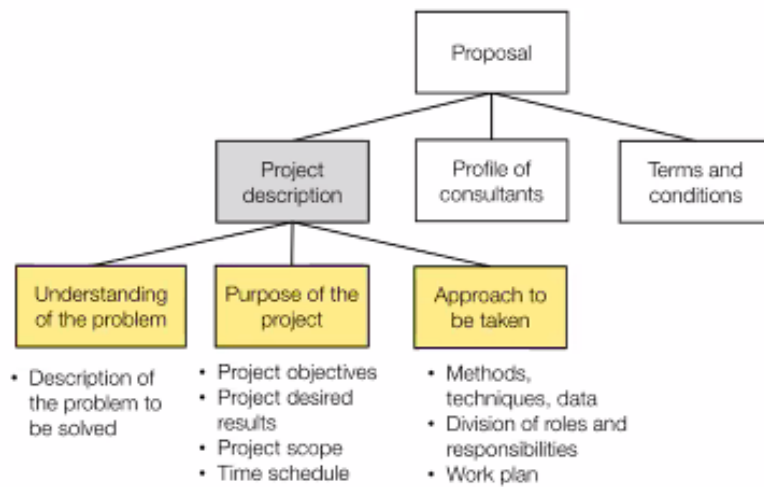


ICF Intro: Fem Equity



Understanding the Problem:

Purpose of the Project:

Approach to be Taken:

What Does Fem Equity Do?

- For Profit career building (fin-tech) platform specifically designed for women of color. Platform has 3 different tiers,
- Mission: Giving education , resources, and tools to women
- In Business since 2020
- Digital platform that helps underserved women accelerate their careers building financial platforms
- Build out the gender pay gap

Project Description:

- Revamp Fem Equity pricing strategy and business model through multiple tools, strategies and methods. The rebranding process will affect multiple aspects of FE: -> ABHIN, BRYAN
 - Pricing Strategy
 - Coaching
- Competition: Ladies Get Paid, Lean In -> ABHIN, BRYAN
- JP Morgan TechStars

- Strengthen current partnerships, expand to others
- Coaching models
 - Accenture, Deloitte?
- Scale pipeline of mentors, advisors

Ideas:

Freemium model?

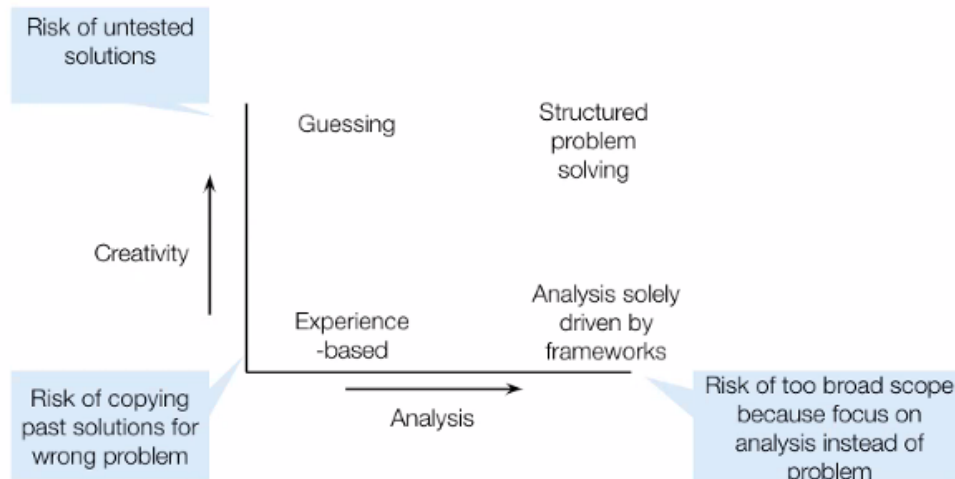
- Match people with financial advisors, etc.? Get paid on commission?

Base 20k

Project Implementation/Engagement

Problem: Perceived gap that exists (industry/competitor insight)

Why is it a Problem?: Structured problem-solving approach formulates problems in a question format



Project Deliverables: Are there specific, quantifiable, measurable targets? What is the breadth and depth of the analyses required? # of interviews/benchmarks, etc.

- Pricing Strategy

Dependencies: What does success of the project depend upon? (Data, Access to interviewees, etc.)

Risks and Constraints: What are the boundaries of the project?

Acceptance Criteria: “Must have” and “nice to have” project results, and project schedule, including completion dates

Resources: What resources does the team have available?

Next Steps:

- Look into crowdfund page
- Mystery Shopping
- Ladies Get Paid & Lean In (Figure out their Pricing)

Deliverable

Internal Team Meeting to Discuss our Solutions: 3/29

Upon discussing solutions will implement these into our pitch deck to share with Adeola

Saswati, Dhairya, Kelly,

- 1. Pricing Strategy** - Abhin/Bryan
- 2. Coaching/Financial Model** - Abhin/Bryan
- 3. Potential Partnerships/Strategy** - Varun
- 4. Mentor Pipeline Building** - Sai Vaishnav / Saswati
- 5. Implementation Plan** - Dhairya/Kelly

Ø Create and execute a cohesive and competitive pricing strategy for current and future offerings – our new Corporate membership and what prices SHOULD we charge for our offerings (workshops, coaching, group training) and conducting market research on DEI consultants / pricing (DEI INDUSTRY)

Ø financial model based off pricing strategy, (suggest 😊)

Ø Corporations, non-profits, programs and firms that we should be trying to be in collaboration with to extend our reach (think, fintech, impact tech, women empowerment, underserved communities, social good nonprofits)

Ø Strategies to build the Fem Equity Pipeline of mentor, advisors, sponsors

Ø In addition to the final recommendations also have an implementation plan understanding that we are a team of less than 5

Women Get Paid*****