



CATALOG OF OUR SERVICES

ACE Women's Business Center (ACE WBC) is an economic development program that supports all small businesses, with a specific focus on empowering women through financial education training, coaching and resources.



HABLAMOS ESPAÑOL



Meet the ACE WBC Team

Sandra Font is the Sr. Director of ACE Women's Business Center (WBC) and Alejandra Diaz the Program Director. This team has worked since 2018 empowering small businesses in Metro Atlanta area and surrounding areas. Their efforts focus on fostering entrepreneurship, providing critical resources, and equipping small business owners with the tools needed to succeed.

Through a comprehensive approach that includes access to capital, business coaching, resources, and valuable connections, ACE helps entrepreneurs overcome financial barriers and grow sustainable businesses. The WBC plays a vital role in guiding all businesses with an emphasis on women entrepreneurs through the challenges of business ownership, ensuring they have the support necessary to thrive in a competitive market.



Sandra Font & Alejandra Diaz | ACE WBC Team

**CLICK HERE TO
REGISTER AN
ACCOUNT**



Join our Business Community [HERE](#) or Scan the QR Code!

**CLICK ON THE TITLE OF EACH SERVICE
FOR ADDITIONAL INFORMATION**

Our office is only open on Tuesdays and Thursdays.
The rest of the days we are offering our services virtually.

EVENTS CALENDAR

Explore our events calendar for upcoming training sessions. You'll find topics designed to enhance your business acumen and equip you with practical skills you can apply immediately. Simply log in to access our Calendar of Events and discover services tailored for small businesses, including Webinars, In-Person Trainings, Business Series, Coffee & Power Hour, and Annual Events.



BUSINESS PLAN

DreamBuilder is our online Business Education Platform available 24/7 in English and Spanish. DreamBuilder is for individuals who want to start a business or expand one. As you complete each course, you will be asked to answer questions about your business, and at the completion of all 13 courses, you will be able to download a draft of your business plan with the answers that you previously provided for each question. Once you have downloaded the draft, you can email it to us for review and you will be able to schedule a one-on-one coaching session with our business coach who will provide you feedback about the plan. (We recommend that you use Chrome as the internet browser)



LOAN PRODUCTS

ACE is an SBA Microloan Intermediary, a USDA intermediary lender and Certified Community Development Financial Institution (CDFI).

ACE provides microloans starting at \$15,000 up to \$50,000 and Commercial Loans starting at \$50,001 up to \$1,000,000.

Each application will be considered on a one-on-one basis.

This section will take you to the page of ACE's loan products.



GET LOAN READY

ACE serves as a lending institution.

Currently we are only lending to businesses that have been operating for a minimum of 2 years. We invite you to participate in our monthly Small Business Access to Capital Webinar, held every last Wednesday of the month at 3:00 PM (click on the calendar of events to register). During the webinar, a loan officer will delve into our loan qualifications, loan products, and discuss the organizations providing funds to startups. Explore our "Get Loan Ready" page to get loan ready, you will find valuable information, videos, financial templates, and links to resources to help you get ready for the lending process.

BUSINESS START-UP RESOURCE HUB



Starting a business takes several steps and it involves careful planning, financial decision-making, and various legal activities. Our resource hub equips you with the necessary tools, guides, templates, and resources for initiating a business venture.

ALL ABOUT CERTIFICATIONS

Are you ready to get certified and do business with the federal or state government and the private sector? Explore various certification types, guides, videos, application portals, templates, resource partners, and additional resources. It's time to initiate the process!





BUSINESS RESOURCE LIBRARY

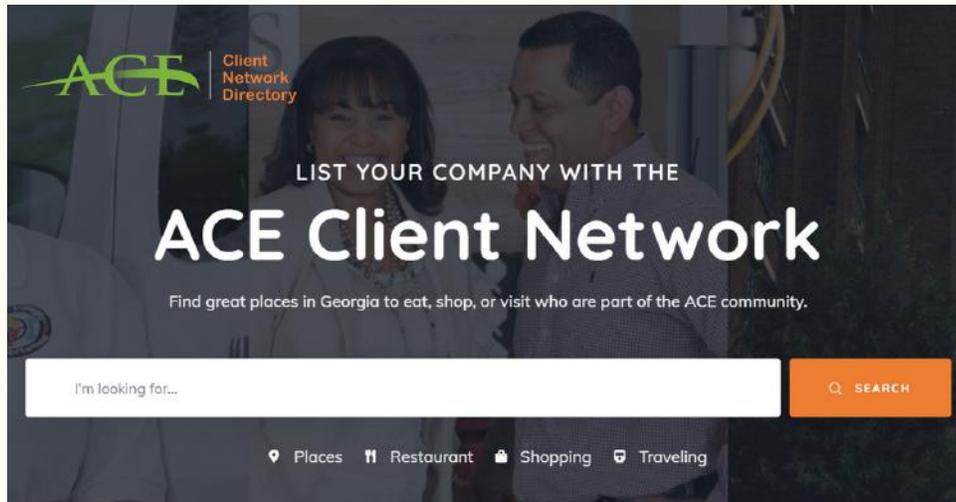
In our library you will discover a curated collection of top-notch business reads. These suggestions are designed to serve as a valuable knowledge hub for our thriving business community. Explore the wealth of insights and expertise within these pages, tailored to inspire and empower you on your entrepreneurial journey.

MARKETING RESOURCES



We have compiled a selected list of resources for marketing research and strategy to support the development of an effective marketing strategy for your business. On this section you will find marketing research resources, SWOT analysis, business model canva and various tools to help market your businesses.

ACE CLIENT DIRECTORY



Get more exposure for your business with a listing in the ACE Client Network Directory.

Participation is only \$49 annually for WBC clients.

Some of the features of the directory include: Easily filtering businesses by category, type, services, location, etc. along with marketing tools and resources (videos, photos, sales opportunities & ads) and customer reviews and testimonials.

GRANTS RESOURCES

ACE Women's Business Center does not provide grants; however, we are committed to supporting entrepreneurs by connecting them with valuable funding resources. We have curated a dedicated Grant Resources page to help you explore potential funding opportunities for your growing business.



ONE-ON-ONE COACHING

We value building ongoing relationships with our clients. Therefore, prospective or new clients must attend at least one of our webinars or trainings before scheduling a FREE One-on-One coaching session. The coaching session will last 45 minutes, and can be arranged to discuss a specific topic in-depth, at a time that is convenient to the client.



ON-DEMAND BUSINESS WEBINARS



Explore our archive of educational webinars covering a variety of topics designed to enhance your business growth. Our past sessions include the Sales Fundamental Series, Credit, Business Plan Financials, Government Contracting, Cash Flow, Taxes, Digital Marketing, Legal Basics for Start-Ups, Branding, Steps to Start a Business and many others.

CYBERSECURITY ESSENTIALS



In today's digital age, safeguarding your business against cyber threats is not just a necessity but a critical component of your overall strategy. We provide a toolkit of resources to expand your knowledge on cybersecurity, complete with helpful links and information.

DIRECTORY OF WOMEN RESOURCES ORGANIZATIONS



Whether you are looking to network, seek mentorship, stay informed with industry trends, or find inspiration from successful women leaders, these organizations and publications are here to support you every step of the way.

FREE BUSINESS PLATFORMS

ACE INITIATE

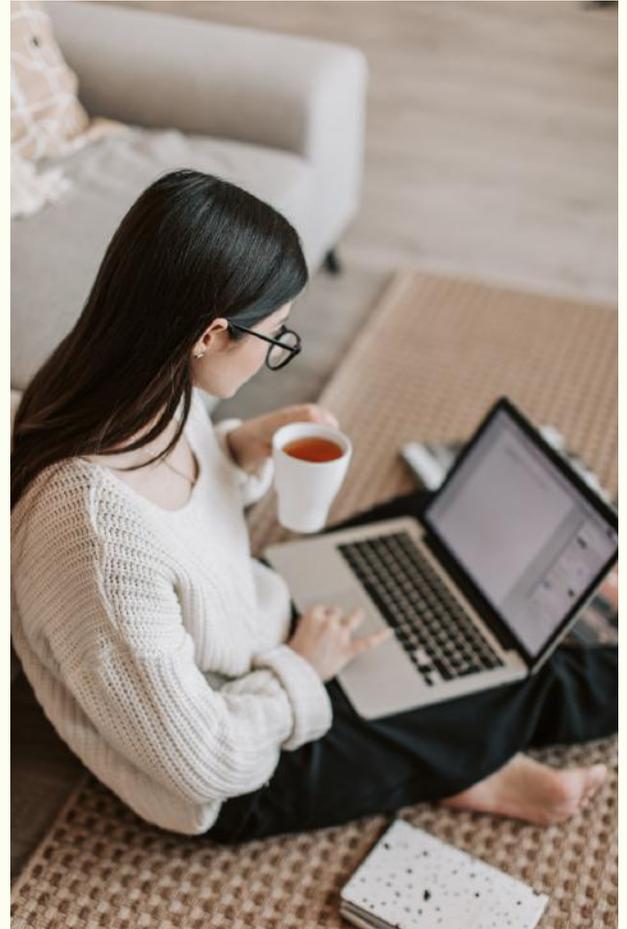
Initiate Powered by ACE is a FREE online platform, comprehensive and self-directed training program that offers a blended learning approach with powerful videos, case studies, online cash management, and an expansive library on business-related topics to help business owners build capacity and acumen. ACE offers free access to this online platform to all our clients.

Create an account at no cost!

Select: Access to Capital for Entrepreneurs

For Advisor Select:

Women's Business Center-ATL



SBA ASCENT

SBA's Ascent is an interactive digital platform packed with resources that women business owners need to set, and achieve their business goals. Ascent is designed for the "missing middle" — growth-oriented women entrepreneurs who are beyond the start-up phase and already generating revenue yet looking to grow and scale.

Be sure to connect with us on social media for updates on ACE WBC events and news, relevant topics for business owners, upcoming events from partner organizations, and any valuable information for entrepreneurs.

Don't miss out—subscribe to our monthly newsletter [HERE!](#)



**THANK YOU FOR CHOOSING US TO BE A PART OF
YOUR ENTREPRENEURIAL JOURNEY!**

ACE WBC is funded in part through a Cooperative Agreement with the
U.S. Small Business Administration.

All SBA programs and services are provided on a nondiscriminatory basis
Reasonable accommodations will be made if requested at least two weeks in advance

Contact acewbc@aceloans.org for accommodations.



U.S. Small Business
Administration