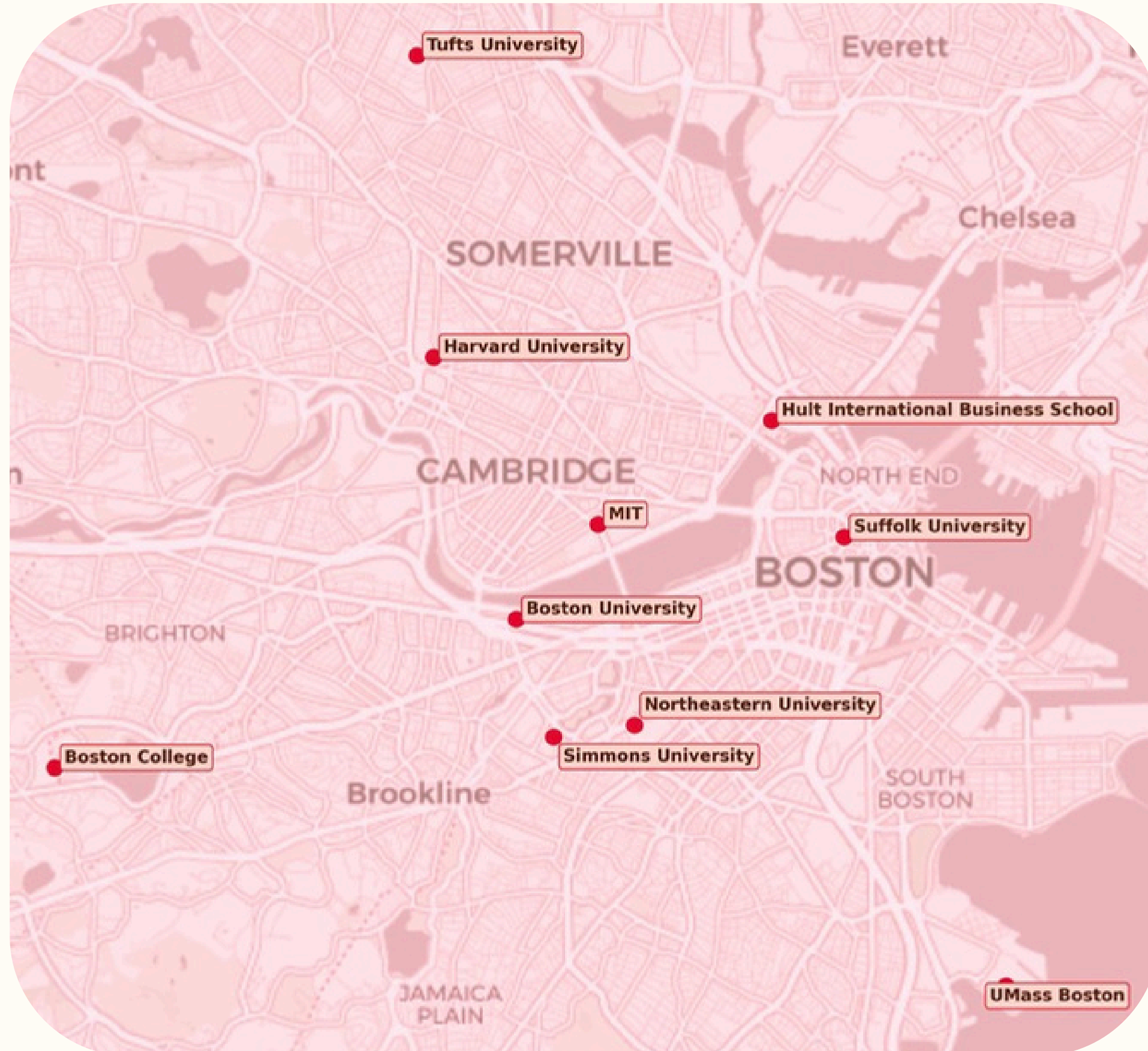


Becoming the Shark

You are Meant to Be

“Innovation Women empowers diverse voices by providing visibility opportunities. Since 2015, it has helped hundreds of speakers and event organizers create inclusive stages across 190+ industries, **advancing careers**, promoting equity, and ensuring public discourse reflects the diversity of our world”.

Students as the New Pipeline



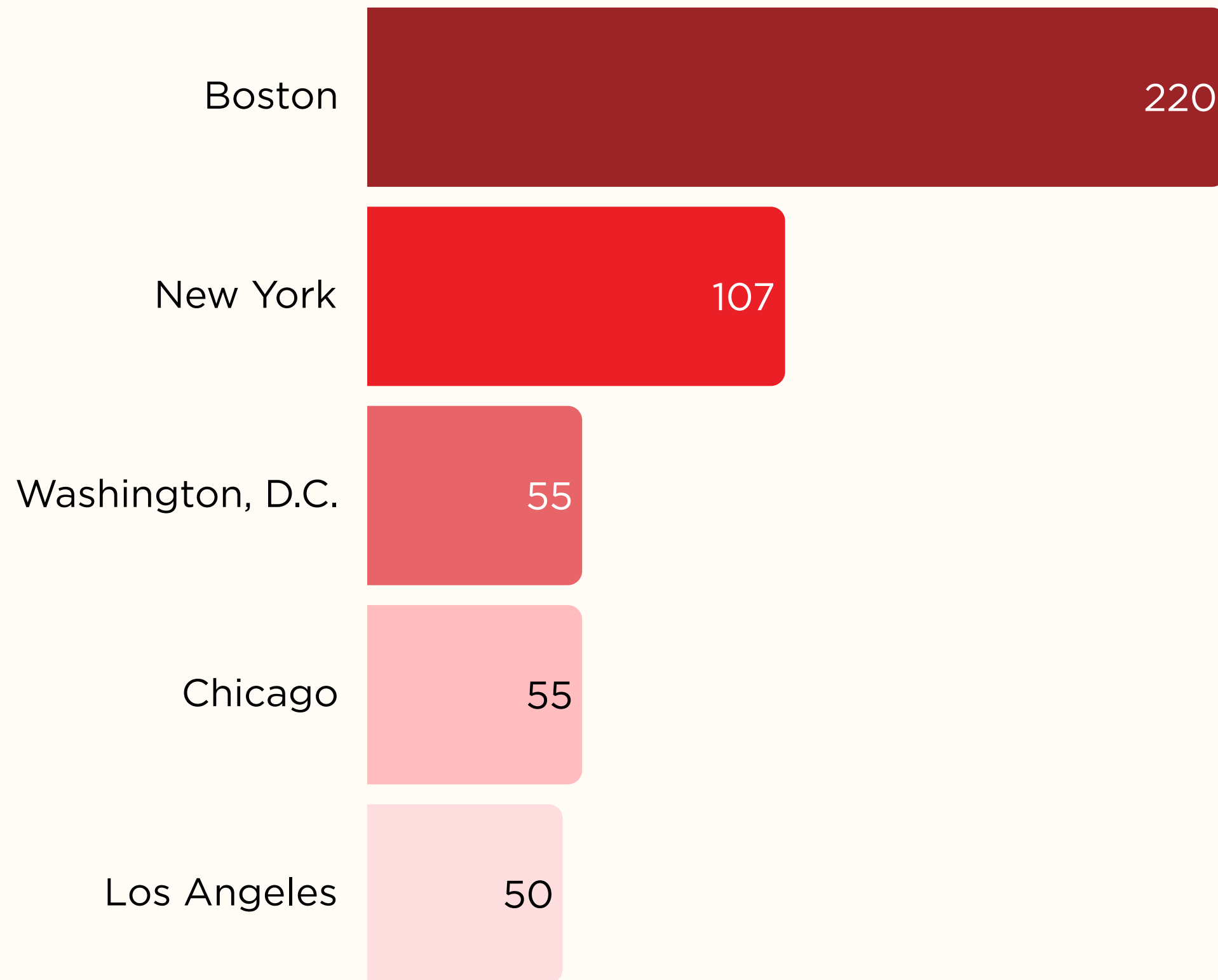
148 K

Graduate Student Population
in Massachusetts

58 %

Female Graduate
Student Percentage

Active Subscribers' Demographics



Boston has the highest subscriber distribution and is therefore the best place to test new features.

It gives us a strong user base to gather quick feedback and make improvements before expanding to other cities with different user profiles



Is Innovation Women currently making the most opportunities within the student market?

The answer is No.... Only....

0.075%

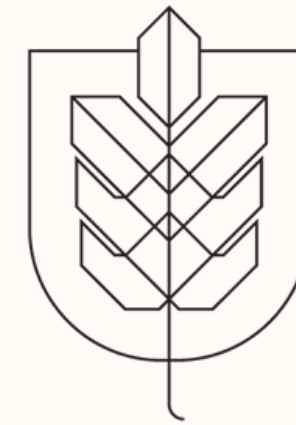
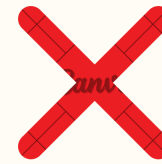
ARE STUDENTS USING INNOVATION WOMEN IN THE WHOLE SUBSCRIBERS DATSET



How can we bridge this gap?



We Present you...

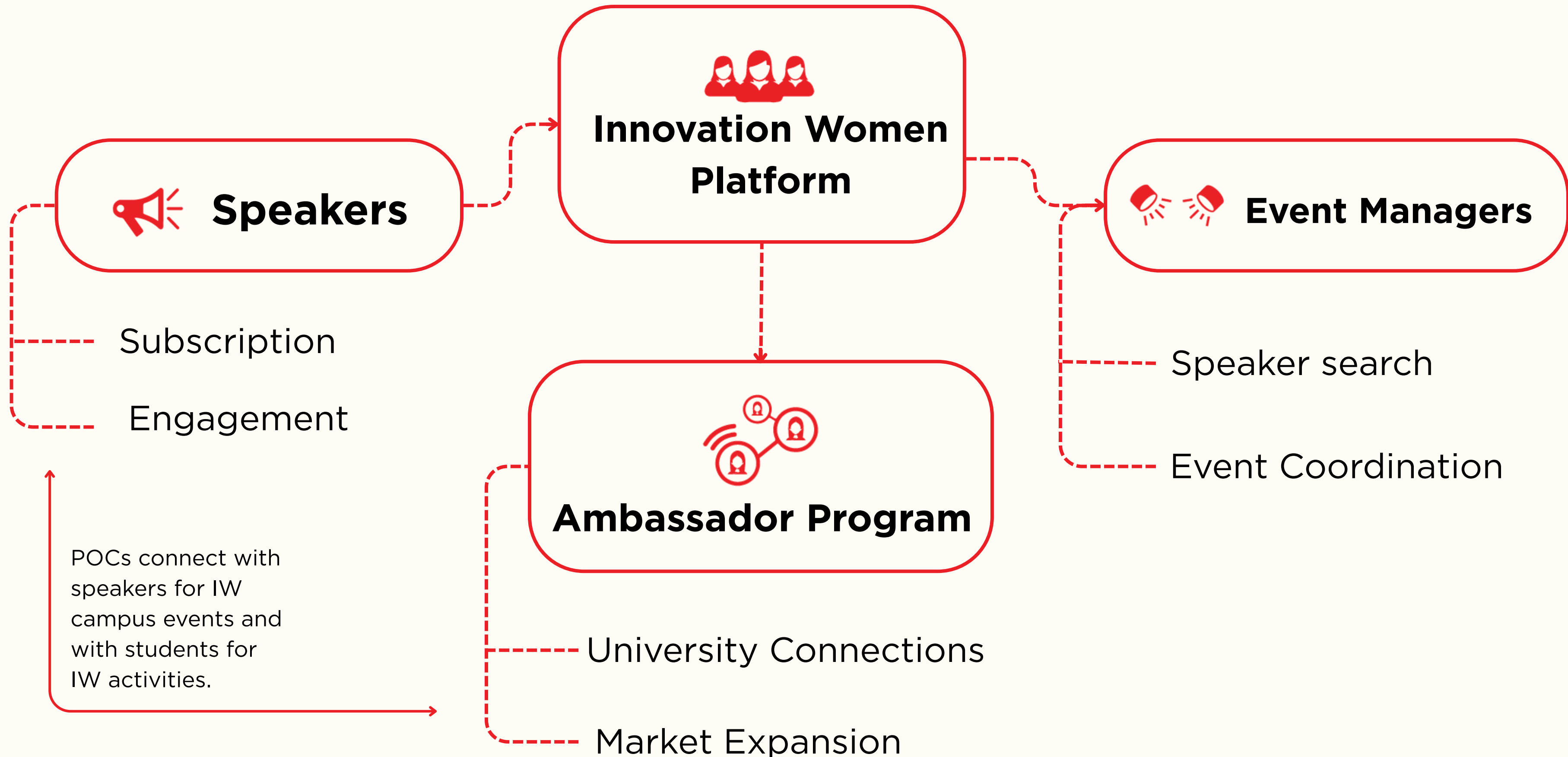


HULT
INTERNATIONAL
BUSINESS SCHOOL



Higher Level Education Ambassadors

HLEA DIAGRAM



Higher Level Education Ambassadors

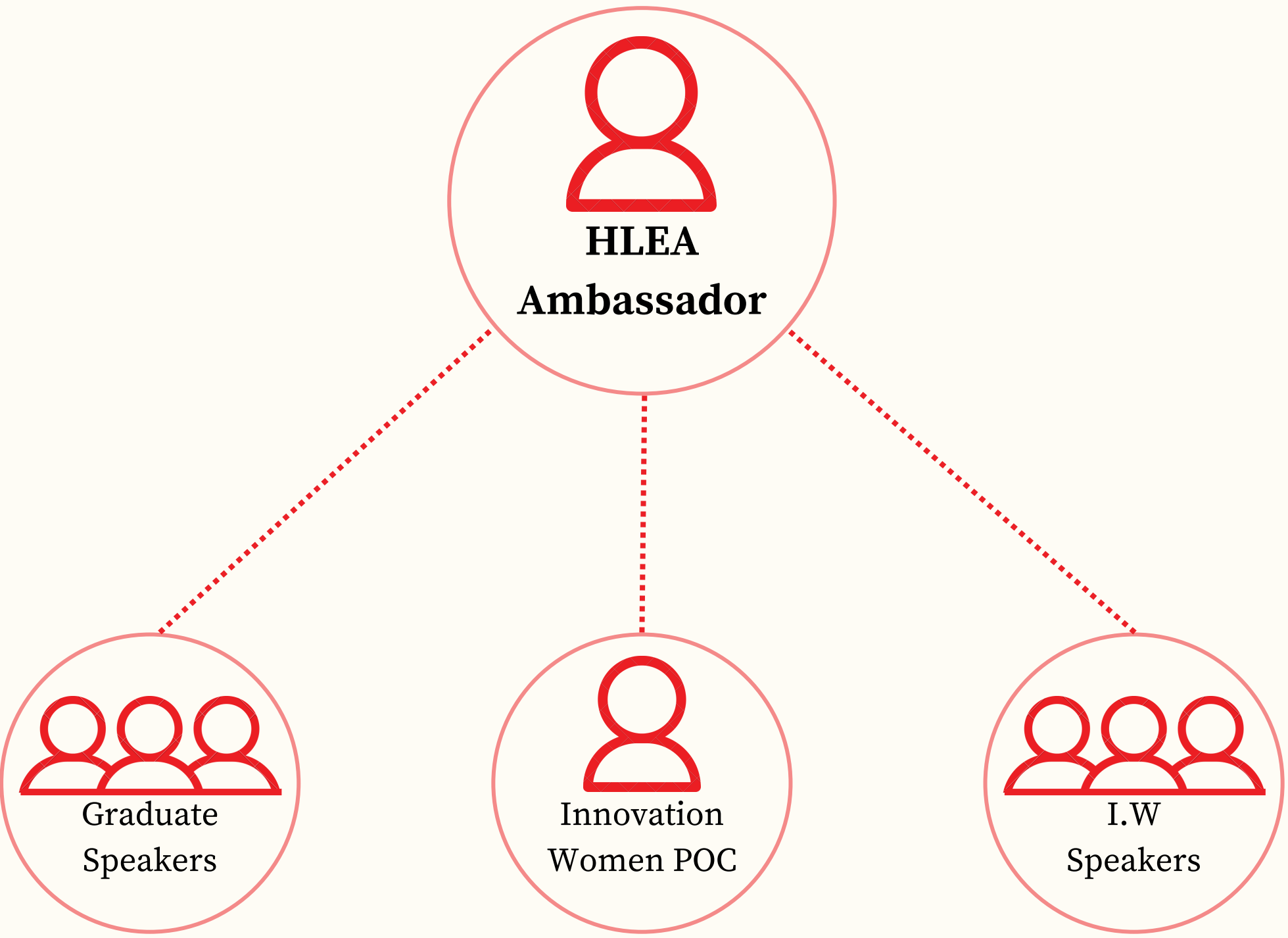
What is HLEA?

Introducing an Ambassador Program at Innovation Women presents a strategic opportunity to enhance revenue, reduce subscription cancellations, and expand brand visibility. By leveraging existing speaker resources and engaging with academic institutions, this initiative aligns with proven models that have driven substantial growth in similar organizations.

E.g., Hult International Business School as the initial Test 1



ROLES WITHIN HLEA



Market Benefits

- Revenue Enhancement
- Expand Brand Visibility
- Reduce Subscription Cancellation

Network with Innovation Women's Big Sharks

Tokenization Leaders Titles

MANAGER  EXECUTIVES
DIRECTORS

FOUNDER  COORDINATOR
OPERATIONS PRESIDENTS SUPPORT
PRODUCERS SPONSORSHIP CHIEF



**How do you think we
should address
subscribers retention?**

Sentiment Analysis on Testimonials *nrc_emotion_lexicon*

“Innovation Women has consistently inspired me, given me incentive when I was drained, and pointed me in the right direction when I went wandering off the path. I’ve still a long way to go but love this group for the support and information sharing. Thank you, Bobbie Carlton, for making this happen.”

— **Noreen Braman**, Speaker Member

“Innovation Women was the first place I turned when I was looking for an inspiring, engaging speaker. It’s great to have such an easy way to find smart, talented presenters in the technology field.”

— **Katy Tynan**, Event Manager

“I am proud to be Innovation Women member. I’m proud to pay for their services. Why? Number one is **#SpeakerFriends**. I’ve been in this business a while. And for a long time, I was alone. I didn’t know who to ask questions to, I didn’t know who really supported me. And there are times when you just don’t feel like you have people that have your back. With Speaker Friend Fridays, I got to see that there are so many women out there with very similar backgrounds who have broken through in the industry.”

— **Precious Williams**, Speaker Member



Marketing Channels Matter...

**Let's Not Forget about
Lioness Magazine**

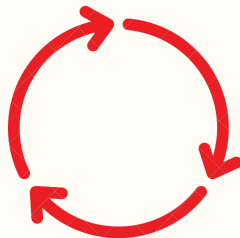
WITHIN A UNIVERSITY

Affiliation with Univeristy Channels



e.g Hult News letter, Magazine for Hult Campus and Podcasts

Communiticating with Impact
Reaching the Student Population



Creating a sustainable self
sufficient cycle of advertisment

WITHIN THE MAGAZINE



Using it as a promotional
platform



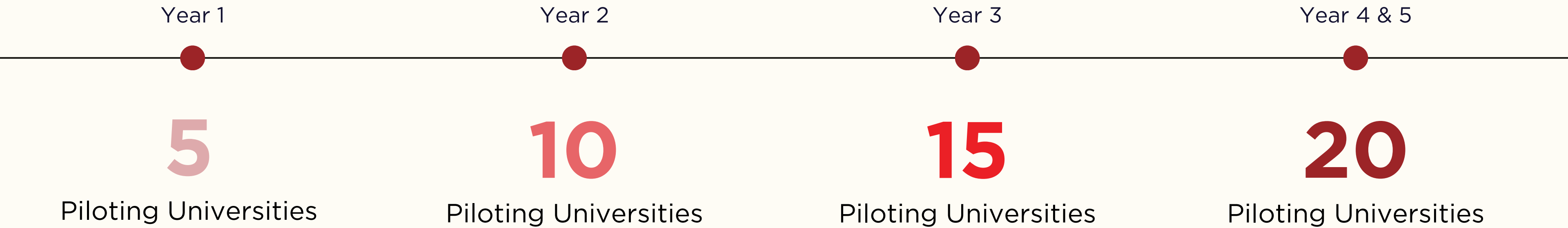
Expanding the reach of the
ambassador program events
at various campus locations



Let's Talk about...

NUMBERS!!!

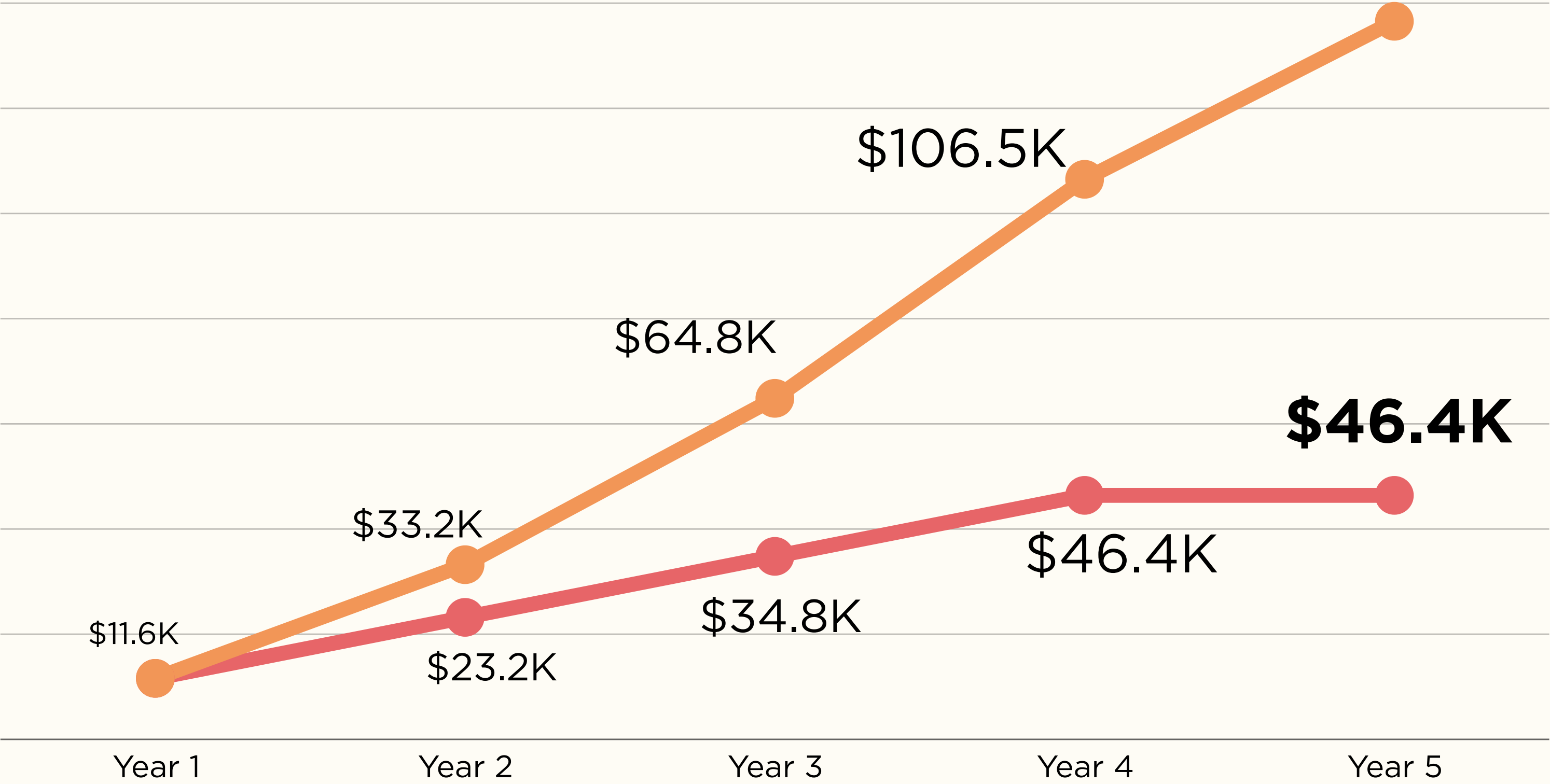
Pilot Road Map - Boston



<div>21</div> <div>Minimum Annual Student Subscribers</div> <div>\$120</div> <div>Yearly Student Subscription Plan</div>	<div>\$200</div> <div>HLEA Cost per Year - University Funds (Promotions, Events, Courses)</div>
--	--

Profit Projection in 5 years (USD)

● HLEA ● HLEA + 60% Retention after Graduation



\$159

Renewal Yearly
Subscription Plan

\$120

Student
Subscription Plan

Profit Projection in 5 years (USD)

THIS PROJECTION IS ONLY

CONSIDERING BOSTON

**THE SAME IMPLEMENTATION
PLAN WILL HAPPEN FOR OTHER
CITIES.**

**INNOVATION WOMEN WILL BE
TRIPLING THE REVENUE**

Year 1

Year 2

Year 3

Year 4

Year 5

\$136.5K

\$106.5K

\$46.4K

\$33.2K

\$46.4K

\$23.2K

\$34.8K

\$11.1K

\$159

Renewal Yearly
Subscription Plan

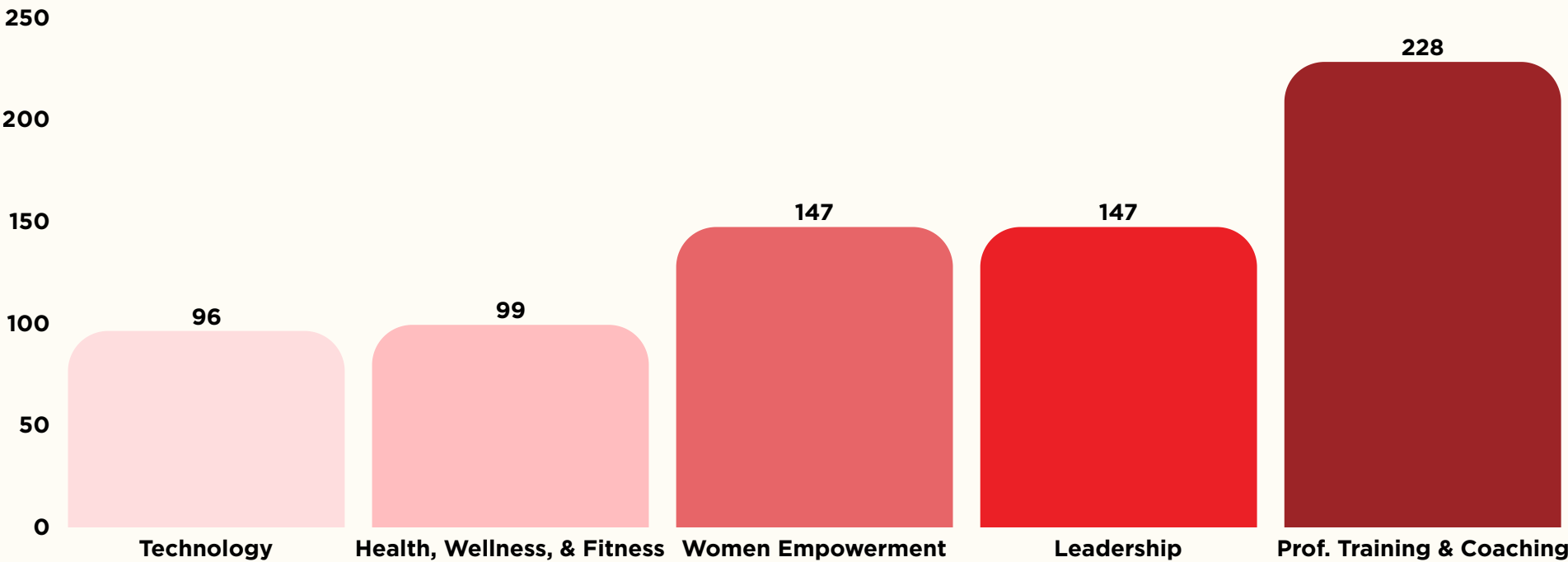
\$120

Renewal Yearly
Subscription Plan

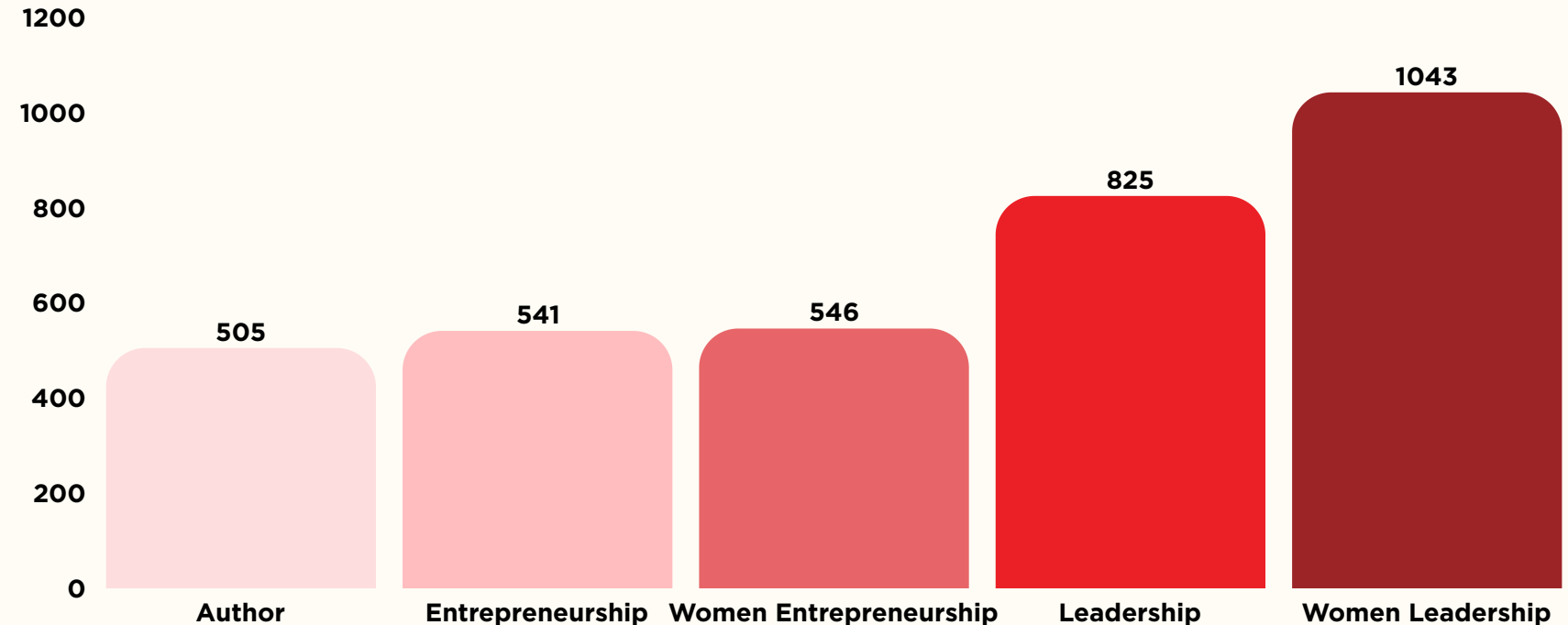
APPENDIX

Keywords (Token) Analysis

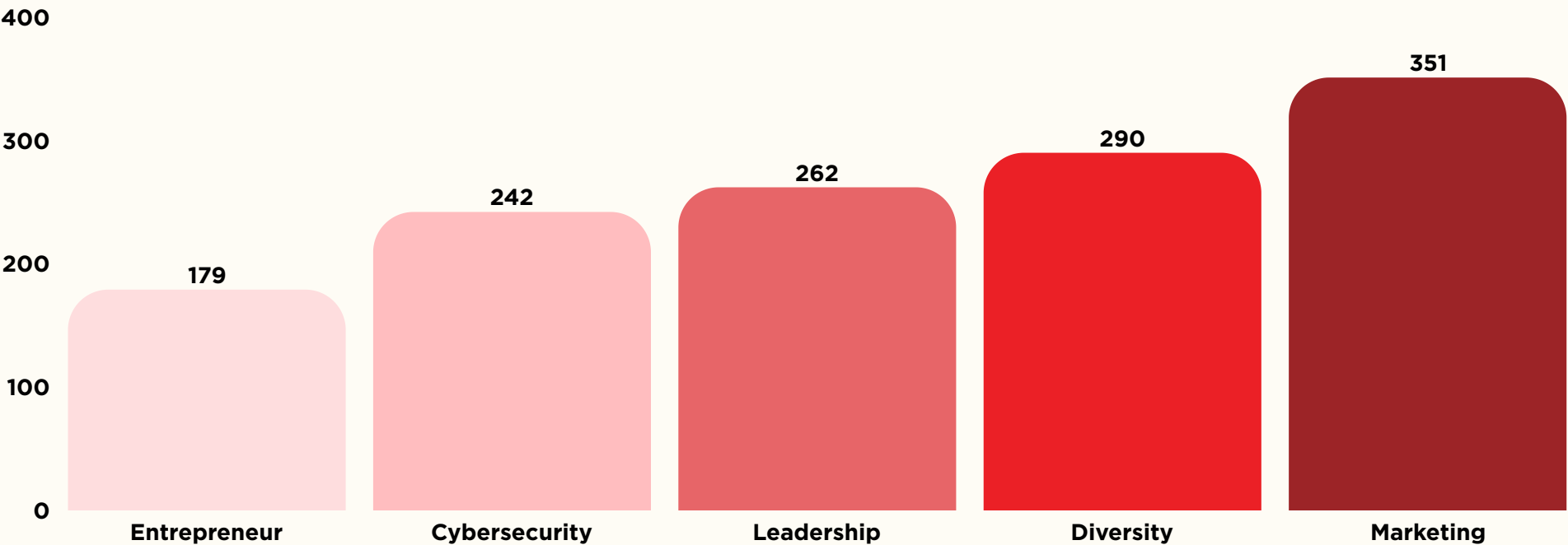
Industries



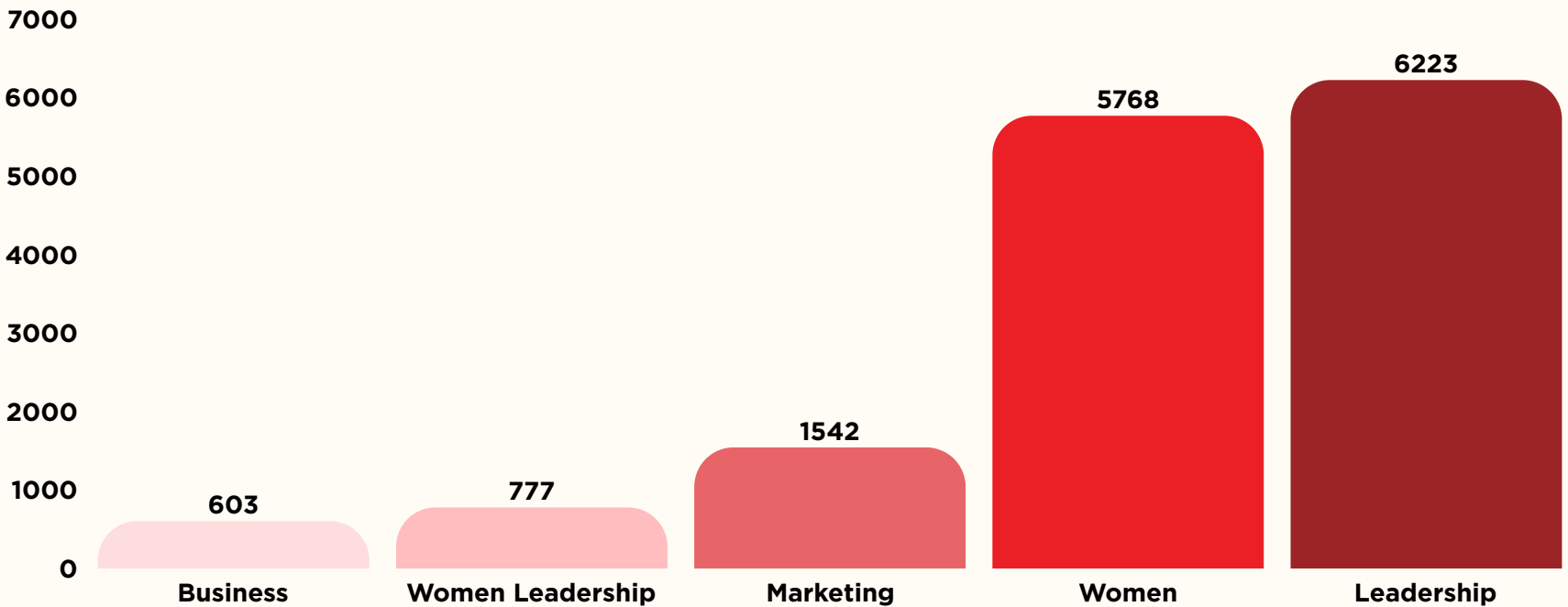
Topics



Speakers Background



Events



ROLES WITHIN HLEA



IW Speaker

Joins HLEA on events to come and increase their speaker engagement and to add more to their profile

HLEA AMBASSADOR WILL BE their contact



Innovation Women POC

Monthly Status and Progress check with the Ambassador



HLEA Ambassadors

Head of Checking Graduate Speakers' Progress

POC for Academic and Student Services Teams from the University for the Graduate Speakers & Innovation Women

In charge of checking Event status graduate speakers are attending and possible event creations to host at the Institution



Graduate Speakers

Attend Speaker Friend Fridays

Check with the HLEA Ambassador for monthly progress on event attendance and profile development

MARKET BENEFITS OF HLEA

Revenue Enhancement

Ambassador programs have achieved a \$500K to \$1 M+ increase in direct sales

Customers referred by ambassadors often have a 30% higher Average Order Value compared to other channels

Reduce Subscription Cancellation

Enhancing engagement by providing meaningful roles can rekindle interest and commitment.

Offering incentives to ambassadors may result in benefits such as discounted or complimentary subscriptions, reducing churn.

Expand Brand Visibility

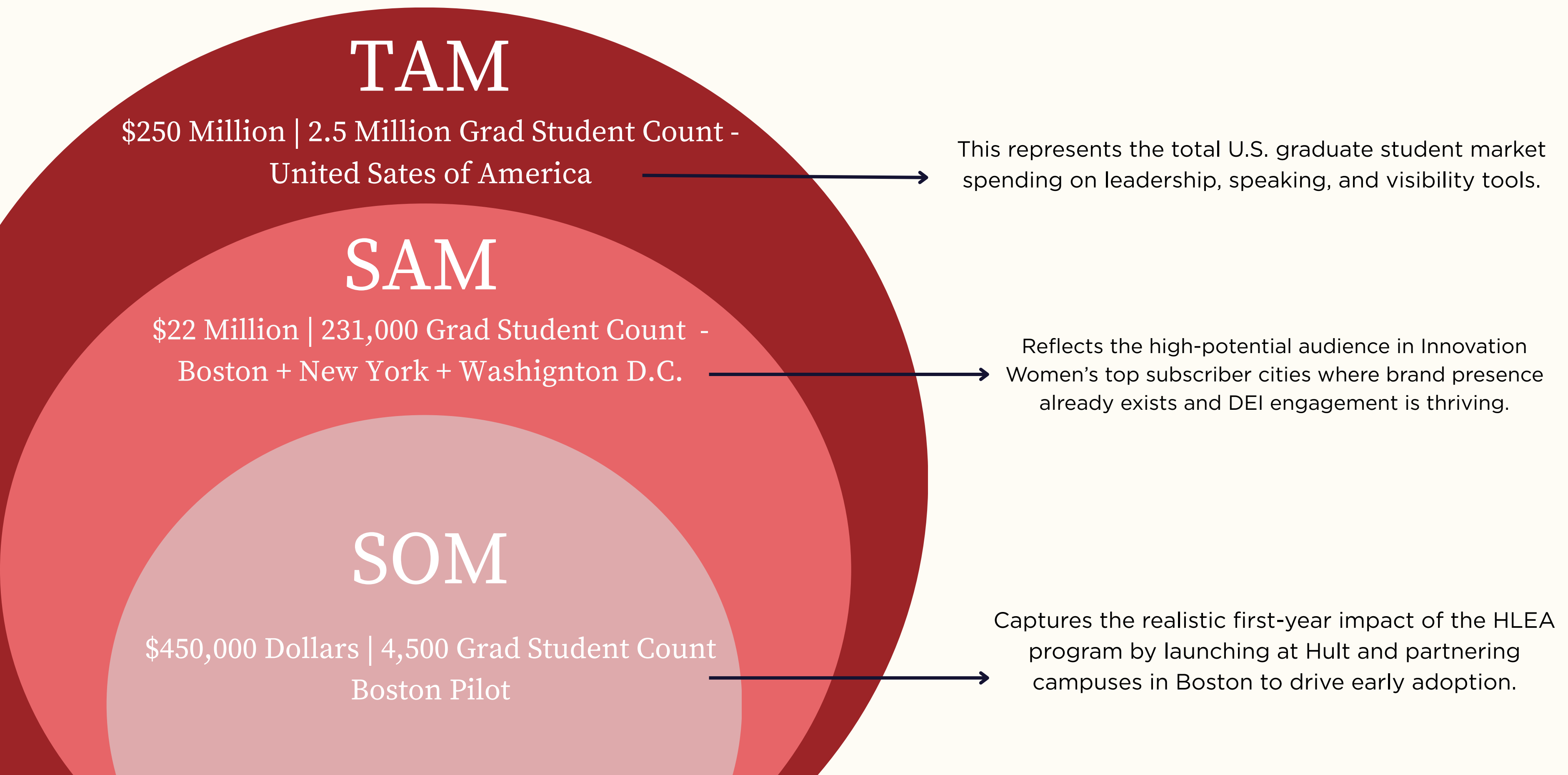
Reaching more audience by tapping into new demographics and potential subscribers.

Ambassadors can create and share content on social media, to create pulse and amplifying brand presence.

NRC Sentiment Analysis Screenshot

	sentiment	n
1	positive	69
2	trust	30
3	anticipation	25
4	joy	21
5	fear	5
6	negative	5
7	surprise	5
8	anger	4
9	disgust	3
10	sadness	1

Market Analysis



60% Retention Calculation

Year 1: (21 new subscribers * 5 uni * \$120)

Year 2: (21 new subscribers * 10 uni * \$120) + 0.6(21 new subscribers * 5 uni * \$159)

	Year	Universities	New Subscribers	Returning Subscribers (Flat)	Revenue (Flat Retention)	Total Cost	Net Profit	ROI (Annual)
0	1	5	105	0	12600	1000	11600	1160.00%
1	2	10	210	63	35217	2000	33217	1660.85%
2	3	15	315	189	67851	3000	64851	2161.70%
3	4	20	420	378	110502	4000	106502	2662.55%
4	5	20	420	567	140553	4000	136553	3413.82%

Analyzing the High ROI of the Ambassador Program

