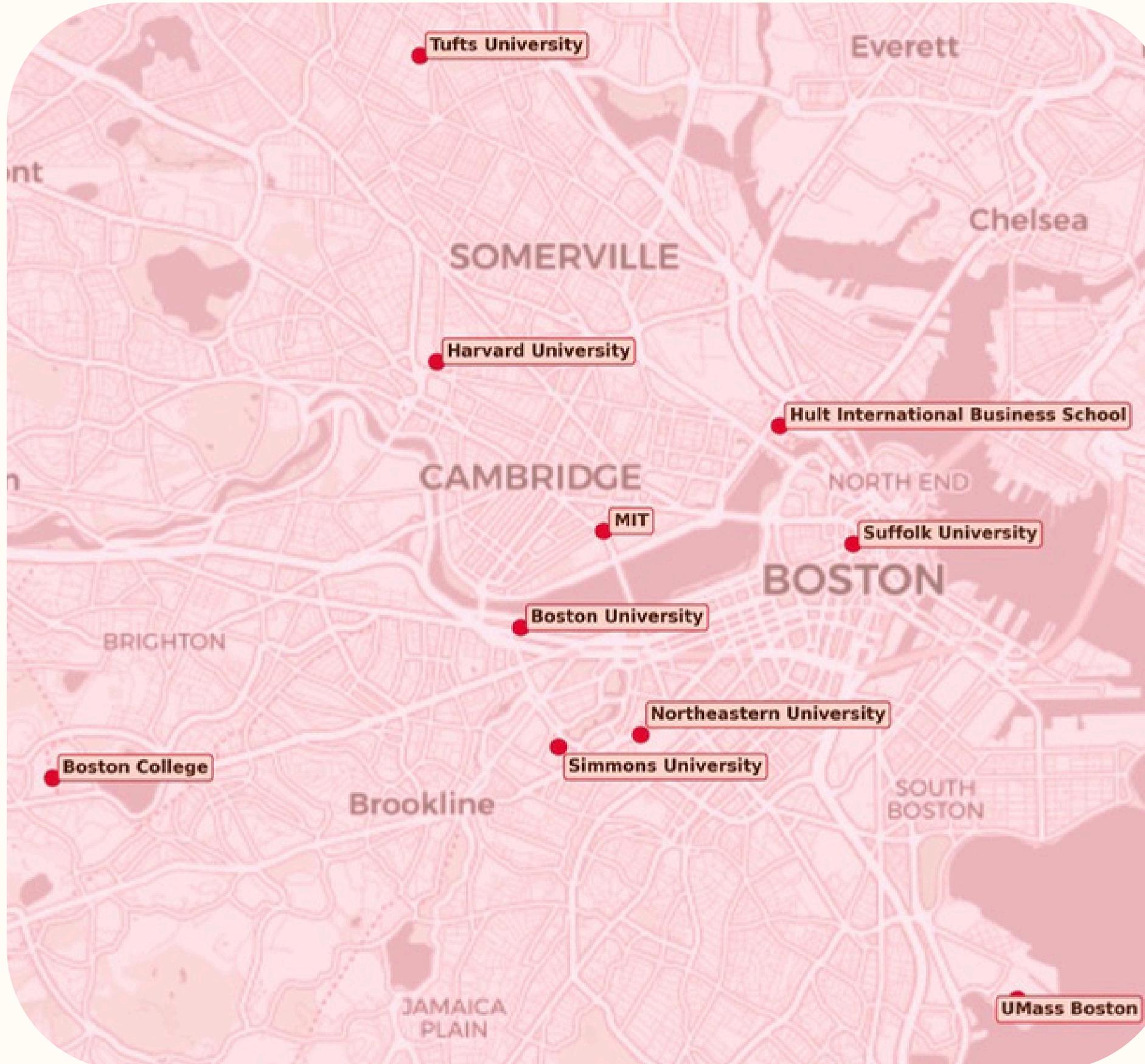


# Becoming the Shark You are Meant to Be

“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”.

Innovation Women Mission & Accomplishments Web Page

# Students as the New Pipeline



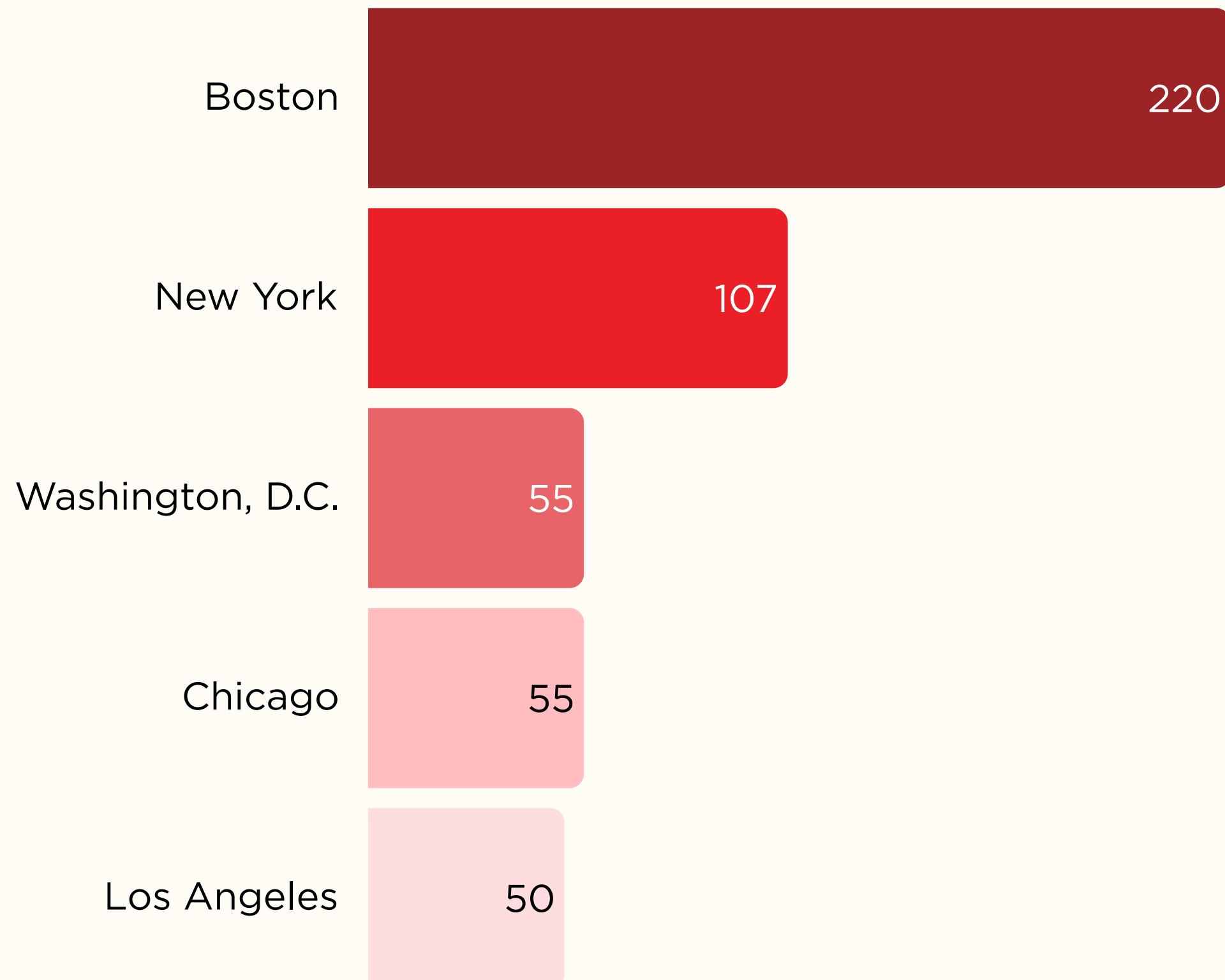
**148 K**

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....

.075%

ARE STUDENTS USING INNOVATION WOMEN IN THE WHOLE SUBSCRIBERS DATSET



**How can we bridge this gap?**

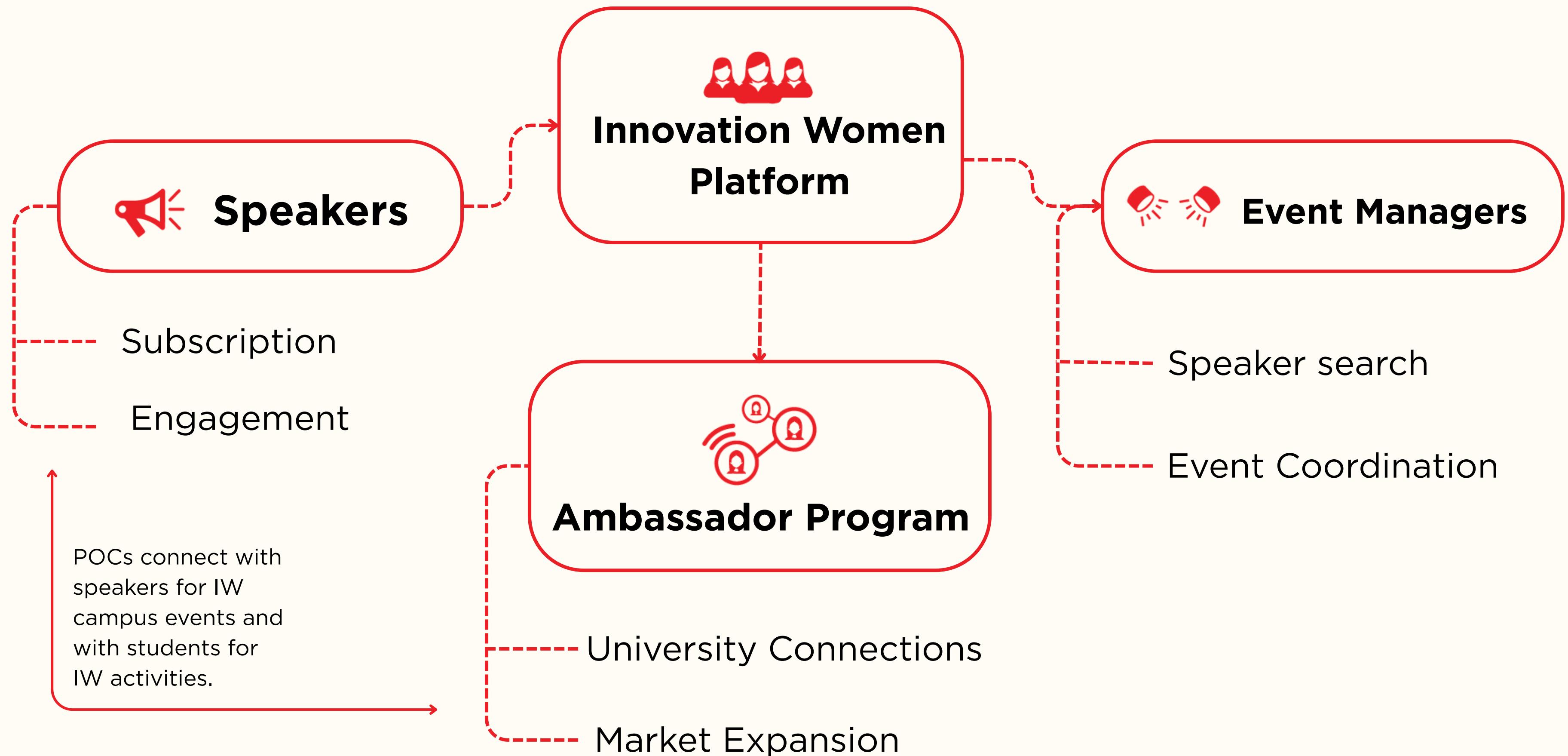


We Present you...



Higher Level Education Ambassadors

# HLEA DIAGRAM



# Higher Level Education Ambassadors

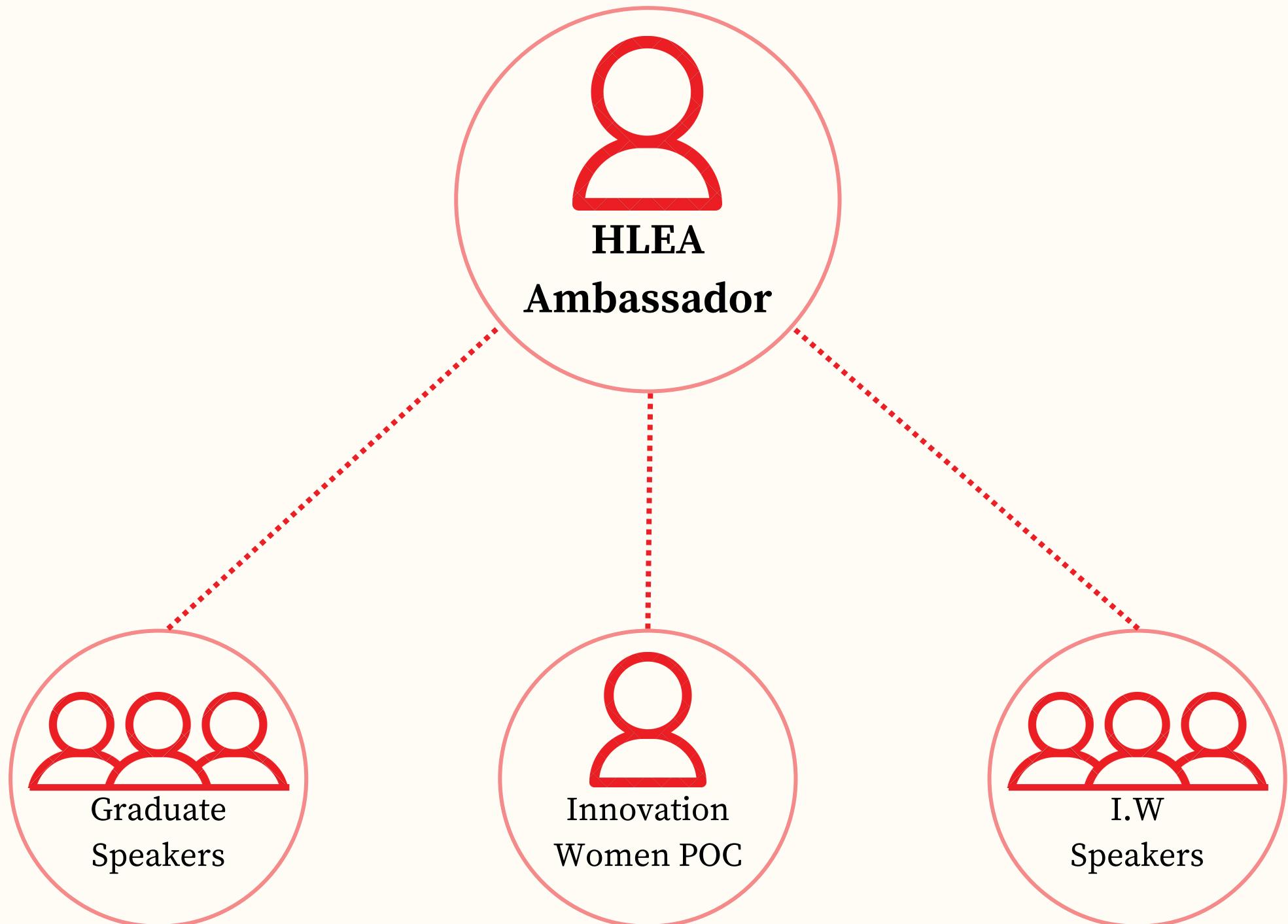
What is HLEA?

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



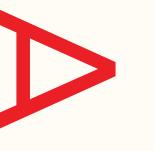
## Market Benefits

- 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**

"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**

"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**

SURPRISE      TRUST  
POSITIVE      SADNESS  
JOY      ANTICIPATION  
FEAR

Marketing Channels Matter...

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

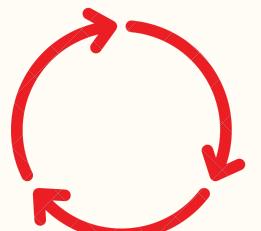
## WITHIN A UNIVERSITY

### Affiliation with University Channels



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

Communicating with Impact  
Reaching the Student Population



Creating a sustainable self sufficient cycle of advertisement

## WITHIN THE MAGAZINE



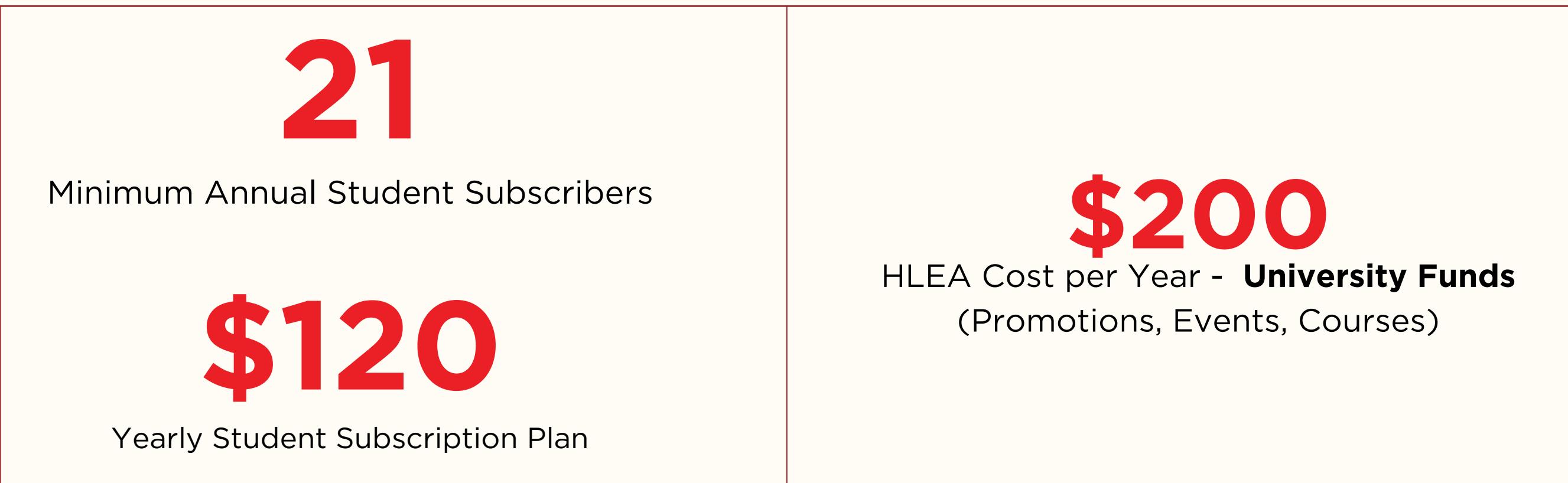
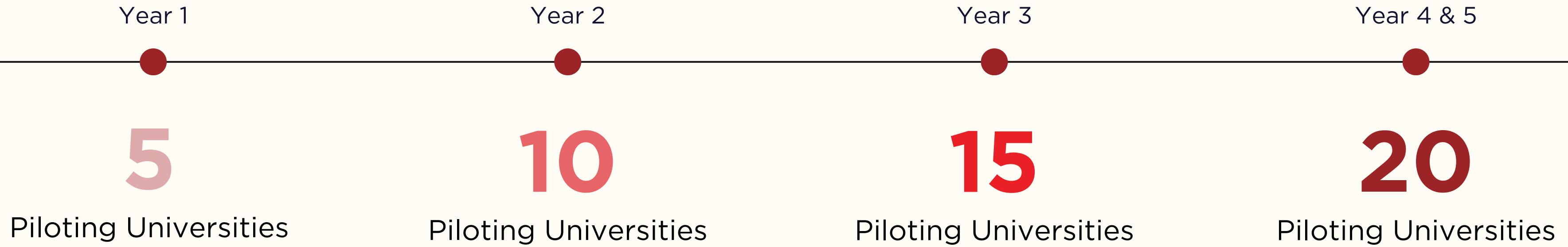
Using it as a promotional platform



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

Let's Talk about...  
**NUMBERS!!!**

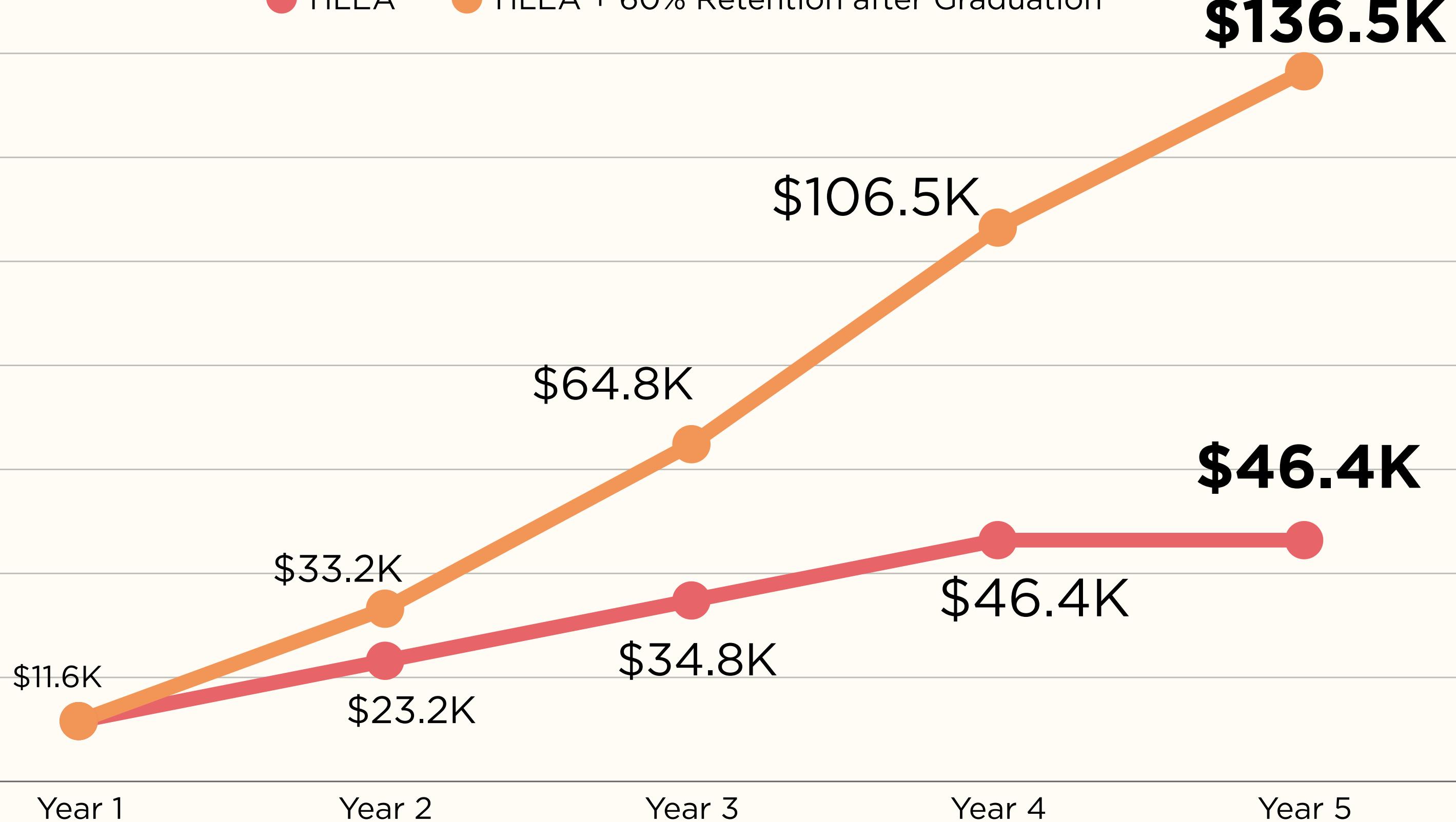
# Pilot Road Map - Boston



# 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**

• HLEA • HLEA + 60% Retention after Graduation

\$136.5K

**CONSIDERING BOSTON**

\$106.5K

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

\$46.4K

**INNOVATION WOMEN WILL BE  
TRIPLING THE REVENUE**

Year 1

Year 2

Year 3

Year 4

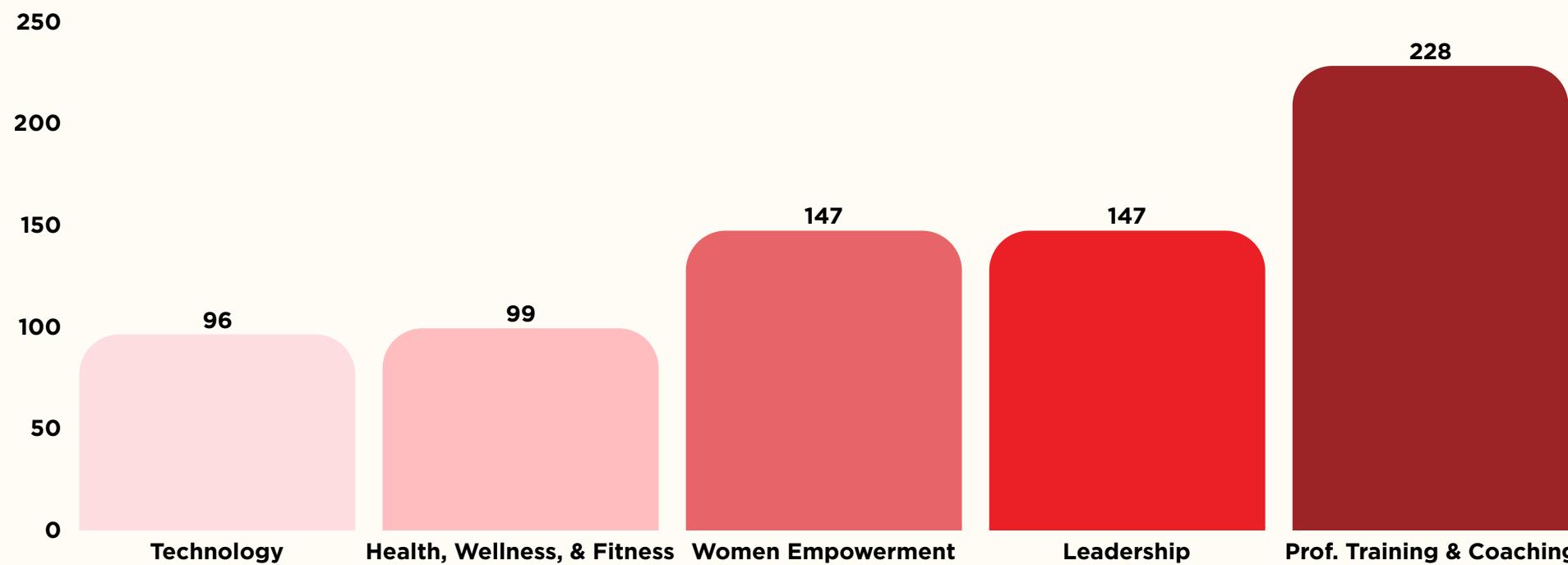
Year 5

# APPENDIX

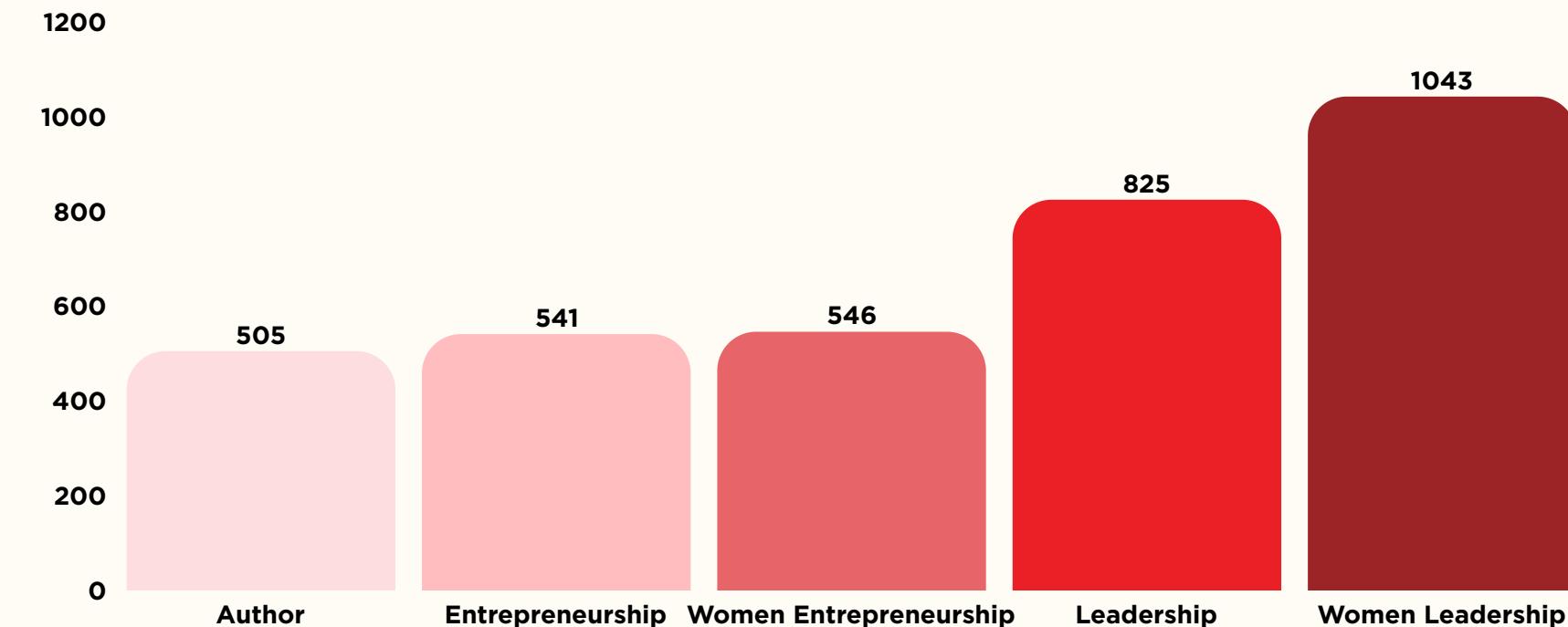
# Keywords (Token ) Analysis

04

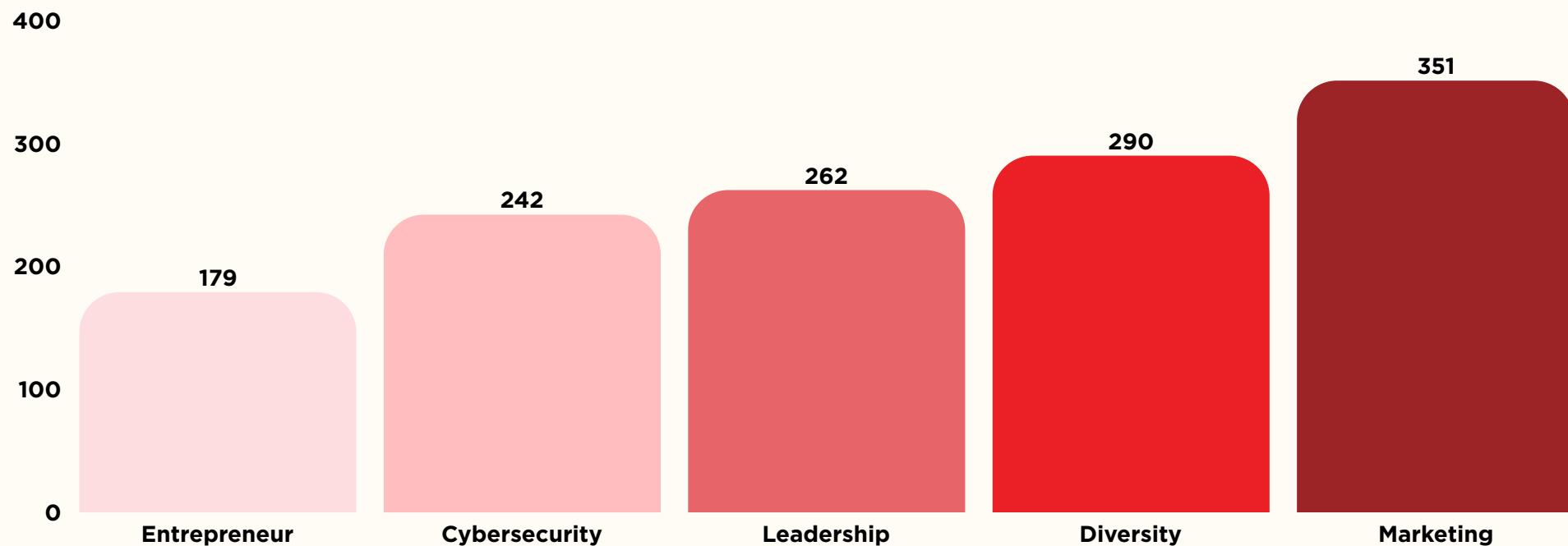
## Industries



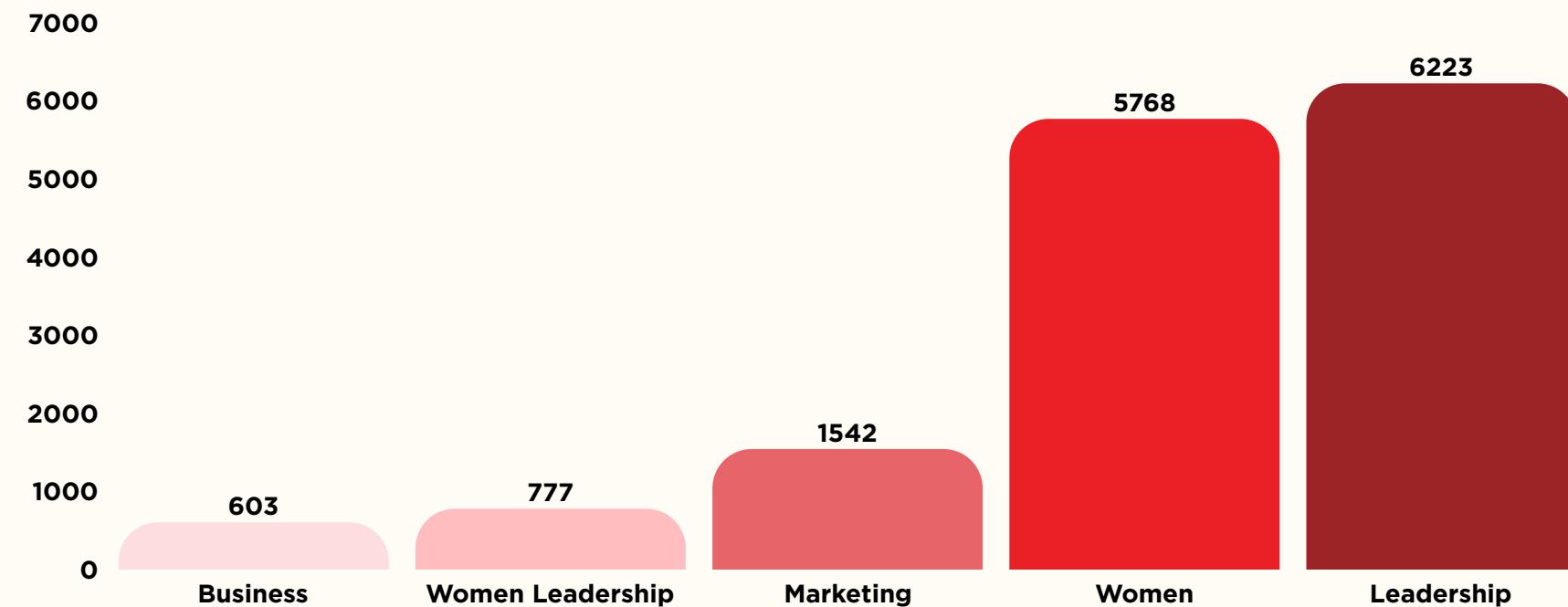
## Topics



## Speakers Background



## Events



# ROLES WITHIN HLEA



## IW Speaker

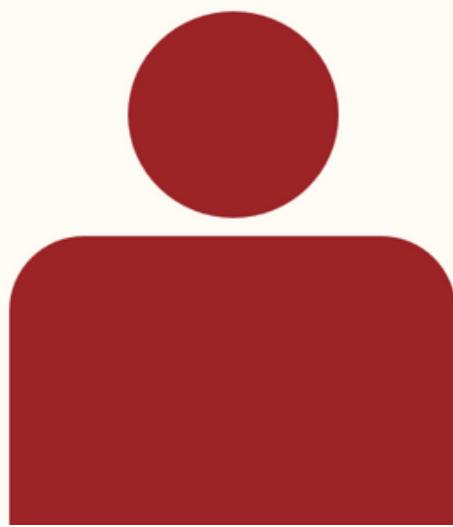
Joins HLEA on events to come and increase their speaker engagement and to add more to their profile

HLEA AMBASSADOR WILL BE their contact



## Innovation Women POC

Monthly Status and Progress check with the Ambassador

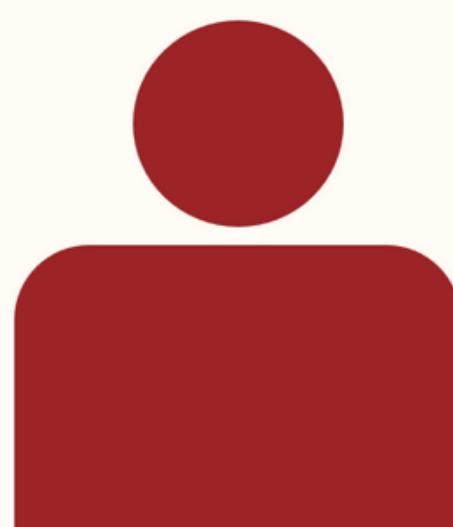


## HLEA Ambassadors

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

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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

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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

## TAM

\$250 Million | 2.5 Million Grad Student Count -  
United States of America



This represents the total U.S. graduate student market spending on leadership, speaking, and visibility tools.

## SAM

\$22 Million | 231,000 Grad Student Count -  
Boston + New York + Washington D.C.



Reflects the high-potential audience in Innovation Women's top subscriber cities where brand presence already exists and DEI engagement is thriving.

## SOM

\$450,000 Dollars | 4,500 Grad Student Count  
Boston Pilot



Captures the realistic first-year impact of the HLEA program by launching at Hult and partnering campuses in Boston to drive early adoption.

# 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

