

ACCELERATE FROM IDEATION TO LAUNCH

"I came into WIN with an idea, but was not quite sure what to do with it. WIN really made me reflect my life purpose and career path. If not for WIN, I probably would not have pursued my business idea."

– Brittany Lo '14, founder of BeautyBar by B.Lo

"WIN has helped me to believe in my dream and commit to act on it. The sessions at WIN Lab every Friday have been very thoughtfully designed to help budding entrepreneurs take their initial business ideas to a launch stage. It's amazing to know that WIN Lab has my back and is willing to readily help me when challenges arise, as well as to celebrate with me when I have successes."

– Savitha Sridharan M'14, founder & CEO at Orora Global, Inc.



THE WIN LAB'S FOUNDERS

The leadership team of Sharon Kan, Heatherjean MacNeil, and Susan Duffy brings decades of combined experience to the WIN Lab. Their expertise in developing and leading companies, teaching entrepreneurship, and inspiring women entrepreneurs is unconventional and unparalleled.



LEARN MORE ABOUT THE WIN LAB AT WWW.BABSON.EDU/WINLAB

The WIN Lab is made possible by a generous donation from Ava Anderson Non-Toxic.

 BabsonWIN  @BabsonWIN

Created by the Center for Women's Entrepreneurial Leadership (CWEL) at Babson College, the Women Innovating Now (WIN) Lab is an innovative, yearlong residency program for women entrepreneurs at Babson who are ready to think big, be bold, and launch successful companies.

PEOPLE / WIN Lab participants have access to successful, women-entrepreneur facilitators, role models, coaches, and speakers who share experiences, challenge assumptions, and push boundaries.

PROCESS / We develop requisite entrepreneurial skills through highly collaborative, versus hyper-competitive, activities. Additionally, we use creativity, humor, and play in a way that ignites entrepreneurial potency.

PLACE / The idea of the entrepreneurial space is redefined through field trips to women-led companies and access to off-campus workspaces for women.

PARTICIPANTS / The WIN Lab is open to Babson undergraduate students, graduate students, and alumna.

HOW IT WORKS

Kickoff Retreat

The two-day, intensive retreat includes self-exploration, idea investigation, entrepreneurial inspiration, and WIN community building.

Series I / September–December

In Part One of the program, WINners develop their entrepreneurial identities, refine their business concepts, and produce an initial prototype for testing. Retreats, expert guests, one-on-one coaching sessions, and field excursions focus on topics, including:

- > The startup of you
- > Creative thinking and prototypes
- > Investable management teams
- > Entrepreneur identity and leadership embodiment
- > Curiosity, imagination, creativity

Series I Milestone / Define business, design and build prototype, share at WIN Lab Showcase in November

Series II / January–April

In the second half of the WIN program, WINners evolve their prototypes, create a marketing plan, and develop a launch and funding strategy. Visits to entrepreneurship hubs, such as Cambridge Innovation Center and MassChallenge, as well as startups, help WINners learn about:

- > Go-to-market strategies
- > Advisory boards and networks
- > Pathways to funding

Series II milestone / Pitch business model, growth plan, and viable prototypes to investors

WIN RESOURCES

The WIN Lab provides students with a best-in-class community of experts, including:

- > Entrepreneur facilitators
- > Experienced coaches
- > Expert speakers
- > Field trips to women-owned businesses
- > Off-campus workspace at Collaboratory 4.0, a co-working and startup incubator focused on supporting majority women-owned businesses

WIN 101

What is WIN?

WIN is a hands-on learning laboratory that combines leading-edge education with access to proven experts and ample opportunities to experiment. Throughout the experience, the "WINners"—who are chosen to participate in the lab, not based on existing business ideas, but on their potential for entrepreneurial success—iterate their ideas, design and test prototypes, and prepare to launch their ventures.

Why Women?

Most venture accelerators are designed by men, for men, with typical participation rates of four men to every woman. At WIN, we understand that there is more than one right way to achieve entrepreneurial success. We take a different approach that leverages and amplifies the unique version of entrepreneurship potential that women bring to the table. We do this by focusing on three core elements of the accelerator experience: people, process, and place.



"One of the greatest benefits of WIN Lab is the support and backing, not only from colleagues, but also from the WIN members, as well as the entrepreneurs in residence. At WIN, there's always someone I can talk to, share ideas, and work together with."

– Emily Lagasse, founder, FedWell pet foods



APPLYING TO WIN

CANDIDATES WHO APPLY TO THE WIN LAB ARE INTERVIEWED BY BABSON FACULTY, STAFF, AND SUCCESSFUL ENTREPRENEURS.

Visit www.babson.edu/winlab for more information.