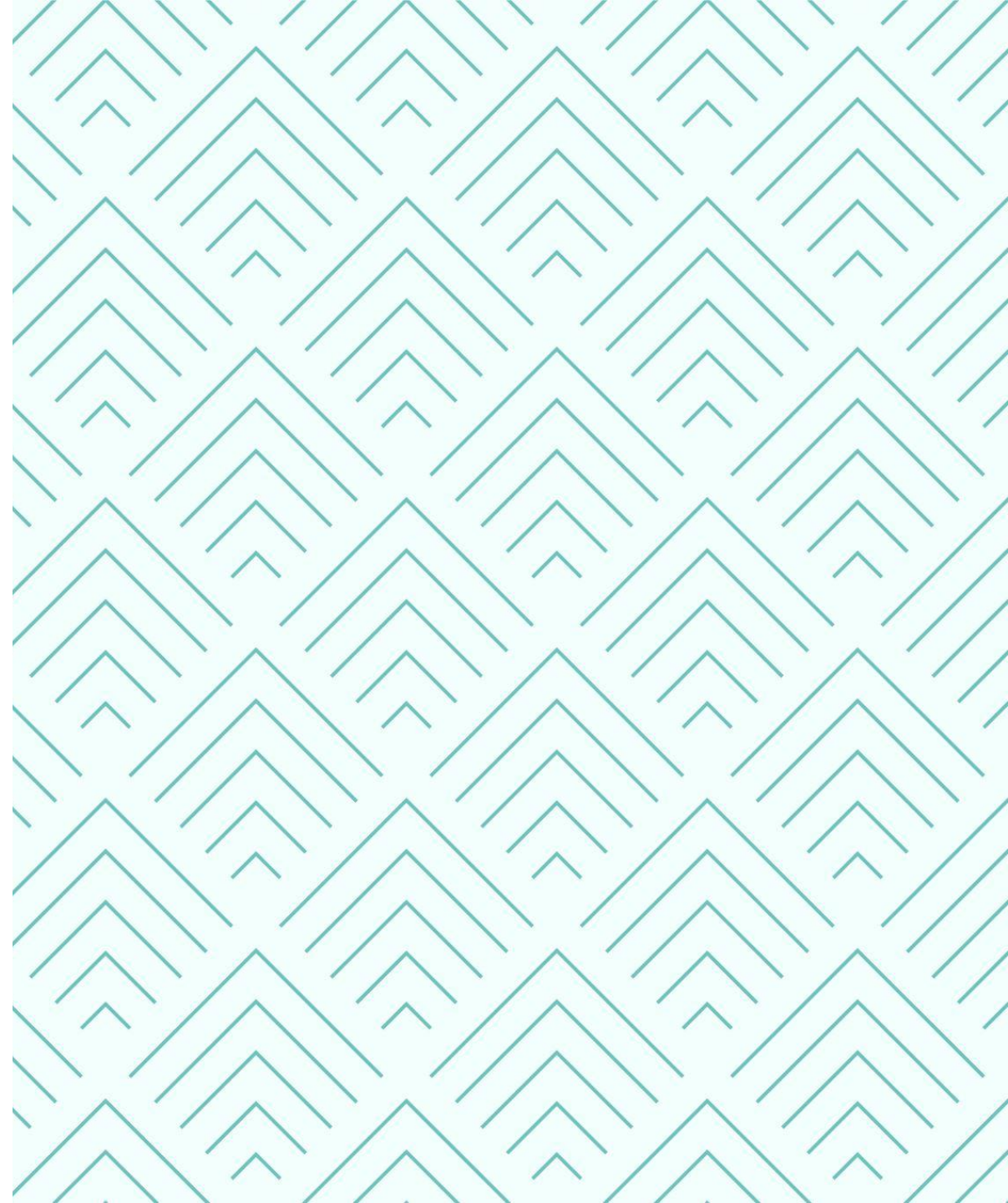


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# ICF X FEM EQUITY

Pre-charter

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# MISSION

“Fem Equity is a for-profit career-building platform specifically designed for women of color. The platform has three different tiers and the some of which is currently still under development. Fem Equity’s mission statement is giving education, resources, and tools to women to make empowered decisions for career success and financial security for an equitable society.”

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# PROJECT DESCRIPTION

Revamp Fem Equity pricing strategy and business model through multiple tools, strategies and methods. The rebranding process will affect multiple aspects of fem equity:

- Pricing Strategy
- Coaching/Consulting Financial Modeling
- Strategic Partnerships
- Mentor Pipeline \*we will explain more\*



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# OBJECTIVES

- 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)
  - Financial model based off pricing strategy 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)
  - Strategies to build the Fem Equity Pipeline of mentor, advisors, sponsors
  - In addition to the final recommendations also have an implementation plan understanding that we are a team of less than 5
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# CONSTRAINTS

- Limited funds \*will talk about future opportunity\*
  - Limited access
  - The team are all undergrad/ grad students (limited time)
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# CONSTRAINTS

The J.P. Morgan logo is displayed in white serif font on a dark blue square background.

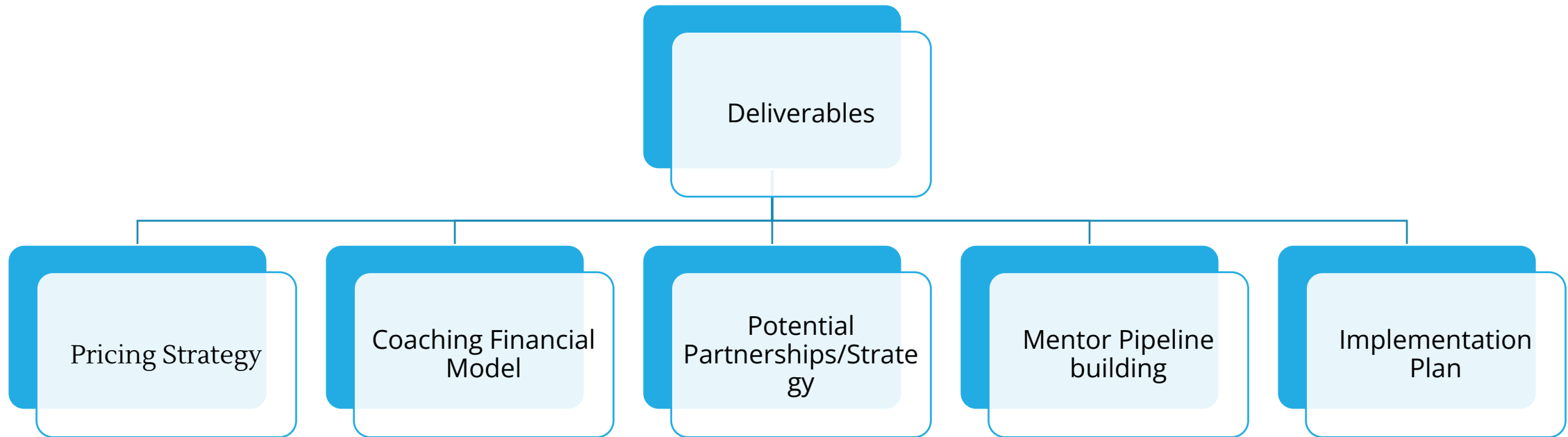
J.P.Morgan

The techstars logo features the word "techstars" in a bold, black, lowercase sans-serif font, followed by a small green horizontal bar.

**techstars**

The logo for Johns Hopkins University's Social Innovation Center is shown in white on a blue square background. It includes the university's crest, the text "JOHNS HOPKINS UNIVERSITY", and "Social Innovation" separated by a vertical line.

JOHNS HOPKINS UNIVERSITY | Social Innovation



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# PRICING STRATEGY

- Pricing Excel Sheet
  - Mystery Shopping- \*reaching out to companies about prices\*
  - Investigating other's strategies and individual membership pricing
  - New Corporate membership
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# COACHING FINANCIAL MODEL

- • \*Mystery shopping\*-continued
- • Results from research TOP coaching model to implement for Fem Equity
- • Strategy for further develop into this model

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# PARTNERSHIPS

- Current Partners (Athenalink, Pivot Program, Get the Bag LLC)
  - Resource Partner (OmniCalculator)
  - How can we strengthen our current partnerships
  - What are strategies to expand into other partners with alike missions
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# BUILDING OUR INTERNAL PIPELINE

- Part of Fem Equity's solution is network-building for our users
- What are realistic strategies to scale the Fem Equity Pipeline of mentor, advisors, sponsors at a fast pace.

## Last Phase-Recommendation (What)

- **Wrapping up on teams recommendations & conclusions**
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# IMPLEMENTATION PLAN

- How do we implement the recommendation now? Or the future?
  - • How realistic is it to get it done in regards of an operation plan?
  - • What is the phased plan of execution?
  - • Who should be the lead on specific parts?
  - • What strengths, skillsets and understanding are needed for implementation?
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# 20,000 PRIZE

- We are up for 20,000 and your recommendations can be based on how we can best put 20,000 to best use.