



Women in Claude

FRANCHISE + SPONSORSHIP + PARTNERSHIP DECK

Scale the most practical women-led community for Claude workflows.

A professional growth deck for chapter leads, sponsors and strategic partners who want to help more women learn, build, showcase and lead with AI at work.

womeninclaude.com | Prepared June 2026

Independent community. Not affiliated with or endorsed by Anthropic.



Built by Claudettes. For Claudettes.

Learn. Share. Lead.

CHAPTERS

STAGES

STORIES

The opportunity is bigger than community.

Women in Claude can become the trusted execution layer for women adopting AI at work.

01

AI is a work transition

Employers expect large job and skill shifts by 2030. The winning communities will help people turn AI awareness into applied work systems.

SKILL SHIFT

02

Women need the on-ramp

The gender gap in economic participation remains wide, while women are underrepresented in technical AI skills and leadership pathways.

PARITY GAP

03

WIC owns a focused wedge

Women in Claude is already peer-led, independent and practical: stories, resources, stages, and a named builder identity - Claudettes.

TOOL-SPECIFIC

Strategic move: scale through licensed chapters, measurable sponsor products, and partner-led applied AI programs - without diluting the community trust that makes WIC valuable.

What Women in Claude already has.

The site is not an empty shell - it already contains a usable brand system, proof points, and programming formats.



Where Women Claude Users Learn, Share, and Lead.

Mission: support, connect and empower women leveraging Claude in their work, businesses and creativity.

BUILT BY CLAUDETTES

FOR CLAUDETTES



Global

Women across time zones, industries and regions.



Peer-led

Run by members, for members.



Independent

Not affiliated with Anthropic.



Purpose-driven

Sharing knowledge. Lifting each other.

Public proof assets

- Stories show concrete wins: Sumin saves several hours a week; Ashley wins back more than 10 hours a week; Hannah evaluates opportunities in hours.
- Resources already cover prompt clinics, founder playbooks, team adoption guides and practical workflow examples.
- Stages are designed for application: demos, prompt critique and leadership salons - not passive watching.

AI adoption is moving faster than workforce readiness.

The sponsor story is urgent: companies need AI-literate talent, and workers need practical paths to reskill.

78M

net new jobs projected globally by 2030 after 170M roles created and 92M displaced

63%

of employers cite skills gaps as the key barrier to business transformation

59/100

workers projected to need reskilling or upskilling by 2030

56%

wage premium for workers with AI skills in PwC job-ad analysis

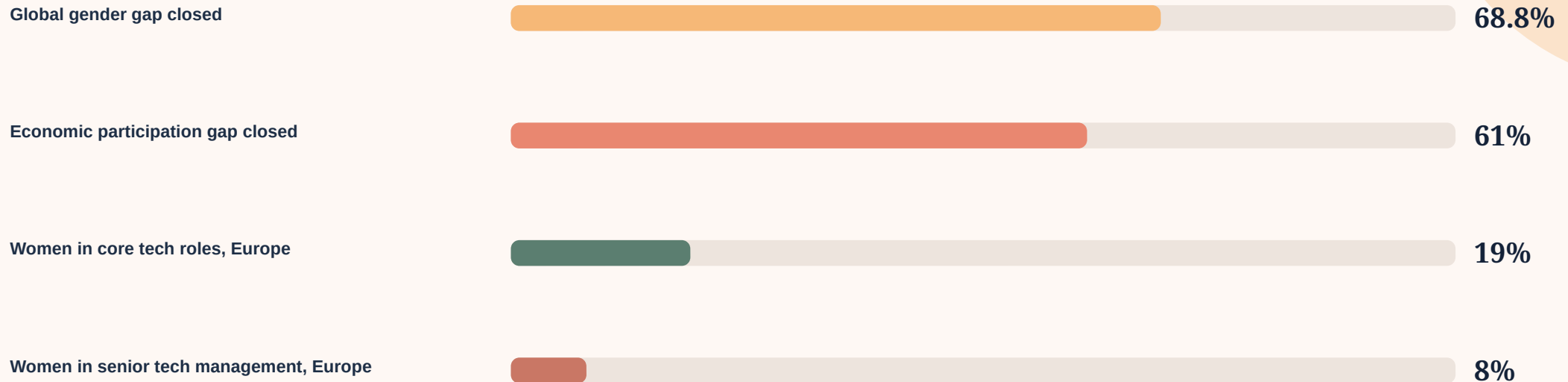
Implication for Women in Claude

The most valuable community product is not inspiration. It is repeatable applied AI capability: real workflows, review loops, safe adoption rituals and member proof-of-work.

SPONSORABLE OUTCOME: AI CONFIDENCE + WORKFLOWS SHIPPED

The gender gap is a market failure and a market opening.

Women in Claude can position inclusion as a future-of-work capability, not a nice-to-have.



The persuasive frame: a partner is not just supporting a women-in-tech brand. They are backing a higher-retention, higher-trust route to AI readiness for the workforce now being reshaped.

The AI transition can happen to women - or be built by women.

WIC should own the empowering side of the narrative: practical agency, not passive displacement.

RISK

Women are more exposed to disrupted roles and less visible in AI skill signals.

- LinkedIn finds women are more represented in occupations potentially disrupted by GAI.
- Globally, 2% of male LinkedIn members list AI engineering skills versus 1% of women.
- Women are also less likely to explicitly list hard technical skills even when job evidence suggests them.

OPPORTUNITY

A community of practice turns hidden skill into visible proof.

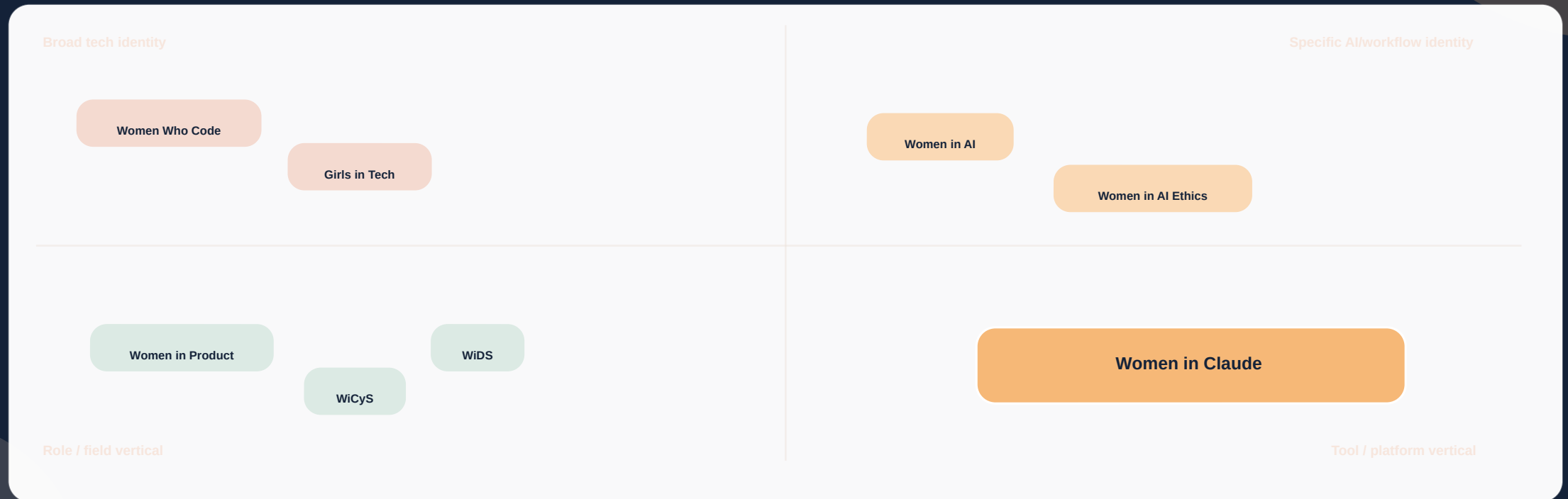
- Skills-based approaches could raise female representation in the most underrepresented occupations by 13% globally.
- WIC can make AI skill visible through demos, playbooks, portfolios and member stories.
- The brand voice lowers intimidation: start with one real workflow, not jargon or credentials.

Narrative to sell: WIC helps women move from AI anxiety to AI agency - using Claude to build real systems for real work.



Women-in-tech niches are moving from broad identity to specific skill, role and tool communities.

The white space is a focused, high-intent community for women building with a specific AI tool and a repeatable workflow culture.



Positioning note: broad communities prove demand. The durable model needs diversified revenue and a clear chapter operating system.

The defensible wedge: Claude workflows for women builders.

A narrower niche is more sponsorable, more searchable, and easier to turn into repeatable programming.

Specific identity

"Claudette" turns members into builders with a shared language and culture.

Workflow IP

Prompt clinics, founder playbooks and team adoption guides create reusable assets.

Member proof

Stories turn vague AI promise into concrete wins, time saved and systems built.

Local chapters

City-based chapters convert global affinity into trust, events and sponsor inventory.

Partner surface area

Corporate upskilling, product demos, hiring, research and fellowships fit naturally.

Persuasive line: Women in Claude is not a content brand. It is a networked learning engine for applied AI confidence.

Who joins - and what they are trying to get done.

Sponsors win when they understand the jobs-to-be-done behind each Claudette segment.

1 Women founders

Customer research, pitch materials, content systems, ops docs, investor updates.

2 Operators + team leads

Meeting systems, SOPs, internal comms, reporting, responsible adoption.

3 Product + marketing leaders

GTM messaging, launch planning, research synthesis, positioning.

4 Developers + technical builders

Claude Code workflows, QA, docs, tooling decisions, prototypes.

5 Educators, researchers + creatives

Curriculum, synthesis, grant review, publishing, creative

Community ladder

LEARN > BUILD > SHOWCASE > LEAD

Every sponsorship product should attach to one step in the ladder.

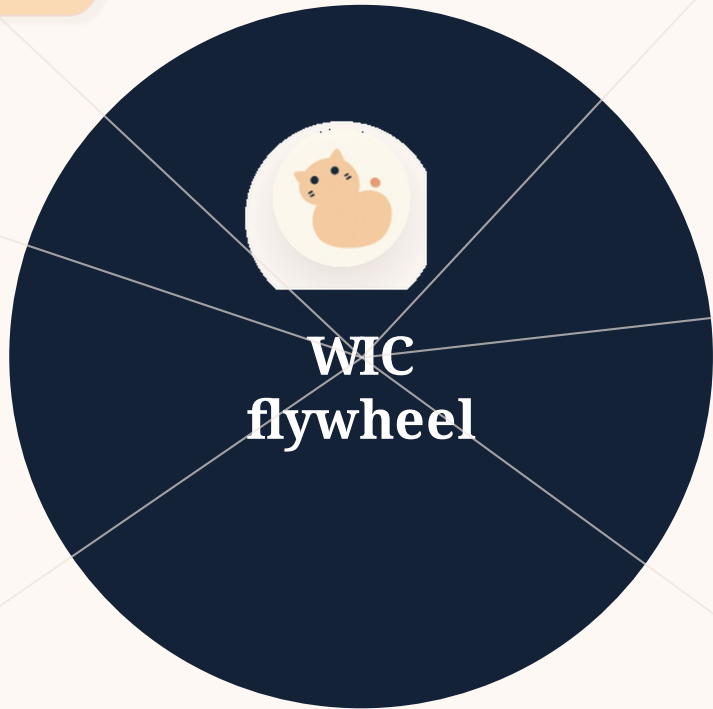
Turn the existing stages into a sponsorable ecosystem

Each programming pillar should create a measurable impact, with a clear value proposition, a high-quality second, and measurable proof every time.

Community
WhatsApp support, member questions, peer belonging.

Stages
Workflow demos, working sessions and leadership salons.

Prompt Clinics
Small-group critique for prompts, briefs and review systems.

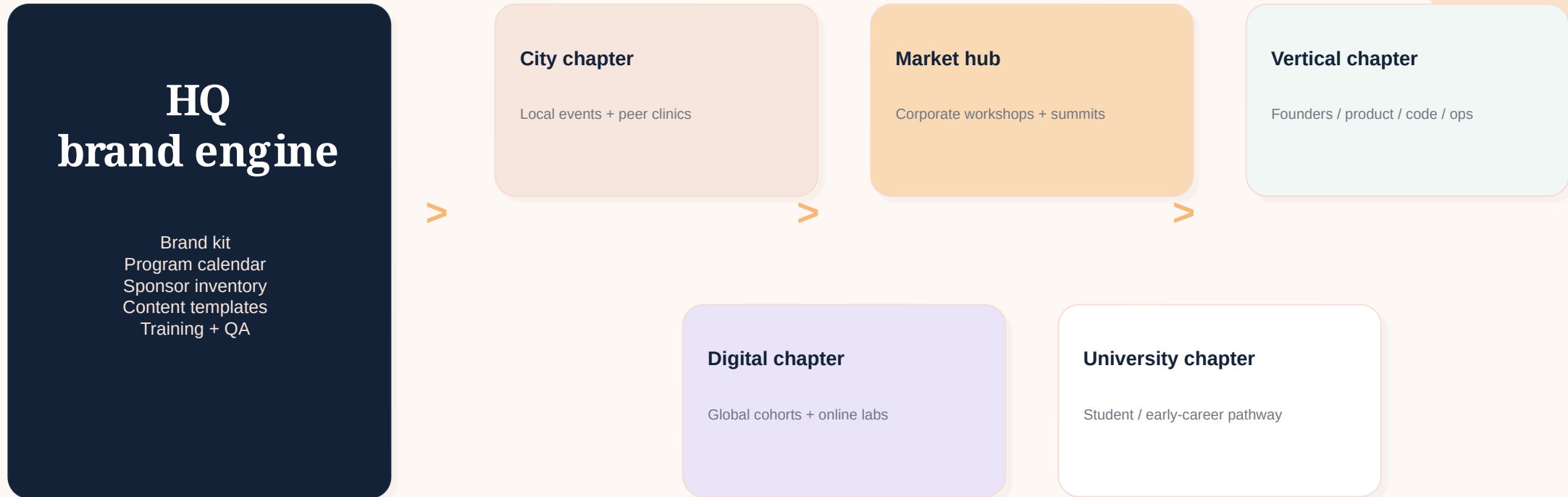


Partner Labs
Sponsored applied build sessions and workplace cohorts.

Stories
Member proof: time saved, systems built and confidence gained.

Scale via licensed chapters, not loose meetups.

Use a chapter operating system that protects brand trust while giving local leads enough autonomy to grow.



Legal note: this is a commercial concept for a chapter license/franchise system. Final franchise, tax, employment and data terms need counsel before public offering.

Illustrative economics for chapter pilots.

Use this to structure conversations; replace ranges with real audience metrics after the first 90 days.

Launch mode	Community Pilot	City Chapter	Market Hub
Programming	3 events / quarter	Monthly stage + 2 clinics	Summit + bootcamp + clinics
Revenue mix	1 micro-sponsor + tickets	2 sponsors + paid workshops	4 sponsors + corporate programs
Illustrative gross	\$2k-\$5k / qtr	\$12k-\$30k / qtr	\$50k-\$120k / qtr
Local costs	Venue, food, ops	Venue, creator fees, ops	Venue, production, ops team
Margin target	25%-40%	35%-50%	40%-55%

Principle: keep member entry low-friction; monetize through sponsors, corporate programs, premium labs, and partner underwriting of access.

Sponsors should buy credible proximity, not logo space.

The asset is an opt-in community of women actively learning and building AI workflows.

1 Employer brand + talent

Reach women with visible proof-of-work, portfolio moments and technical confidence.

2 Product education

Help high-intent users understand responsible, practical AI adoption.

3 Market insight

Learn real workflow pain points from founders, operators and teams.

4 Digital inclusion

Fund access, scholarships and non-technical pathways into AI.

Best-fit sponsor categories: AI tooling, developer platforms, cloud, enterprise SaaS, cybersecurity, HR/talent, universities, accelerators, VC funds, training providers and innovation agencies.

Package sponsorships around outcomes.

Indicative tiers for a founder-stage community; finalize pricing with audience metrics and local market tests.

Tier	Indicative fee	Core deliverables
Community Supporter	\$2.5k-\$5k / quarter	Logo, community resource drop, 1 newsletter mention, 1 event ticket pack.
Event Partner	\$5k-\$12k / event	Co-hosted Stage/clinic, 5-min welcome, booth/table, post-event insight note.
Chapter Partner	\$20k-\$50k / year	Annual chapter presence, 4 activations, hiring/portfolio moments, story spotlight.
Global Anchor	\$75k-\$150k / year	Signature program, multi-market rights, flagship report, founder roundtable.
Access Fund	\$10k+ ring-fenced	Scholarships, free seats, travel support, childcare/access stipends where relevant.

Trust guardrail: sponsors support member learning. Paid presence should never imply product endorsement or Anthropic affiliation.

Partnership pathways make WIC bigger than events.

The strongest partners help the community build capability, credibility or access.

Corporate upskilling

Internal cohorts, prompt clinics, responsible adoption rituals and manager enablement.

Outcome: AI-ready teams

Startup + VC ecosystem

Founder labs, pitch system clinics, GTM workflows and investor-readiness sessions.

Outcome: stronger women-led pipelines

Education partners

Student chapters, career readiness, portfolio demos and AI literacy tracks.

Outcome: early AI fluency

Platform + tool partners

Hands-on demos, workflow templates, integrations and safe-use education.

Outcome: responsible adoption

Partnership rule: attach every partner to a concrete member artifact - a workflow, demo, story, playbook, scholarship or measurable adoption outcome.

A menu of activations sponsors can actually understand.

Package the community into repeatable modules with clear audience, artifact and sponsor role.

Workflow Demo Night

Members show exact builds behind launches, research and operations.

Brand + insight

Claude Code Sprint

Technical builders ship, test and document an AI-assisted project.

Developer affinity

Founder Prompt Clinic

Founders bring a real prompt, offer, pitch or funnel for critique.

Lead gen + trust

Responsible AI Salon

Leaders discuss judgment, governance and safe adoption rituals.

Thought leadership

Hiring / Portfolio Review

Members package AI workflows into public proof-of-work.

Talent pipeline

Story Spotlight Series

Publish member stories with sponsor-supported access, not endorsement.

Narrative equity

City Demo Day

Chapter culminates in showcases, awards and partner roundtables.

Market presence

Claudette Playbook PDF

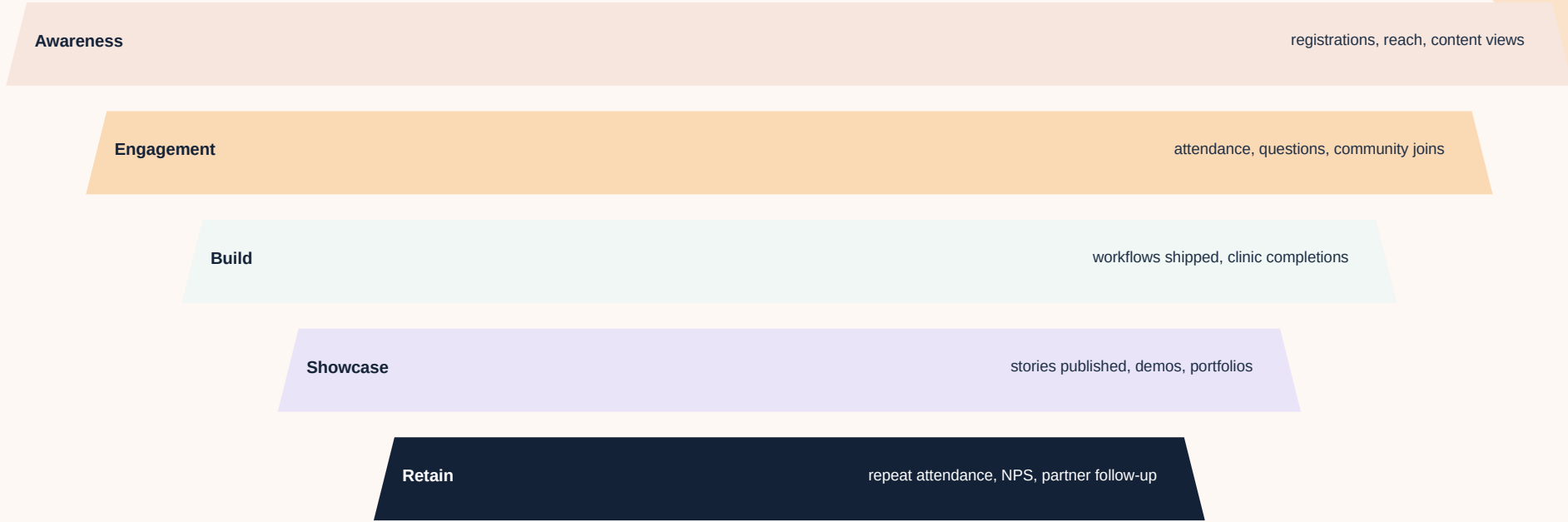
Co-branded guide with prompts, templates and review loops.

Content utility

Package modules nationally; let chapters localize speakers, venues and examples while preserving a consistent WIC experience.

Measure outcomes across the full sponsor funnel.

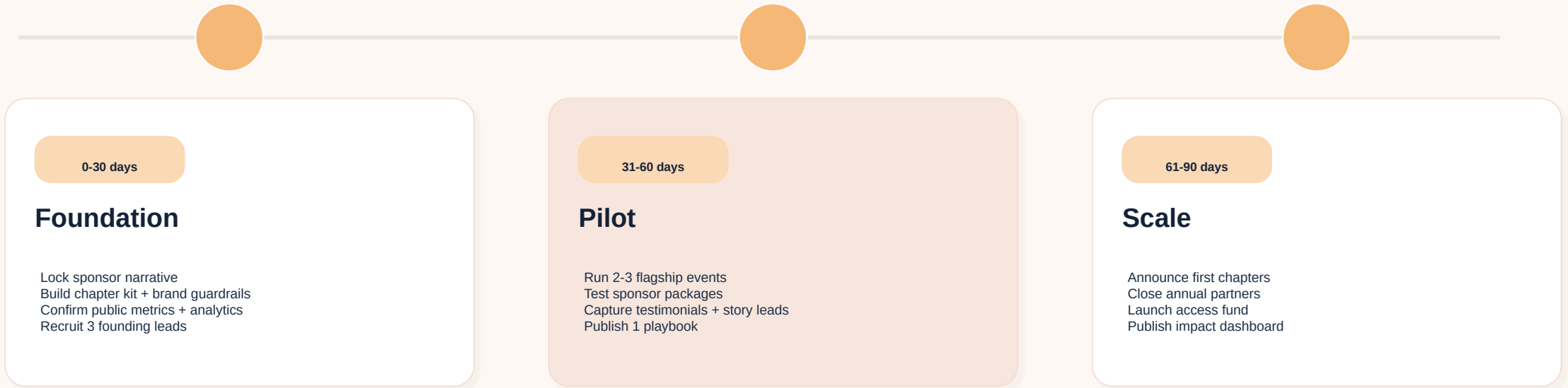
Sponsors renew when the story moves from visibility to capability to proof.



70+ NPS	60%+ Show-up	100/qtr Workflows shipped	12/qtr Story leads	25+ Sponsor follow-ups
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90-day launch plan: pilot, prove, package.

The goal is to create enough traction and evidence to close annual sponsors and recruit credible chapter leads.



Decision at day 90: which cities/verticals get chapter licenses, which sponsor products convert, and what content becomes the reusable chapter kit.

The ask

Help Claudettes learn, build, showcase and lead.

Founding Chapter Leads

Launch a city, vertical or digital chapter with the WIC operating system.

Founding Sponsors

Underwrite signature programs, scholarships and applied AI skill-building.

Strategic Partners

Co-build corporate cohorts, research, fellowships and showcase opportunities.

womeninclaude.com | Built by Claudettes. For Claudettes.

Sources used and assumptions to validate.

The deck uses public information only; financials and packages are illustrative until audience metrics are confirmed.

Women in Claude sources

womeninclaude.com home: positioning, mission, community pillars and disclaimer.

About: founding story, Claudettes identity and movement framing.

Stories: Sumin Lee, Ashley Ruperto and Hannah Nguyen proof examples.

Resources: Claudettes definition, prompt clinics, founder playbooks, team adoption guides and practical workflow examples.

Stages: workflow demos, prompt clinics and leadership salons.

Market research sources

World Economic Forum, Future of Jobs Report 2025: job churn, skill gaps and upskilling.

World Economic Forum, Global Gender Gap Report 2025: parity gap and economic participation.

PwC, 2025 Global AI Jobs Barometer: AI skill premium, productivity and skill change.

McKinsey, Women in tech and AI in Europe, March 2026: tech representation and seniority gaps.

LinkedIn Economic Graph, Women and Future Jobs: GAI disruption, AI skill signals and skills-based hiring.

BCG, Why Women-Owned Startups Are a Better Bet: gender investment gap and revenue efficiency.

Women in AI, WiCyS, Women In Product, WiDS Worldwide, Women Who Code: adjacent niche/community landscape.

Assumption note: no private Women in Claude membership, traffic, revenue or conversion data was assumed. Pricing, chapter revenue and KPIs are working hypotheses for validation.