



# ASCENT

elevate your business

A digital platform for **women** business owners  
ready to grow their business

**ASCENT.SBA.GOV**



# **ELEVATE** your business goals **OVERCOME** your challenges **GROW** your business

Ascent is an online learning platform backed by research on the needs of female entrepreneurs and filled with resources women need to set, and achieve, their goals.



Ascent offers practical, tactical information on all aspects of running—and growing a small business.

Ascent combines the expertise of the U.S. Small Business Administration, the Department of Labor’s Women’s Bureau, and the Department of Treasury.



Ascent provides an immersive, multimedia experience that allows women business owners to customize their learning.

# Choose your learning journeys.



## DISASTER & ECONOMIC RECOVERY

Tools to help business owners understand impacts of a disaster, help in developing a response plan, and explore ideas and insights on how to support staff.



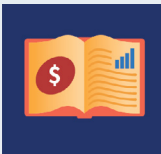
## STRATEGIC MARKETING

Develop a value proposition, define your ideal target market, and learn how to promote your business.



## YOUR PEOPLE

Build the skills to attract, hire, develop, and retain exceptional employees.



## YOUR BUSINESS FINANCIAL STRATEGY

Strengthen your financial skills, from understanding cash flow statements, to creating balance sheets, and practicing financial forecasting.



## ACCESS TO CAPITAL

Explore the when, why, how, and who of capital sources, including traditional loans, crowdfunding, and angel investors.



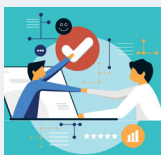
## GOVERNMENT CONTRACTING

Understand the government as a customer, evaluate contracting and subcontracting opportunities, plan for Federal contracting certifications, analyze the federal solicitation process, and General Services Administration (GSA) schedules.



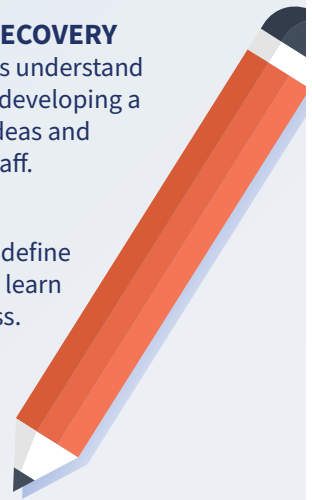
## ENTREPRENEURIAL LEADERSHIP

Understand the economic power of business owners. Position your business for growth by building and refining your leadership skills.



## PARTNERSHIP

Identify the value of business partnerships. Seek out, create and maintain partnerships that drive growth. Consider opportunities for joint ventures, mergers, and acquisitions.



# THE WORLD NEEDS ASCENT

Nearly **90%**  
of women-owned  
businesses have  
no employees

**45%**  
of businesses are  
women-owned



## ASCENT INCLUDES:

- ▶ Interactive videos that bring the learning experience to life
- ▶ Blended learning for an individualized platform
- ▶ Assessment tools that help you understand your unique strengths, goals, and opportunities
- ▶ Dashboards to track your progress

Ready to take your  
business to the  
next level?

**JOIN the**  
**ASCENT**  
elevate your business

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CONTACT US:



U.S. Small Business  
Administration

**SBA.gov**

