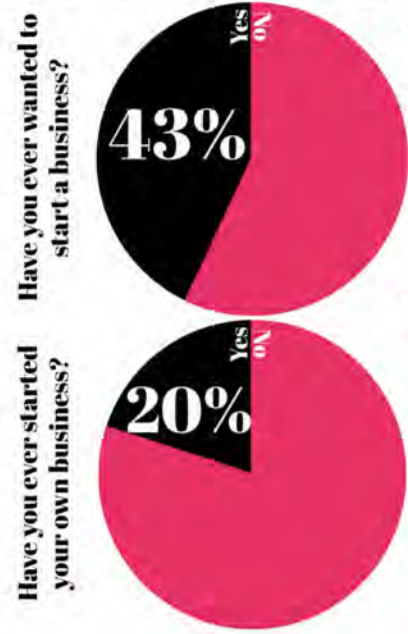


The CliQue

**A member's club empowering women in
business, building a community of
ambitious and fearless females.**



From Research...



The Stats

- "£250 billion of new value could be added to the UK economy if women started and scaled new businesses at the same rate as UK men."
- "Only 1 in 3 UK entrepreneurs is female: a gender gap equivalent to 1.1 million missing businesses."
- "Only 39% of women are confident in their capabilities to start a business compared to 55% of men. This is a perceived gap in ability, rather than an actual gap in skill sets."



Brief:

A member's club and commercial incubator that empowers women in business. Building a safe and welcoming community of ambitious and fearless females.

The Problems

- Women don't have confidence in their own abilities.
- Women who do want to start businesses are often put into male dominated spaces where they feel uncomfortable.
- Women do want to learn, but struggle to find the facilities.
- Old fashioned opinions of women being not as capable do still exist.



We Are The CliQue

- We are **Women.**
- We are **Unapologetic.**
- We are **Bold.**
- We are **Informal.**
- We are **Encouraging.**
- We are **Feminine.**



Audience



Katie - 27
An accountant bored of working in a male dominated space, wanting somewhere to start and run her new business from, as she doesn't like working at home. She wants to help others with finances.



Molly - 21
A young graduate needing to find her first job as she wants to move out. She knows nothing about finances so wants to go to the pop up public events at The Clique to learn and meet others like her.



Daisy - 23
A masters graduate with big plans for her new design business, but who wants to make friends after just moving to Birmingham. She wants to share her work with others, and network to make mutually beneficial business relationships.



Helen - 52 - Manager
An already successful businesswoman, who wants to help other women to learn and achieve their goals.

Ground Floor

The Office
Focus - An innovative "desks and chairs" workspace that still encourages collaboration and teamwork between women.

