainware Ventures.

Ms. Dixon was featured on the Atlanta 500 list in 2018, naming her one of "Atlanta's most powerful leaders."

Bernie attended the University of Pennsylvania, University of Michigan Ross School of Business, and University of Virginia Darden School of Business.



Alicia Scott
Executive Director

Alicia began her career in the financial services industry in with a Beverly Hills Registered Investment Advisory that managed the individual liquid assets of some of the wealthiest individuals and foundations in Los Angeles. Scott went on to hold executive management positions with National Planning Holdings, Pacific Life Insurance and Countrywide Bank. In her roles with some of the nation's top securities broker-dealers, Scott led the operations of the advisory divisions, which was responsible for more than \$3 billion in assets under management, across nationwide network of thousands of financial professionals.

In 2009, Alicia and her family moved to South Korea for work with the U.S. military. As a natural leader, Scott launched the first Family Readiness Group at US Army Garrison Camp Stanley. She also created a charitable giving program between the 8th Army 1st Signal Brigade and the Korean Businessmen's Chamber which donates winter gear and hosts soldier meet-and-greet parties for Korean orphanages annually.

Scott later moved to Savannah, Georgia, where she was the Regional Field Director for Georgia with the Bernie Sanders 2016 Presidential Campaign. After four years working as public policy consultant to local and state-level elected officials, Scott ran for the Georgia House of Representatives in 2018. Alicia earned her BS in Political Science from the University of Maryland and an MA in Diplomacy and International Commerce from Norwich University. She joined Launchpad2X in 2019 as Executive Director.

Large companies with more women in leadership performed significantly better financially, like 41% higher return on equity and 56% better operating results.

~ McKinsey & Company

launchpad2X

ROCKET FUEL FOR WOMEN ENTREPRENEURS

Impact Highlights

LP2X is an education series and membership support network for women entrepreneurs focused on turning Founders into CEOs

40% of LP2X Graduates are women of color



148

Companies graduated since 2012

94%

Still in business after 3 years
(vs national average of 20%)

24%

Have achieved \$1M+ in revenue
(vs national average of 17%)

9

Number of LP2X company exits

200%

Average growth rate per year

\$900M

Economic impact since inception

According to our research, when women business owners pitch their ideas to investors for early-stage capital, they receive significantly less—a disparity that averages more than \$1 million—than men. Yet businesses founded by women ultimately deliver higher revenue—more than twice as much per dollar invested—than those founded by men, making women-owned companies better investments for financial backers.

- Boston Consulting Group

Our Programming

The Launchpad2X Program Works

We are passionate about programs that are effective. Through a combined set of instructional modules, exercises, events, networking and mentoring resources the LP2X programming cultivates confident and resourceful women CEOs. The secret sauce is mixed into our carefully crafted programs.

Annual 3-Day Core Program (Founder-to-CEO Bootcamp)

Day 1

Resourcing Your Company

- Confidence
- Finance
- Funding Methods
- Negotiations

Day 2

Transitioning From Founder to CEO

- Management
- Boards & Advisors
- Communications
- Play to Win Strategies
- Situational Exercises

Day 3

Presenting Your Company

- Individual Company Presentations
- Feedback from Advisors
- Graduation and Celebration

Monthly Masterclass Workshops

A 2 - 4 hour deep dive into topics unique to early stage companies. Examples: Using Equity as Compensation, Negotiating Business Partnerships, Using Your Board as a Business Weapon, Business Models and Pricing Strategies

Showcase Events, Pop-Up Workshops and Competitions

Delta Airlines, Venture Atlanta, Others

Other Annual Events

Prepping the Princess – Preparing for the Sale of Your Company

Certifying as a Women Owned Business

Women's Entrepreneurship Day

A celebration of entrepreneurship. Includes different formats of luminary presenters and an alumni reunion

Media

The 2XCEO Podcast- A monthly series educating women entrepreneurship, raising capital, and playing to win.

The State of Women Entrepreneurs Annual Report- An annual report compiling data on the state of women-led companies in entrepreneurial ecosystem benchmarked against LP2X results.

The 2XCEO on Medium- Launching in 2019, an online publication.

Our Partnerships

It is our strategic partnerships that give Launchpad2X the fuel to keep our programming fresh and relevant. These partnerships are important channels for Launchpad2X to extend its reach and resources through communications and participation in shared events and strategy. Some of our 2019 Partnerships include

Georgia Center of Innovation for Manufacturing – Focusing on sourcing strategies and manufacturing connections and resources to support production runs for early stage and emerging companies. From 3D printing of minimal viable products to full high-volume production runs.

Venture Atlanta – The Southeast's largest forum for connecting early stage and emerging companies with seed funding sources and venture capital.

Invest Atlanta – The Economic Development arm for the City of Atlanta. LP2X refers companies for micro loans and other credit instruments provided by the City of Atlanta.

Atlanta Tech Village – Co-working space for tech startups. 3rd largest in the US.

Start-Up Atlanta – Not for profit instrument for the City of Atlanta to support the networking and collaboration within the start-up ecosystem. Launchpad2X / Bernie Dixon was one of the founding partners of the initiative.

Our Key Initiatives

Our 2019 Key Initiative is to expand the impact and reach of Launchpad2X. Increased sponsor funding and grant money are targeted at developing:

1. On-line programming
2. Scholarships to support new participants and
3. Development of an Advanced Program focused on scaling companies who have achieved more than \$1M in revenue.

We are seeking national partners interested in increasing their penetration, branding, services and support within the women-owned business market.

Our Sponsors



Trusted Counsel
ASHLEY LLC

TechCXO®
experience > acceleration



Insperity®

Inspiring Business Performance®



WELLS
FARGO



Frazier
& Deeter



TREVELINO/KELLER



DELTA



creativejuice

Coalesce Capital, LLC



VENTURE
ATLANTA



Georgia®
INNOVATION | MANUFACTURING

2019-2020 Sponsorship Opportunities

SPARK: \$1,000+

- Sponsorship of one (1) woman entrepreneur in the Core Program
- Invitation to one monthly workshop or networking event
- Company logo on select digital marketing media

IGNITER: \$2,500+

- Sponsorship of 1 woman entrepreneur in the Core Program
- Invitation to two (2) monthly workshops or networking events
- Company logo on select digital marketing media
- Opportunity to coach one or more Core Program participants

JET PROPULSION: \$6,500+

- Company Logo included on all digital marketing materials
- 1 Advisory Board seat
- Access to the LP2X network of entrepreneurs throughout the program to evaluate business opportunities
- Speaking Opportunity at one (1) monthly workshop to share your company's products/services OR opportunity to host one (1) monthly workshop (separate from speaking engagement)
- Opportunity to coach one or more Core Program participants
- VIP Invitation to attend Core Program graduation to network with attendees, graduates and other sponsors

TITAN: \$12,000+

Co-Sponsor of the Core Program

- Company logo included on all digital and print marketing materials
- 1 Advisory Board seat
- Access to the LP2X network of entrepreneurs throughout the program to evaluate business opportunities

- Speaking opportunity at one monthly workshop
- Speaking opportunity during the Core Program
- Sponsorship/Host one (1) monthly workshop OR Showcase event
- One company employee or representative may attend all monthly workshops
- One company employee may join the full Core Program
- VIP Invitation to attend Core Program graduation to network with attendees, graduates and other sponsors
- Invitation to distribute approved marketing materials at the Core Program graduation and network with attendees, graduates and other sponsors

STELLAR: \$25,000+ (LIMITED OPPORTUNITIES)

- Co-Sponsor of LaunchPad2x USA and the Core Program
- Co-Sponsor of the The 2xCEO podcast (1 quarter) includes billing as sponsor during the show, logo and acknowledgments in digital and print media
- Company logo on all digital (includes links to your company website) and print marketing material
- 1 Advisory Board seat
- Host & Speaking opportunity at one (1) monthly workshop and one (1) Showcase event
- Speaking Opportunity & Sponsorship of one workshop during the Core Program
- Two (2) company employees may join the full Core Program
- Co-Sponsor of the LP2X Annual Publication
- Access to the LP2X network of entrepreneurs throughout the program
- Two company representatives or employees may attend all monthly workshops and distribute approved marketing material from your company to attendees OR materials may be included for distribution in all attendee materials
- Invitation to distribute approved marketing materials at the Core Program graduation and network with attendees, graduates and other sponsors
- Invitation to present the Flame Awards at the Core Program graduation ceremony

INTERSTELLAR: \$45,000+ (LIMITED OPPORTUNITIES)

- Co-Sponsor of LaunchPad2x and the Core Program
- Premier Sponsor of the The 2xCEO podcast: includes billing as sponsor during the show, logo and acknowledgments on all digital and print media

- Company logo on all digital (includes links to your company website) and print marketing material
- 1 Advisory Board seat
- Speaking Opportunity & Sponsorship of one workshop during the Core Program
- Three (3) company employees may join the full Core Program
- Speaking opportunity at one (1) monthly workshop and one (1) Showcase event
- Co-Sponsor of the LP2X Annual Publication
- Access to the LP2X network of entrepreneurs throughout the program
- Exclusive marketing includes billing as the premier sponsor for all monthly workshops AND two (2) company representatives or employees may attend all monthly workshops and distribute approved marketing material from your company to attendees OR materials may be included for distribution in all attendee materials
- Official sponsor of the Flame Award and the opportunity to deliver keynote address during the Core Program graduation OR an opportunity to have Launchpad2x Founder Bernie Dixon speak at your company annual meeting or similar event.

2019 Events Calendar

Workshops

January

Masters Class: Everyday Company Valuations & Prepping for Investors

February

Masters Class: Word of Mouth Marketing

March

Masters Class: Emerging Technologies and Your Business

April

Pop-Up Workshop: Negotiating with Investors

Masters Class: Keys to Developing Your Manufactured Product

May

Masters Class: Your Board of Directors as a Business Weapon

June

Masters Class: Powerful Presentations

July

Masters Class: Nightmare Clients and How to Deal with Them

August

Masters Class: Why Certify as a Women-Owned Business



September

Masters Class: Impactful Presentations

Pop-Up Workshop: Valuation Inflammation

3-Day Core Program **September - October**

October

Masters Class: Playing to Win Business Strategy

November

Masters Class: Growing Your Company in Atlanta

Women's Entrepreneurship Day Atlanta

November

LP2X Holiday Party

December



Launchpad2x is 501(c)(3) corporation

For more information on Launchpad2X and how to become a sponsor please contact:

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Visit our website at: [**www.launchpad2x.com**](http://www.launchpad2x.com)