

# Break Free Executive Summary

## Mission

To help Vietnamese women escape domestic violence through financial literacy and career coaching.

## Founding Story

2 out of 3 Vietnamese women suffer domestic violence. Co-Founder Bonnie Tran's mother was one of these victims who suffered in silence. Uneducated and financially dependent Vietnamese women are often trapped in broken marriages in order to survive. The most effective way out of poverty and power disparity is through education and financial literacy. However, less than 15% of Vietnamese women enroll in college because they lack resources or a supportive spouse. That's why Bonnie founded Break Free to empower these women to escape these harmful social norms. In the past 2 years, she became a certified professional career coach and started a business to help Vietnamese women gain the confidence to escape this cycle. To reach more of these women, she is partnering with a former client, Janice Sam. It was scary for Janice to witness hopeless women in broken marriages around her. It haunted her every time she imagined a future without financial control or a stable career to support her family. After Bonnie's career coaching, Janice gained confidence and clarity to break free from the endless cycle.

## How we serve clients

Services	Price	Service Details
1:1 Career Coaching	\$25/90-minute session	Strengths assessment, interview coaching, goals and job hunting, resume evaluation
Personal Finance	\$15/1-year subscription	Sustainable and flexible financial security
Group Program	\$20/person/day	Career exploration and financial education

## Strategy Statement

Both founders will live and work in Vietnam to promote Break Free's career coaching and financial literacy services to Vietnamese high school and college students. As Vietnamese college students ourselves, we are well-aware of the struggles that these women are facing. Our services are priced appropriately for the Vietnamese market and cost of living as determined by our research of potential clients. To facilitate our clients achieving their career and financial goals, we will build an online community with systematic check-ins to keep track of their progress and support one another. This community will help them inspire each other, expand their network, and connect with new opportunities. Our career coaching and financial literacy will boost women's sense of self-efficacy and confidence, which contribute tremendously to their motivation to escape domestic violence, regardless of their socioeconomic status. These women's strong drive and clarity of purpose will enable them to achieve success.

To grow and sustain our business, we will hire a diverse group of career coaches and build a robust financial education curriculum. To scale and reach 1,000 and eventually 10,000 or more women, we will create an extensive network with domestic violence prevention nonprofits, the Sponsors for Educational Opportunity program, the YOLA institute as well as high schools, colleges, and universities. We will maintain high training standards and conduct frequent quality assurance testing to ensure we provide the highest service level to our clients.

Our client acquisition strategy will use a referral program and direct marketing via social media and our website to convert leads into sales. In 3 years, we will implement artificial intelligence into our career orientation and financial education programs using free trial online games, process tracking tools, templates, and guiding questions for clients who want foundational knowledge about our services. After the free trial, the clients will be offered a premium package tailored to their needs. We will pay employees and contractors \$4/hour, a premium above the Vietnamese average wages, to hire and retain passionate and experienced coaches. The founders will earn \$5/hour increasing to \$8/hour over the first 3 years, which is a comparable salary to upper-middle-income professionals in Vietnam.

We are seeking \$5,000 for our first funding benchmark to create the career coaching personal finance curriculum. If you invest today, you will receive a return of 20% and your principal back in 2 years.

