The NAWBO Established and Ready to Grow Entrepreneurship Program sponsored by AARP aims to engage women business owners of color (Black, Latina, Asian American, Native American, etc.), aged 45+, who are in the early stages of business ownership and seeks to propel them to the next level of their business journey. This scholarship opportunity is presented through the NAWBO Institute for Entrepreneurial Development.

Find your community of support for continued growth and prosperity. During the program, participants will draft an actionable business plan, marketing plan, strategic plan and budget. They will also gain opportunities to increase industry and peer connections; increase market share and convert leads to customers; understand your target market and effectively reach them; build client loyalty and retention; and understand your costs and capital needs.

OPPORTUNITY #1

Scholarships Are Available For Women Business Owners of Color, Aged 45+

Program Timeline
- Sessions: June–October 2022
- Program Applications: May 1–May 31, 2022
- All applicants notified on or before: June 9, 2022

Program Includes
- One-Year NAWBO Premier Membership at completion of program (October 2022 to September 2023)
- Four (4) Peer Group Roundtable/Discussion Sessions
- Five (5) Subject Matter Expert Sessions with Q&A
- Exposure in NAWBO Communications and Social Media
- Opportunity to participate in National Women’s Business Conference Scholarship Pitch Competition (see more information on back)

Applicant Criteria
- Identify as a woman business owner of color (Black, Latina, Asian American, Native American, etc.) who is 45 years or older
- Actively operating the business for at least six months
- Registered LLC, Sole Proprietorship, etc.
- Be able to commit to the time requirements of the program and attend all sessions
- Be able to participate in roundtable discussion groups

This program is no-cost to those who are accepted. Also, all program participants are eligible to apply to take part in a pitch competition for some exciting prizes!
New in 2022! National Women’s Business Scholarship Pitch Competition

OPPORTUNITY #2

Participate in the National Women’s Business Conference Pitch Competition

Sponsored by

AARP®

New for 2022, NAWBO is offering all Established and Ready to Grow program participants the opportunity to apply to take part in a pitch competition to win some exciting prizes connected to this year’s National Women’s Business Conference, including:

• Five (5) WBC exhibit booths and Five (5) WBC event registrations will be awarded (October 10–11 *does not include Annual Meeting)

• All 10 Winners receive: Roundtrip Southwest Vouchers and a two (2) night stay at The Galt House, host hotel

Applications for the pitch competition are open August 1-12, and competition winners will be announced on August 17. Again, all applicants must be actively involved in the Established and Ready to Grow program to participate.

LEARN MORE HERE »

Apply now to participate!

CLICK HERE TO APPLY

This Year's Conference Theme & Location

Every entrepreneurial journey starts with a dream. To create something new, better or more meaningful. To be your own boss and leader. To enjoy a more flexible lifestyle. To leave a legacy for the next generation. To give back to a community. To change the world in positive ways. Whatever your dream as a woman business owner, NAWBO is here to power it by delivering a uniquely fun and impactful experience infused with connectivity, inspiration, learning, resources and more.

With its Midwestern sensibilities and southern hospitality, Louisville, Kentucky, is the regional economic hub and cultural and artistic heart of 24 surrounding counties in Kentucky and Southern Indiana. It's also a strategic location for thousands of companies, including UPS Worldport, Ford Motor Corporation, GE and Humana, and home to the Kentucky Derby and the world's great bourbons...making it the perfect backdrop for this year’s conference.

This Year's Conference Experience

This year’s conference experience includes three days of live programming, including:

• Sunday, October 9—Annual Membership Meeting

• Monday, October 10–Tuesday, October 11—2-Day Conference Experience

REV. 5-10-22