



Dear [PERSONALIZED],

The U.S. Small Business Administration (SBA) is committed to serving the needs of entrepreneurs with innovative, accessible, and high-quality services, resources, and educational opportunities. That's why the SBA has created Ascent, an online learning platform specifically for women small business owners who want to scale and expand their businesses.

As a female entrepreneur, we would greatly appreciate your input on this new product offering. I invite you to participate in product beta testing to ensure that Ascent is a useful, helpful, and reliable product that meets the needs of women small business owners like you.

To participate in the product beta testing—which should take about 45minutes to complete—click on the link below, or cut and paste the link directly into your browser:

[LINK TO PRODUCT BETA TESTING, TBD AFTER OMB APPROVAL]

Thank you in advance for your consideration and help.

Sincerely,

[SBA EXECUTIVE SPONSOR(S)]