



Stepping Into Your Power, Wealth & Influence



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HOW WOMEN GIVE.

Funding women's & girls organizations solving critical problems together.

HOW WOMEN LEAD.

We are champions for promoting the voices of all women and propelling their leadership forward.

HOW WOMEN INVEST.

Disrupt the unequal investment in women-owned ventures, and propel women-led businesses forward.

Say Yes To
Helping Each
Other



Be
Unabashedly
Visible



Be Fierce
Advocates For
Each Other



Reinforce Her
Voice



**OUR
CREDO**

Today's Agenda

- Review the corporate board & venture landscape
- Identify the connection between boards & investing
- Share action steps to catapult you



1. Embrace your power and influence
2. Understand the power and influence by engaging in the venture & board landscape
3. Consider your own board & investing pathway
4. Get into action and make a plan

Build Your Network!

Learning Objectives

1. What do you want to get out of our time together/why did you join this event?
2. What questions do you have?
3. Have you thought about adding corporate boards to your leadership journey?
4. Have you thought about investing?

Breakout Rooms

Envisioning an Equitable Future



The Cycle of Women's Wealth & Power is Broken



Entrepreneurs

- **2.4%** of US venture funds invested in solely female-founded/led teams
- **Persistent Bias** and abuse in venture investing process



Investors

- **5%** of General Partners are female / **16%** are Investment partners
- **73%** of women-run venture funds started in the last 5 years
- **90% of female-led venture funds** are under \$10M and don't have institutional investors to scale



Leadership & Jobs

- CEO/C-Suite - **only 7% of Fortune 500** are run by women
- **60%** of startup boards have no women on them
- **33 year low** in women's employment

Your Leadership and Impact Journey

*Take a moment to think about
your answers*

- What are the biggest milestones you see ahead for yourself?
- What is the legacy you want to make?



Corporate Board Diversity is Unequivocally Critical for Success

- 26% better financial performance (*McKinsey*)
- Decreased risk - eg. recalls happen 3 times faster
- Increased innovation
- Women and people of color are paid more equitably
- Group think is decreased
- Everyone is upgamed in a diverse group

Diversity: Gender, Ethnicity, Race, Experience



Investor Demands for Board Diversity

Asset Managers:

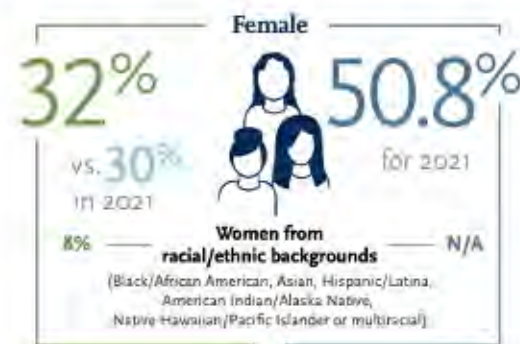
- BlackRock
- State Street
- Goldman Sachs
- NASDAQ
- Venture Firms

Source:

<https://www.nasdaq.com/press-release/nasdaq-to-advance-diversity-through-new-proposed-listing-requirements-2020-12-01>

S&P Directors 10-Year Breakdown

- Women represent 32% of all S&P 500 directors, the most ever!




	2022	2021	2017	2012	5-Yr % change	10-Yr % change
New directors	395	456	397	291	-0.5%	36%
% women	46%	43%	36%	26%	28%	77%
% Underrepresented racial/ethnic groups (Black/African American, Asian, Hispanic/Latino/a, American Indian/Alaska Native, Native Hawaiian/Pacific Islander or two or more races)	46%	47%	21%	12%	119%	283%
% female	20%	18%	6%	4%	233%	400%
% male	26%	29%	14%	8%	86%	225%
% new directors from historically underrepresented groups (women and/or Black/African American, Asian, Hispanic/Latino, American Indian/Alaska Native, Native Hawaiian/Pacific Islander or multiracial men and/or LGBTQ+ when disclosed)	72%	72%	64%	35%	13%	106%

SpencerStuart, 2022 S&P 500 Board Diversity Snapshot

HOW
WOMEN
LEAD.

Acknowledge the Board's Role

 Know the difference between management duties vs governance role.

Role focus in private vs public, legacy vs startup may be very different.



Main historical role is to recruit, evaluate and mentor the CEO, but in last decade, the oversight role of directors has expanded tremendously.

Assess Your Readiness

Do you have ...

Senior
leadership
experience

Support of
your company

The time ...
40-60 hrs a Qtr

Fiduciary &
role of director
knowledge

Financial
Acumen

In-demand
expertise

Clear Intention

Why do you want to serve on a board?

Give back by sharing your experiences

Be at top level of leadership

Increase leadership diversity

Enhance or change your career

Expand your own knowledge

Financial rewards

Stay relevant

Learn new industries

Make an impact

We need Engineers in the boardroom!

Identify Expertise & Accomplishments
Valuable to Boards

A word cloud featuring various business and technology terms. The words are arranged in a roughly circular pattern, with some larger than others. The colors used are dark blue, orange, and brown. The terms include: Diversity, Crisis/Management, Cybersecurity, People of Color, Disruption, GTM, Blockchain, ESG, Investors, Digital Marketing, Global Marketing, Culture, AI, and Risk/Management.

Diversity Crisis/Management
Cybersecurity
People of Color
Disruption GTM
Blockchain ESG
Investors
Digital Marketing
Global Marketing
Culture AI
Risk/Management

What Kinds of Boards/Companies Are Likely to Need Your Experience?

Advisory	PE or VC Growth	Private & Family Small to Large	SPAC
Public OTC	Public Small Cap	Public Mid Cap	Public Large
Pre-IPO	Foreign	Specialty: REIT, ESOP Mutual Fund	Distressed/ Turn Around

Which types will be your main focus?

Create Board Documents



How Will Boards Find You?

Get Connected:

Find Your Allies & Advocates

**80-90% of board seats come through
a network connection**



In your networking and requests for referrals
share how you can assist a board.
Help your network help **YOU**.

How Will Boards Find You? Be Visible

- Reach Out: Board Members
- Thought Leader – Speak & Write
- Board Organizations, Events & Training
- Investors
- Board Registries
- Search Firms
- LinkedIn

Key Steps in Becoming a Director

All of these steps to the boardroom are based upon communicating your value as a board member.



Clue to Success

Embrace the philosophy that the role of a board member is generally one of service.

Venture Investing = Board Seats

10,000 companies received venture funding in the US in 2019

- On average, VCs take a board seat in 43.9% of the companies they invest in
- Lead investors take seats 61.5%; non-lead investors, 35%
- The earlier the round, the higher the probability of the seat
- Independent VCs take seats far more often than corporate VCs in young startups.

*But only **5%** of women who are accredited invest in venture*

The Opportunity?

Invest and ask for a board seat





Time To Invest In Female Founders

THE OPPORTUNITY

Capital Efficient



35%

Private Tech startups led by women are more capital efficient than startups led by men, achieving 35% ROI in one study.

Performance Driven



\$.78

Cents in revenue per dollar invested generated by women-led startups, versus 31 cents for male-run startups

Higher Revenue



10%

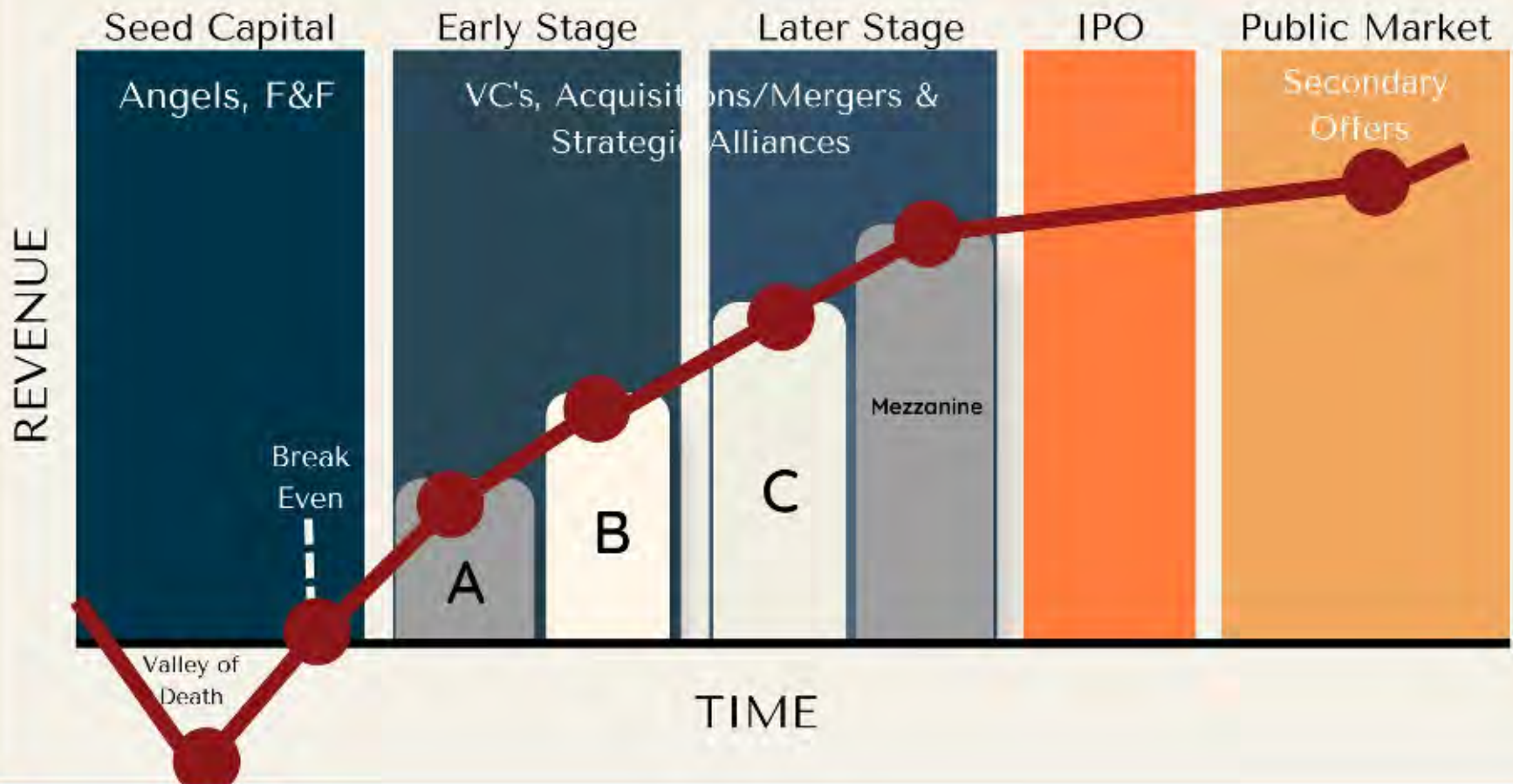
Higher revenue over 5 years generated by women-led startups over male-led companies.

Women founders earn **26%** more for their investors.

VCs could return **\$4.4T** more for LPs by investing in more female-founded startups, according to Morgan Stanley

Note: THE EWING MARION KAUFFMAN FOUNDATION Kauffman Fellows Report, Volume 7, 2016; BCG & Mass Challenge: Why Women-Owned Startups are a Better Bet, 2018;
All information presented is confidential

STAGES OF STARTUP FUNDING



ANGELS - MANY WAYS TO INVEST

INDIVIDUAL INVESTOR

- Deal flow and access to deals is a consideration
- On your own diligence, negotiations, etc.

MEMBER OF AN ANGEL GROUP

- Geographic - i.e., Cincinnati Angels
- Sector based - i.e., CleanTech Angels
- Entrepreneur Focused - i.e., women entrepreneurs, veterans, entrepreneurs of color

FUND

- Immediate diversification
- The fund managers are the decision makers - operates as a VC fund does
- Investor plays a more “passive” role - some funds may involve investors a bit



VENTURE INVESTORS - ANGELS AND VCS



Angels - Invest “My Own Money” (MOM)

- Can act as individuals, in a group or via a fund
- “Accredited” - meet US Securities and Exchange Commission (SEC) Criteria
- Usually Part-Time
- Often have goals other than strict financial return

VENTURE CAPITALISTS



VCs - Invest “Other People’s Money” (OPM)

- Raise a Fund
- Invest in Companies
- Nurture/Support Companies to “Exit”
- Must deliver a financial return on the fund’s portfolio to their investors

HISTORICAL ACCREDITED INVESTOR CRITERIA

SEC Regulation D, Rule 501 says that to be an accredited investor, a person must:

Have an annual income exceeding \$200,000, or \$300,000 for joint income, for the last two years with expectation of earning the same or higher income in the current year.

OR

Have net worth exceeding \$1 million, either individually or jointly with a spouse, excluding the principal residence.



Note: There are also guidelines in this rule for other investing entities to be “accredited”.

FUNDABLE COMPANIES

→ Scalability

Investors must believe company will grow fast enough and large enough to attract an acquisition or merger offer from another company in 5 to 10 years (reality is 7 to 12)

→ Return vs Risk

Generally looking for 5x to 100x investment, depending on the type of investor.

→ Aspirin vs Vitamins

→ Not a “Lifestyle” Company



Actions you can take

The power of your voice - wealth and influence

- Ask your investment advisor about your investments - are they aligned with your values
- If you invest in venture firms: ask how many women and black women are in their portfolio
- Ask your company if they invest in venture and if so, ask the composition
- Advise start-ups
- Join a Special Purpose Vehicle Fund like Gaingels

Beyond Board Seats: How *Else* to Get Involved at How Women Lead

- Ask every vendor about their board composition
- Ask your employer for their plans
- Invest
- When you invest ask about board composition. And if you invest in venture firms, ask about the % of women CEO's in their portfolio.
- Ask for that board seat. It works.
- Tell everyone you know you are interested
- Optimize your linkedin. Be searchable. If you are LGBTQ or other affinity being sought, make sure that is searchable on your LI.
- Join the nominations and governance committee
- Become chair
- Recommend qualified candidates every time