

# Leveling the Playing Field for 5 Female Founders

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Project Sana's Kitchen will help female co/founders who's businesses are on the cusp of investment but lack the resources needed to build momentum and connectivity to secure it.

Over 9 months, we will help them identify their target investment community, speak directly and repeatedly to them about their business, its growth and opportunities, while helping them find additional new sales & new channels to market to continue to capitalize on their existing growth. We will help them make the connections they need to fuel faster growth and prepare them for investment.



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WE ARE COOKING UP  
SOMETHING DELICIOUS  
FOR FEMALE FOUNDERS  
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Project Sana's Kitchen is a part of IAEOU™, a not for profit devoted to education that helps entrepreneurs succeed and grow faster. We have been recognized by The United States Association for Small Business and Entrepreneurship® and The White House, by President Obama, for innovation in entrepreneurship education. IAEOU™ has worked in emerging markets delivering education initiatives for World Bank, International Development Bank, Universities and government as part of its work with Crowdfund Capital Advisors.

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## OUR 9 MONTH BUDGET TO SUPPORT 5 FEMALE FOUNDERS



DESCRIPTION	AMOUNT	QTY	TOTAL
This will pay for us to hire 2 women from Sana's Kitchen (@50 each) who during our crowdfunding campaign will find 50 women to take our free course and compete for 10 paid internship positions.	\$50	2	\$ 100
This will pay for Sana, our co-founder, to manage the work-flow and output of 10 ladies for 9 months for 5 founders.	\$50	9	\$ 450
This will pay our training organization, Loop.org.pk (@10.00 each) for helping 10 women successfully pass our course who we will hire.	\$10	10	\$ 100
This will pay for 2 month of use for 50 women to complete our courses on MATRIX Learning Management System from which we will hire 10.	\$150	2	\$300
This will pay to hire 2 women to work 1/2 time as a paid intern for one founder for 9 month. (AMOUNT) \$25.00 for each intern * 2 per founder *9 months= \$225.00 each (QTY) 5 founders * 2 interns each= 10	\$225	10	\$2250
This will pay for 9 month of access to the digital databases we need to communicate directly to journalists, bloggers and investors across industries and around the globe.	\$250	10	\$2500
This will pay for 9 month of access to the digital databases we need to identify conversations on-line that indicate potential interest for new sales of founders products & services.	\$300	10	\$3000
<b>GRAND TOTAL</b>			<b>\$8700</b>



## Our Why

Lisa Canning founded IAEOU™ because of her experience as a small business owner. Now 53, she has successfully been self-employed since the age of 17. Her first venture was a successful 12-million-dollar business in the music business which she launched on personal credit cards. When she did qualify for bank loans, after 4 years, her 20+ percent continuous annual growth could not be accelerated because she could not find investment and was hampered by banks who were risk adverse.

Advisors and mentors interested in the growth of her small business were far and few between despite being recognized as a Top 200-retailer (in a male dominated 'boys-club' industry), routinely quoted and appearing on trade magazine covers, and being named by the National Association of Women Business Owners, Business Owner of The Year, Chicago, Illinois, 2006.

Since our inception in 2016, IAEOU™ has been focused on our founders mission to help under-served small business owners, especially women, find the resources they need to transform ideas into sales, build the channels to market they need to grow, and raise the capital they need to rise and thrive.

At its core IAEOU™ is about helping those least served who have viable business models that are offered few, if any, resources, struggle to access bank loans or make their terms work, and who may not yet be, but with support can become angel or vc investable businesses.



# Leveling the Playing Field for 5 Female Founders Campaign #32254 GlobalGiving.com

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We launch March 12th.  
Donate on Day 1, and help us raise \$5000.