



YEARS of TURNING

## Visions into Ventures

# Essential Resources for Women Entrepreneurs in Texas

### Digital Resource Companion



TEXAS WOMAN'S UNIVERSITY  
JANE NELSON INSTITUTE  
for WOMEN'S LEADERSHIP  
Center for Women Entrepreneurs

This companion document includes all of the key resources, tools, and organizations mentioned throughout the "From Vision to Venture" guide. While the print booklet provides a comprehensive overview, this digital resource list is designed for easy access and exploration online.

## The Jane Nelson Institute for Women's Leadership

The [Jane Nelson Institute for Women's Leadership](#) at Texas Woman's University is dedicated to preparing women for successful careers in business and public service.

## The Center for Women Entrepreneurs

The [Center for Women Entrepreneurs](#) empowers Texas women to build and scale thriving businesses through expert advising, strategic funding opportunities, and comprehensive training programs. Our professional network and curated resources equip entrepreneurs with the tools and connections essential for long-term success in today's competitive business landscape.

### Programs and Initiatives

- [WomenRISE](#) – A monthly networking and professional development breakfast where women business owners connect and receive professional training.
- [Saturday & Quarterly Workshops](#) – Virtual and in-person sessions featuring expert-led training and panel discussions on specialty topics.
- [Small Business Advising](#) – Free advising on all aspects of starting and growing a business, including startup assistance, business planning, financing, marketing, expansion, and exit planning.
- [AccelerateHER Program](#) – A 15-week startup training program providing resources and education to help early-stage women entrepreneurs build scalable businesses.
- [CWE Grant Funding](#):
  - [StartHER](#) – Awards grants of \$5,000 each to women-owned startups to launch new initiatives and drive early-stage growth through innovative projects.
  - [Veteran Woman Entrepreneur](#) – Awards grants of \$5,000 each to Texas women veterans.
  - [Texas Rural Woman Entrepreneur](#) – Awards grants starting at \$5,000 or \$10,000 each to rural woman-owned small businesses to undertake new and innovative projects.

# Getting Started

## Business Formation

- [Governor's Small Business Portal](#) – This important tool offers a customized list of useful business resources to assist you in starting or growing your business in Texas.
- [Texas Secretary of State – SOSDirect](#) – This is the official site for Texas business entity records and the best place to check for name availability for LLCs, corporations, and other formal entities.
- [United States Patent and Trademark Office \(USPTO\) Trademark Database](#) – Even if the name is available in Texas, someone might have a national trademark on it. A quick search here ensures the name isn't federally protected — important if one's plan is to grow or protect the brand.
- [SBA Business Plan Guide](#) – Offers templates and examples tailored to small businesses.
- [IRS Federal Tax ID \(EIN\)](#) -
- [Office of the Comptroller of Currency](#) - You can look up state specific financial institutions on this site. It is a helpful resource when opening a business bank account.
- [SCORE Business Mentoring and Templates](#)
- [Build Your BAIL Team](#) - This video is a helpful guide as your start to build your team of advisors.

## Funding and Financial Support

### Where to Look

- [CWE Grant Funding](#):
  - [StartHER](#) – Awards grants of \$5,000 each to women-owned startups to launch new initiatives and drive early-stage growth through innovative projects.
  - [Veteran Woman Entrepreneur](#) – Awards grants of \$5,000 each to Texas women veterans.
  - [Texas Rural Woman Entrepreneur](#) – Awards grants starting at \$5,000 or \$10,000 each to rural woman-owned small businesses to undertake new and innovative projects.
- [Hello Alice](#) – Curates national and local grant opportunities.
- [Amber Grant for Women \(WomensNet\)](#) – Provides monthly grants of up to \$10,000 to support female entrepreneurs starting businesses.
- [Texas Grant Watch](#) – A collection of over 200 grants available to start or grow a small business in Texas, including grants for women, minorities, and veterans.

# Funding and Financial Support

## Where to Look

- [Galaxy of Stars Grants Finder](#) – User-friendly, searchable online directory of grant opportunities.
- [Grants.gov](#) – The central hub for finding and applying for federal grant opportunities across all U.S. government agencies.
- [IFundWomen](#) – A platform offering grants, crowdfunding, coaching, and community support for women entrepreneurs.
- [Texas Department of Agriculture](#) – Offers a variety of grants and support programs for rural, agricultural, and food-related businesses in Texas.
- [Fund Her Future](#) – A grant program from Block Advisors by H&R Block, open to women business owners nationwide. One grand prize winner receives a \$50,000 grant, while five additional small businesses get \$10,000 each.
- [PenFed Foundation – Veteran Entrepreneur Investment Program \(VEIP\)](#) – Supports veteran-owned and military spouse-owned small businesses through access to capital and resources.
- [Google Ad Grants](#) – Provides eligible nonprofits with up to \$10,000/month in free Google Ads to promote their missions and reach new audiences.

## Small Business Loans & CDFIs

- [PeopleFund](#) – Offers low-interest loans, business education, and mentorship.
- [LiftFund](#) – Specializes in underserved entrepreneurs across Texas.
- [BCL of Texas](#) – Provides financing and business support services.
- [Local CDFIs](#) – Also includes TMFund and Tricolor for specific lending options.

## Investment Capital & Equity Funding

- [TSBCI \(Texas Small Business Credit Initiative\)](#) – Connects businesses with credit programs.
- [Swan Impact Network](#) – Impact investing focused on social and environmental goals.
- [TEN Capital](#) – Helps connect startups with angel investors.



# Funding and Financial Support

## Know Your Worth: Wage & Pricing Insight

- [Bureau of Labor Statistics – Occupational Employment and Wage Statistics](#) – Search by job title, industry, or geographic region. Filter by Texas or a specific metro area to find average wages and employment data.
- [Texas Workforce Commission – Labor Market & Career Info](#) – Offers state-specific wage data and trends, helpful for comparing local market conditions.
- [SCORE Business Plan Financial Projections Template](#) – Use this Excel tool to input your wage estimates and pricing structure into a full financial plan.

# Operations and Management

## Managing Payments

- [Square](#) – Great for pop-up shops, farmers markets, and retail settings. It comes with hardware options and point-of-sale tools.
- [PayPal](#) – A widely accepted online payment system, especially for service-based or online-only businesses.
- [Stripe](#) – Ideal for e-commerce websites; integrates well with platforms like Shopify and Wix.

## Business Communication Tools

- [Google Voice](#) – A free or affordable option that allows you to select a custom number, forward calls to your mobile device, and access voicemail via email.
- [Google Workspace](#) (Gmail for Business) – Gives you a branded email address (like yourname@yourbusiness.com), along with access to Google Docs, Drive, and Calendar.

## Insurance: Protecting Your Business

- [Next Insurance](#) – Tailored to small businesses with fast online quotes and flexible coverage options.
- [The Hartford](#) – A long-established provider offering comprehensive coverage packages and great customer service.
- [Hiscox](#) – Designed for freelancers, consultants, and digital businesses.

# Funding and Financial Support

## Basic Accounting Tools

- [Wave](#) – It's free, user-friendly, and provides everything you need to get started with basic accounting tasks without any upfront costs.
- [Mint](#) – While primarily designed for personal finance, Mint is helpful for side hustles or small business owners who operate on a limited budget.
- [QuickBooks](#) – QuickBooks is a widely-used accounting tool that offers a comprehensive solution for small businesses.

## Taxation

- [Federal Taxes](#) – The IRS is the nation's tax collection agency. You can find the right forms for your type of business.
- [State Taxes](#) – The Comptroller of Public Accounts (CPA) is charged with the administration and collection of various state taxes.
- [Unemployment Tax](#) – The Texas Workforce Commission (TWC) administers the Unemployment Tax program in Texas. Most employers are required to pay Unemployment Insurance (UI) tax under certain circumstances.

## Manufacturing & Supply Chain

- [TMAC \(Texas Manufacturing Assistance Center\)](#) – A statewide resource that helps small manufacturers become more efficient, sustainable, and competitive.

## Time Management & Work-Life Balance

- [Trello](#) - A task management tool.
- [Notion](#) - Can be used for project tracking.
- [Asana](#) - Great for team collaboration.

# Certification and Legal Support

## Where to Get Certified

- [Women's Business Council – Southwest \(WBCS\)](#) - Administers [WBENC certifications](#) and supports women-owned businesses in 160 Texas counties.
- [Women's Business Enterprise Alliance \(WBEA\)](#) - WBENC certification in 94 Texas counties.
- [Texas Comptroller of Public Accounts](#) - Provides HUB certification for Texas-based disadvantaged or minority-owned businesses.
- [SBA Certify Program](#) - Offers certification for WOSB/EDWOSB to compete for federal contracts.
- [Texas HUB Directory](#) - Where HUB-certified businesses can be found by government buyers.

## Affordable & Pro Bono Legal Help

- [Texas Law Help](#) – Free, statewide resource with legal guides, forms, and access to attorneys.
- [Dallas Volunteer Attorney Program](#) – Free legal clinics for low-income business owners.
- [SMU Small Business Legal Clinic](#) – Offers legal support for business formation, contracts, trademarks, and more.
- [Baylor Entrepreneurship Legal Clinic](#) – Assists Texas entrepreneurs with early-stage legal needs.

## Other Legal Tools to Explore

- [LegalZoom](#) – Offers affordable legal documents and business formation services.
- [State Bar of Texas](#) – Find licensed lawyers and business-related legal resources.
- [Texas Accountants and Lawyers for the Arts](#) – Especially useful for creatives, artists, and innovators.

## Common Types of Intellectual Property

- [U.S. Patent and Trademark Office \(USPTO\)](#)
- [U.S. Copyright Office](#)

# Marketing, Branding and Online Presence

## Branding Basics

- [Canva Brand Kit](#) – Great for creating and storing brand templates.
- [Looka](#) – AI-powered logo and branding package builder.
- [Coolors](#) – Create and test color palettes.

## Building Your Online Presence

- [Wix](#) – Great for entrepreneurs who want full design flexibility and are comfortable spending a little time customizing their site.
- [Weebly](#) – Great for business owners who want a quick, no-frills website they can launch in a weekend.
- [UENI](#) – Great for busy entrepreneurs who don't have time or interest in building a site themselves but still want something polished and professional.
- [Shopify](#) – Great for founders who sell products online and want to create their own store.

## Email Marketing

- [MailerLite](#) – Clean design, generous free plan, intuitive automation.
- [Mailchimp](#) – Widely used, drag-and-drop builder, good analytics.
- [Constant Contact](#) – Used by many SBDCs, strong customer support.

## Social Media Strategy

- [Instagram](#) – Best for visual products, personal brands, behind-the-scenes content.
- [Facebook](#) – Best for local businesses, community engagement, and events.
- [LinkedIn](#) – Best for service-based businesses, consulting, professional networking.
- [TikTok](#) – Best for creative, engaging short videos that show personality or product usage.
- [Canva](#) – Design posts, stories, and flyers using templates. Easy to use and free to start.
- [CapCut](#) – Edit Reels and TikToks with music, captions, and effects.
- [Kapwing](#) – Add subtitles, resize videos, and edit online quickly.
- [Buffer](#) or [Later](#) – Schedule posts in advance so you can “batch” your content and free up time.



# Networking, Mentorship and Women-Specific Resources

## Women-Specific Business Resources in Texas

- [Center for Women Entrepreneurs \(CWE\)](#) – Offers grant programs, business advising and networking events for women across Texas.
- [National Association of Women Business Owners \(NAWBO\)](#) – A nationwide membership organization offering advocacy, events, leadership training, and mentorship.
- [Women's Business Centers \(WBCs\)](#) – Federally funded resource hubs that offer counseling, training and access to capital specifically for women entrepreneurs.
- [The Tory Burch Foundation](#) – Supports women with access to capital, fellowships, education, and digital resources.
- [Ladies Who Launch](#) – A nonprofit focused on funding, mentorship, and community-building programs for women and nonbinary business owners.
- [Women's Business Enterprise National Council \(WBENC\)](#) – Offers certification, business opportunities, and events for women-owned businesses looking to work with large corporations or government contracts.

## Learning and Skill Building

### Business Education

- [Center for Women Entrepreneurs \(CWE\)](#) – The CWE offers free in person and virtual workshops and has over 100 training videos on their YouTube page.
- [SBA Learning Center](#) – Offers free online courses on marketing, financing, planning, and more.
- [Coursera](#) & [edX](#) – Host business courses from top universities (many are free to audit). Look for topics like small business strategy, digital marketing, and accounting.
- [Goldman Sachs 10,000 Small Businesses Program](#) – A selective but free program offering business education, support services, and networking.