



**National Association of Women Business Owners (NAWBO) San Diego and Bank of America Announce
New Bank of America Launch & Grow Academy for Female Entrepreneurs**

18 San Diego, Orange County and Inland Empire women entrepreneurs selected for inaugural program

The National Association of Women Business Owners (NAWBO) San Diego chapter recently began its first nine-week extensive business launch program for nine local women entrepreneurs called the Bank of America Launch Academy. Participants are guided through 17 foundational steps of launching a business taught in a “Steps to Startup” e-course taught by Felena Hanson, President of NAWBO San Diego and founder of co-working space Hera Hub. In the fall, a second nine-week program, the Bank of America Grow Academy, will be offered to nine local women business owners who have already achieved over \$250,000 in annual revenue and are seeking to grow their businesses.

In addition to the formal instruction, the time will be used to brainstorm ideas, receive feedback, learn from guest subject-matter experts, and build a community among the participants. Participants will also be thoughtfully paired with a “business buddy” whose goals are closely aligned with their own to create further support and connection throughout the program. Businesses selected for the Launch phase of the program range from a time-management product to an educational platform for women who speak Farsi.

“We are thrilled to support aspiring entrepreneurs by providing an educational program with a collaborative environment to help set their businesses up for success,” said Felena Hansen, NAWBO San Diego President and CEO of [Hera Hub](#). “Our long-time partnership with Bank of America helps us provide this opportunity to a promising group of women.”

As a longtime partner of NAWBO San Diego and nationally, Bank of America underwrote this pilot program so there would be no charge for the participants.

“As supporters of NAWBO and women entrepreneurs, we continue to invest in women-owned businesses to help drive economic growth in San Diego,” said Rick Bregman, Market President, Bank of America in San Diego. “With small businesses bearing much of the economic brunt of the pandemic, it’s never felt more important to help these businesses thrive.”

Thirty-six percent of small businesses in San Diego are women-owned, as of January 2019.