Leverage Your Experiences  Empower Yourself

**ACTiVATE®**

at THE GEORGE WASHINGTON UNIVERSITY

Your Future

**ARE YOU A WOMAN WHO:**

- Has 5-10+ years of experience in technology, business management or development?
- Would like to start a technology-based business and already has an interesting concept?
- Wants to start a technology-based business, but does not have a specific idea?
- Wants to add a product or more value to an existing business, but has not been sure how to proceed?

**THE ACTiVATE PROGRAM:**

- Provides you with the tools, support, and connections you need to start and grow a technology company.
- Assists you with finding a technology-based business idea using technology from a university or government lab to develop it.
- Enables you to fulfill your entrepreneurial dreams, changing your life forever.

**WHAT ARE YOU WAITING FOR?**

The ACTiVATE Program enables technically-oriented women to maximize their potential by providing access to resources, including leading-edge technologies, for starting their own business. Women with both technical and business backgrounds are encouraged to apply.

Join this proven, successful program and an exciting community of like-minded women!

For more information on becoming a part of this program and accelerating your entrepreneurial dreams, please email us at: activate@pathforwardcenter.org

www.ActivateProgram.org

301.916.5126

Achieving the Commercialization of Technology in Ventures through Applied Training for Entrepreneurs
SHE’S BEEN ACTIVATED!
Richelle Burnett • Founder and CEO, Madison Assessments, LLC. www.madisonassessments.com

Where She Was • I’ve always known I would have my own business - I just wasn’t sure how I would get there. I started my career as an engineer, then after getting my MBA spent an unfulfilling year on Wall Street before marrying an entrepreneur. Despite wanting to start a business, I was the one with the steady paycheck and health insurance so I worked in the corporate world as a balance to my husband’s entrepreneurial adventures. But that familiar tug of wanting my own business was still looming large. I decided that once I had my kids, it was time to unleash those 20 years of ideas.

How ACTIVATE Helped • I felt truly as if the stars had aligned when I found the ACTIVATE program. ACTIVATE provided me with the structure I needed and the dedicated focus time away from young kids to really contemplate and formulate my options. Having my third child in the middle of the year-long program didn’t slow me down at this point – I only missed one class. I had been waiting for just the type of opportunity the ACTIVATE program provided to finally create a business for myself and my family.

Where She is Now • Although I had a lot of ideas coming into the program, none of them were THE one. Using the skills I gained in the program and an open mind, I began scouring technology transfer offices for intellectual property that fit my personal goals and that I could bring to market quickly. After graduating from ACTIVATE, I found just that at James Madison University (JMU) and licensed their first technology transfer to start Madison Assessments. Madison Assessments provides academic institutions with computer-based assessment tests. After just five short months we refined the distribution model and with a growing customer base, are profitable. I’m now working with my husband to evaluate several other technologies to start another business.

CLASSES ARE FORMING NOW

Unlock your entrepreneurial potential to start and grow a technology-based business with ACTIVATE, a new program offered at The George Washington University Virginia Science and Technology Campus for women who want to learn from the best, find the right opportunities, and tap into a growing national network of other entrepreneurial women on their way to success.

Join this intensive year-long applied program taught by experienced entrepreneurs who provide the tools you need, including access to select panelists, mentors, potential funders, and sponsors, as they help you create a viable, growing company. Women-tested methods and techniques create a safe yet aggressive environment that pushes women past their ideas – and their comfort zone – to turn those ideas into action.

To learn how you can join the community of over 100 ACTIVATE’d women as you redefine your future, join us to learn more at the following Information Sessions:

• Thursday, Dec 2nd • 6-9PM
GW Virginia Science and Technology Campus
20101 Academic Way - 4th Floor Executive Suite • Ashburn, VA

• Thursday, Dec 9th • 6-9PM
CIT (Center for Innovative Technology)
2214 Rock Hill Road - Dulles Room, Lobby Level • Herndon, VA

• Tuesday, Dec 14th • 6-9PM
GW Virginia Science and Technology Campus
20101 Academic Way - 4th Floor Executive Suite • Ashburn, VA

For more information: www.pathforwardcenter.org/activate/gw

THE GEORGE WASHINGTON UNIVERSITY
WASHINGTON DC

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