

The Advanced Pathway

PROGRAM GUIDE FOR WOMEN ENTREPRENEURS

A Comprehensive Guide to Upscale's High-Impact,
Deep-Transformation Business Pathway

Hello and Welcome

If you're reading this, it means you're ready to step into a new level of ownership, clarity, and confidence in your entrepreneurial journey.

At Upscale, our mission is simple but powerful: **to help women build businesses that work – financially, emotionally, and strategically – without overwhelm or guesswork.**

As women entrepreneurs, we balance ambition with responsibility. We carry dreams while also carrying families, commitments, and expectations. The world doesn't always make it easy for women to build and scale businesses – but with the right guidance, community, and systems, success is not just possible... it becomes predictable.

The Advanced Pathway is created for women like you—women who are capable, thoughtful, and deeply aware that their next level cannot be built using the same thinking, systems, or structures from their past. Its designed for women who are ready for deeper interventions, guided decision-making, accountability, and personalized support to scale with intention.

Personally, this pathway gives you something rare: space to think clearly again. To reconnect with your confidence, your instincts, and the version of you that knows she is meant for more—but on her own terms.

Professionally, it helps you move from effort to elegance. From scattered actions to intentional growth. From “trying everything” to building something that actually holds.

If you've felt the quiet pull toward something truer, calmer, and more intentional—this is your invitation to step into it.

Wherever you are in your journey, I want you to know this:

You don't have to do it alone anymore.

We are here to walk with you, challenge you, lift you, and equip you with everything you need to build a business – and life – that feels aligned and fulfilling.

I'm glad you're here.

And I can't wait for you to experience what's possible when your business finally matches the woman behind it.

Sincerely

Nusrat Chaudhry & *Dr Manju Menon*

Founder

Co-founder

Women in Business

Social and Economic Imperative

The below facts highlight the rising contributions, efficiency, innovation, and social impact of women entrepreneurs globally, along with funding challenges. It proves that greater economic opportunities and gains await if there is increased support and investment.

INSIGHT	FACTS
Women's Startup Activity Rate	One in ten women globally started a business in 2024, compared to one in eight men. Women's startup rates increased from 6.1% in 2001-2005 to 10.4% in 2021-2023. Women represent one in three high-growth entrepreneurs globally.
Established Women-Owned Businesses	One in 16 women worldwide owns a business more than 42 months old, compared to one in ten men.
Revenue Efficiency of Women-Led Startups	Women-led startups generate over 50-60% more revenue per dollar invested compared to male-led startups.
Innovation and ESG Performance	Companies with more women in leadership are significantly more likely to outperform on innovation and risk management.
Economic Impact	Closing gender gaps in entrepreneurship could add trillions to global GDP by utilizing underused talent and improving productivity.
Community Reinvestment	Women reinvest up to 90% of their income into families and communities, compared to 30-40% for men, amplifying social impacts.
Women Entrepreneurs' Sector Focus	Women entrepreneurs are 30% more likely than men to start businesses in healthcare, education, and social services sectors.
Employment Growth at Women-Owned Firms	Employment in women-owned businesses grew by 19.5% from 2019 to 2024 globally, with revenue growth at 53.8% over the same period.

INSIGHT	FACTS
Venture Capital Roles Held by Women	Women hold about 15.4% of partner roles in VC firms globally, with higher female VC presence linked to better female founder funding.
Startup Innovation Parity	Women are at parity or higher than men in introducing new innovations in startups in 18 of 51 countries surveyed.
Women Receiving Venture Capital	In 2024, female-only founding teams received just 2.3% of global venture capital, though this is a slight increase from previous years.

(Source: GEM 2024/2025 and 2023/24 reports).

IN CONCLUSION:

The positive global statistics on women’s entrepreneurship are very encouraging for the future of women in business. They indicate that women are increasingly starting and sustaining businesses, innovating at high levels, and driving economic and social impact worldwide.

This growth combined with women’s notably higher revenue efficiency and community reinvestment showcases a powerful untapped potential waiting to be fully supported by investors and policymakers.



I am blown away by the level of support and inspiration I have received from this amazing community. The women here are intelligent, accomplished and genuinely interested in helping each other grow both personally and professionally. I feel fortunate to be part of such a dynamic and empowering group.



Orchid Roy Campbell



Future Prospects

Future trends suggest women entrepreneurs will continue to lead in areas like sustainability, digitalization, AI, health and wellness, and community building—fields critical for modern economies. The rise of flexible business models and digital tools also empowers more women to balance personal and professional lives, breaking barriers to entry and scale.

As more women gain access to funding and mentorship, their growing presence in leadership and innovation is expected to reshape sectors globally, driving inclusive growth and creating jobs. Supporting women entrepreneurs is thus not only a matter of equity but a strategic economic imperative poised to yield high-impact returns for communities and markets worldwide.

The **Need** for More Women in Business



Women entrepreneurs drive economic growth, job creation, and innovation, contributing significantly to GDP and community development.



They bring diverse perspectives and leadership styles, fostering creativity and better problem-solving in business.



Women reinvest earnings into families and communities, creating a multiplier effect that improves education, health, and social wellbeing



Female-led businesses often excel in collaboration, adaptability, and resilience, leading to higher business survival rates and better employee satisfaction.



Supporting women in business promotes gender equality, empowers future generations, and builds a more inclusive and prosperous society.

The Advanced Pathway



The Advanced Pathway is designed for women who are ready to step into the level of support where their business, mindset, identity, and leadership are reshaped from the inside out.

It is a **12-month immersive journey** for women founders who want continuous clarity, consistent direction, and sustained personal and business evolution.

Built for depth and designed for transformation, the program gives you the time, support, and structure to grow steadily and confidently – without burnout or overwhelm.

This is a high-touch, high-depth, mentorship-driven experience where you don't just learn strategies...you implement them with guidance, and accountability.

Who is it for?

You will benefit from this program if you are:



A founder who has started your business but feels stuck or plateaued. You've tried things, you've hustled, but the clarity is missing.



Someone who wants expert eyes on your business decisions. You don't want to guess. You want what works.



A founder overwhelmed by too many ideas and not enough systems. You want structure, not chaos.



A woman balancing business with family, career, or personal obligations. You need a pathway that's smart, effective, and emotionally supportive.



Someone ready to shift patterns, behaviours, and old belief systems. Because you know that the biggest growth happens inside before it shows outside.



A founder who needs a high-touch, personalised, strategic approach. An intervention-level mentorship that moves the needle.

What's Included in the Advanced Pathways

Personal & Business Review -
non-financials

The Rise Lab Program
- hybrid

Quarterly growth check-ins -
virtual cohorts

Full Directory Access

Additional Bonus

Monthly Brew & Bond - in
person networking (50% off)

Free Guest Passes for
select events

[Book a Discovery Call with Our Program Director](#)

Personal & Business Review

(Non Financials)

A **Personal and Business Review Call** is a safe, guided check-in where we look at where you are mentally, emotionally, and strategically in your business.

Together, we assess your progress, blind spots, uncover any challenges, and set clear, uplifting direction for your next steps.



The Rise Lab Experience

A Deep Dive Breakdown

This is the closest thing to having a private advisor, strategist, mindset coach, and growth partner in one place. Every element has been intentionally designed for behavioural change, sustainable scaling, and decision-making mastery.

1. Personalised Mentorship & Strategic Guidance - Support that helps you refine:

- Your business model
- Your offer suite
- Your pricing
- Your messaging
- Your client path
- Your sales process
- Your visibility
- Your operations and systems
- Your decision-making and leadership style

This is hands-on direction, deep motivation.

2. Intervention Sessions to Break Patterns & Blocks - Deep and transformative that address

- Subconscious fears
- Imposter patterns
- Overthinking
- Self-sabotage
- Money blocks
- People-pleasing
- Avoidance behaviours

You'll make internal shifts that empower sustainable external growth.

3. Diagnostic Business Audits- We audit your:

- Market positioning
- Sales funnel
- Ideal client alignment
- Pricing structure
- Customer experience
- Messaging
- Revenue model

You receive clear action steps, not generic feedback.

4. Systems & Implementation Support - We'll help in efficient turning of wheels through:

- Automations
- Easy-to-run backend systems
- Weekly rhythms
- Lead-generating habits

This makes your business simpler, smoother, and more sustainable.

5. Clarity Tools & Decision-Making Framework - Designed to eliminate confusion:

- Step-by-step decision filters
- Pricing templates
- Offer refinement blueprints
- Growth scenario maps
- Messaging scripts

You stop doubting yourself and start trusting your direction.

6. Leadership, Confidence & Identity Expansion - You'll develop:

- Resilient founder mindset
- Boundary setting
- Executive-style clarity
- Communication strength
- Emotional regulation
- Personal power & presence

This transforms not just your business – but who you become through it.

7. Peer Community + Accountability - A curated, intimate environment of like-minded women who:

- Share openly
- Celebrate wins
- Keep you consistent
- Hold you accountable
- Offer encouragement
- Support your emotional & business growth

Women rise faster when they rise together.



What Makes Rise Lab Unique

1. A FULL 12-MONTH JOURNEY FOR SUSTAINABLE GROWTH

Unlike fast-paced programs that disappear after a few weeks, the Advanced Pathway gives you a full year to:

- Implement
- Strengthen your identity
- Refine
- Build long-term consistency
- Stabilise your systems
- Achieve measurable progress

12 months ensures transformation that sticks – not temporary motivation.

2. BI-MONTHLY EXPERT-LED SESSIONS

Every two weeks, you join a high-impact live online sessions led by our founder and specialized mentors and experts who bring proven frameworks rooted in:

- Behavioural psychology
- High-performance habits
- Identity expansion
- Neuroscience
- Founder mindsets
- Business strategy
- Emotional resilience

These engaging sessions use proven methods from top experts in leadership, psychology, and business to help you take action and gain experience.

3. SMALL COHORTS FOR DEEPER, PERSONALISED GROWTH

This program is intentionally designed for intimate, curated cohorts instead of large, anonymous groups. Why? Because small cohorts create:

- Deeper connection
- More personalised feedback
- Stronger accountability
- Better retention of learning
- Safer emotional spaces
- Higher transformation outcomes

4. EVIDENCE-BASED METHODOLOGY

The program draws from globally respected masters simplified for real women, real lives, and real businesses combined with Upscale's proven tools. The approach ensures:

- Key behavioural shifts
- Measurable progress
- Improved EQ
- Strengthen your identity
- Strategic clarity
- Better decision-making

5. A SUPPORTIVE, GROWTH-FOCUSED COMMUNITY

You don't rise alone – you rise with women who:

- Share your challenges
- Celebrate your wins
- Hold you accountable
- Encourage your growth
- Push you forward with compassion
- Support you as both an entrepreneur and a woman

**The community becomes one of the most powerful accelerators in your journey.
Women thrive when they grow together**



Mentorship

Learn from women who've walked the path before you. Gain clarity and guidance through shared experience and real-world wisdom.



Accountability

Stay committed to your goals with structured support, consistent check-ins, and a community that helps you move from intention to action.



Community

Grow alongside like-minded women who uplift, challenge, and celebrate one another because leadership thrives in connection, not isolation.

How this Annual Structure delivers **Impact**

✓ More time to integrate

Instead of rushing, you build habits and systems that actually last.

✓ More time to transform identity

Identity shifts require repetition, reflection, and practice – all built into the year.

✓ More time for strategic refinement

You evolve your business month after month with expert eyes on your progress.

✓ More time for emotional resilience

Confidence grows steadily through structured support and consistent mentorship

✓ More time to correct patterns

You don't just "learn" – you change.

✓ More time to scale sustainably

This is where predictable, consistent growth happens.

"Upscale has definitely helped me to build lasting relationships. I hardly knew people here when I arrived in this new country. Being with Upscale has been an immensely fruitful journey. Thanks a ton for showing me the purpose and way to follow my passion"



Insiya Valikarimiwala

Quarterly Growth Check-Ins

Deep-Dive Group Coaching for Strategic and Personal Advancement

Every quarter inside the Advanced Pathway, you participate in a highly focused, virtual group coaching check-in designed to evaluate your progress, strengthen your mindset, refine your strategy, and realign your next 90 days with clarity and intention

Progress Review Using the Upscale Growth Framework

We review your last 90 days across the six core growth pillars based on how far you are in the program

✓ Clarity (direction, focus, alignment, identity shifts)	✓ Clients (lead flow, conversions, quality of clients)	✓ Cash (pricing, revenue, sustainability)
✓ Confidence (decision-making, communication, emotional resilience)	✓ Capacity (systems, time, operational load)	✓ Content & Messaging (clarity, resonance, consistency)

You gain real-time insight into your business progress and personal growth.

Peer Insight, Shared Experiences & Collective Learning

One of the most powerful parts of the quarterly check-ins is the group dynamic. In this circle-style coaching environment, you benefit from:

✓ Hearing real stories from other women	✓ Learning from shared challenges	✓ Receiving group-driven solutions
✓ Normalising setbacks	✓ Celebrating breakthroughs together	✓ Feeling seen and supported

Women learn faster, deeper, and more sustainably within a community support.

The Result of Quarterly Check-Ins

By the end of each session, you walk away with:

✓ Renewed clarity	✓ A solid plan	✓ Deeper self-awareness
✓ Stronger confidence	✓ Released emotional blocks	✓ Refined strategies
✓ Community validation	✓ A next-level identity	✓ Real-time leads/connections

Your growth becomes visible, measurable, and undeniable.



Upscale Directory (Full Access)

The Upscale Founder Directory is a curated, private ecosystem of women entrepreneurs across the community. It serves as a centralized hub where members can showcase their businesses, expertise, services, and offerings – making it easier to connect, collaborate, support each other, and amplify visibility within a trusted community.

Benefits of the Directory

- ✓ Boosts visibility within a trusted community of women founders.
- ✓ Builds credibility through a vetted, professional profile.
- ✓ Creates collaboration opportunities with aligned entrepreneurs.
- ✓ Generates referrals and warm leads from within the network.
- ✓ Provides easy access to talent, vendors, and service providers.
- ✓ Strengthens community connections and meaningful relationships.
- ✓ Saves time by offering a central place to find reliable partners.
- ✓ Opens doors to features, panels, and speaking opportunities.
- ✓ Enhances your positioning with a clear, confident profile.

"Upscale was created with one belief – that women who lead can change the world when they're connected, supported, and seen. Every story, strategy, and session we share is crafted to help you step further into your power – not someday, but today."



Nusrat Chaudhry, Founder

MONTHLY BREW & BOND: Your Monthly Open-Mic Power Session

Brew & Bond is our monthly, community-driven open-mic session where founders, experts, and mentors come together to connect, collaborate, and support each other in real time.

Think of it as your “Ask Anything, Get Anything” space – a room full of women ready to share resources, contacts, insights, and recommendations the moment you speak your need.

During Brew & Bond, you can openly ask for anything you need right now, such as:

“ Does anyone know a supplier for this product

“ I’m looking for a trusted vendor or service provider – who do you recommend?

“ I’m stuck with this challenge – any insights or experiences to share?

“ Who can help me with branding/ legal /marketing/operations?

“ I need to recruit for this specific role – any leads?

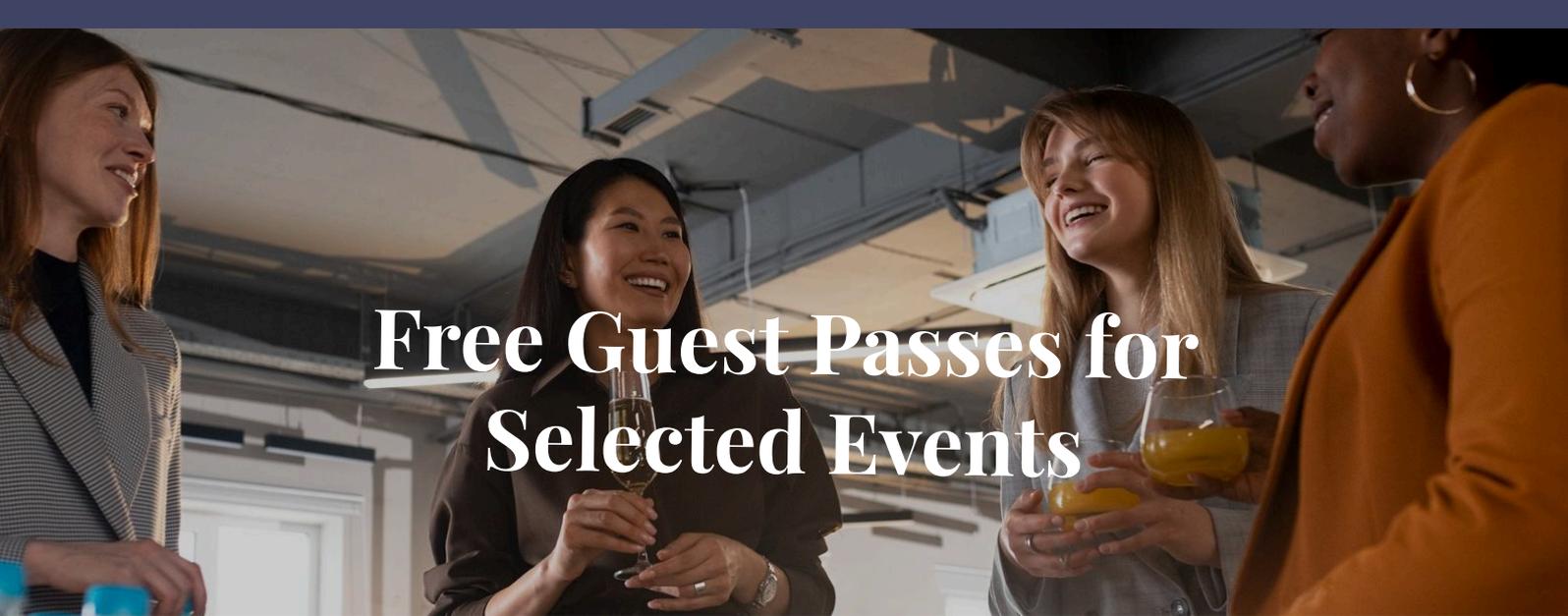
The magic is simple:

You ask, the community responds.

You walk out with solutions, connections, and support you would have never found alone.

What Makes Brew & Bond Special

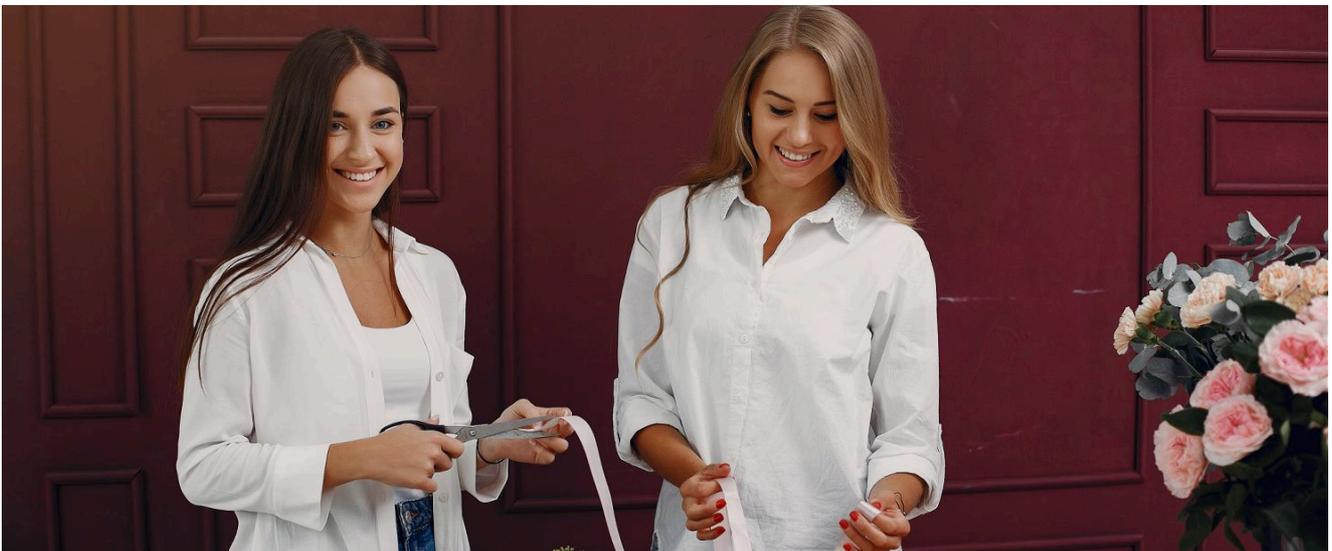
- ✓ Open mic format – anyone can speak, share, or ask.
- ✓ Immediate answers – recommendations flow instantly from fellow founders.
- ✓ Expert presence – mentors offer guidance and clarity in the moment.
- ✓ Community generosity – shared expertise, connections, and wisdom.
- ✓ Spotlight sessions – featured members present their offerings.
- ✓ Relationship building – you get to know your cohort beyond online sessions.
- ✓ A safe space – open, vulnerable, and judgement-free sharing.



Free Guest Passes for Selected Events

What this includes

As part of the Advanced Pathway, you'll receive complimentary guest passes that you can extend to your own guests—friends, family members, or trusted colleagues. These passes allow the people in your circle to attend select curated events alongside or on behalf of you.



Why this matters

This gives you the freedom to bring others into the rooms that are shaping your growth. Whether it's introducing someone to new ideas, strengthening professional relationships, or sharing access with people who support your journey, these passes help to expand your influence and create shared value beyond just your own attendance.



The Introductory Pathway

This is our Free Plan to ensure every woman has access to foundational guidance, no matter where she's starting. It's perfect for those who are curious, testing the waters, or preparing themselves before investing in deeper transformation.

It's your orientation mission – a chance to step inside, feel the pulse of the community, and see if our world of founders feels like home for your growth (and ours).

Here's what your Entry Pass unlocks:

- ✔ **Introductory Call** - Your personal welcome session to understand your goals and how Upscale can support your journey.
- ✔ **WhatsApp Group Forum** - Join live conversations, collaborations, and insights from our vibrant founder network.
- ✔ **Searchable Member Directory (basic access)** - Explore fellow members, connect with like-minded entrepreneurs, and start building meaningful links.

[Join Upscale](#)



The Advanced Pathway

With the Paid Plan, you gain access to advanced strategies, hands-on support & mentorship, and the full suite of Upscale resources. It's ideal for women who are serious about progress, and want a structured guided path to faster, more meaningful results.

Here, you step into a complete immersive experience that unlocks advanced guidance, richer support, and accelerated growth. This path unlocks:

- ✔ **Personal & Business Review-non-financials**
- ✔ **The Rise Lab Program - Hybrid**
- ✔ **Quarterly growth check-ins - virtual cohorts**
- ✔ **Full Directory Access**
- ✔ **Monthly Brew & Bond - In person networking**
- ✔ **Free Guest Passes for selection events**

This is your next level – where alignment meets action, and ambition finds its circle.

Annual Membership: **US\$1272**

[Get this price now before it goes up](#)

Begin your journey with Upscale Connect

Access curated learning experiences, mentorship opportunities, and a powerful network of women leaders committed to growth, collaboration, and impact.

[JOIN THE COMMUNITY TODAY](#)

For frequently asked questions, please get in touch through our handles

[🌐 https://upscaleconnect.com/](https://upscaleconnect.com/)

[📷 upscaleconnect](#)

[✉️ hello@upscale-women.com](mailto:hello@upscale-women.com)

Let's Talk About What's Right for You

We'd love to understand your goals and explore how Upscale Connect can support your leadership journey – whether through community, mentorship, or tailored programs.

Access curated learning experiences, mentorship opportunities, and a powerful network of women leaders committed to growth, collaboration, and impact.

[Book a Discovery Call](#)



Nusrat Chaudhry
Founder - Upscale Connect