



WHAT IS WIT LAUNCH?

WIT Launch is a new multi-dimensional virtual programming initiative designed for Women in Toys, Licensing & Entertainment to foster innovation and creativity within the \$90-billion dollar global toy, game, and entertainment industry.

Aligning with the WIT mission of advancing women through leadership, networking and educational opportunities, every WIT Launch program will provide women with an inclusive community that opens doors to people, resources, and opportunities.

GOALS OF WIT LAUNCH



Cultivate a culture of creativity, innovation and entrepreneurship



Create a collaborative community and support network



Intentionally reach out, engage and highlight female and non-binary, BIPOC creators



Provide leadership opportunities and visibility for industry subject matter experts



Provide a virtual platform for knowledge exchange

WHO IS IT FOR?

Women working in or seeking to work in the toy, game, licensing and entertainment industries

WHAT IS INCLUDED?

Opportunities to engage in highly interactive, live, educational sessions designed specifically for each program's topic focus

Exclusive access to industry experts with valuable knowledge to share

Connection to a motivated community of women working to make it in the toy industry together

PROGRAM TIMELINE

FALL
2020

INNOVATION SUMMIT

One-day virtual summit of panels, workshops, and expert Q&A sessions open to industry-wide participation

SPRING
2021

INVENT PROGRAM

Eight-week cohort program including courses, coaching, office hours, and pitch opportunities for women inventors