# Female Founders First

by **🦅 BARCLAYS**
and **techstars_**

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## Fuelling the Success of Female Entrepreneurs
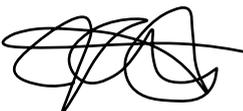
# Foreword

This is an exciting time for female entrepreneurship. The gender funding gap is narrowing, the number of female-founded tech companies is growing and yet, whilst great strides have been made to close the funding gap in recent years, progress is sluggish. In spite of the difficult context in which these founders are operating, there are reasons for optimism as powerful success stories continue to shine through. The cohort for Female Founders First, which was carefully curated by Barclays and Techstars, showcases tales of remarkable resilience with founders meeting key growth objectives, developing flourishing sales pipelines, and landing milestone investment goals.

The COVID-19 pandemic has exacerbated, rather than diluted, the existing structural barriers that female entrepreneurs face. A recent report by the Female Founders Forum shows that many female-led, high-growth companies have been disproportionately impacted throughout the pandemic. Yet, to support quick recovery from the global recession, we cannot afford to leave the untapped potential of female entrepreneurs out of the equation. Specifically, closing the entrepreneurship gap can boost global GDP by up to $5 trillion. Unleashing the power of women entrepreneurs requires immediate action - for Barclays and Techstars this meant extending our multi-year partnership on the Barclays Accelerator powered by Techstars, to a special 2020 programme dedicated to removing the barriers that have been impeding successful female tech founders. And so Female Founders First by Barclays and Techstars was born.

In this lookbook, you'll find a cohort of tech startups revolutionising a wide range of industries including healthcare, legal, finance, e-commerce, and mining. They're tackling entrenched industry issues with cutting edge technology and creating diverse solutions to complex problems. Whether it's leveraging machine learning and AI to make manufacturing more sustainable, or making mobile app development more accessible, the participants in this programme are running high-growth businesses on the verge of scaling.

Exemplifying their resilience, these companies saw an opportunity to pivot in the current environment, ultimately achieving even greater success. They've demonstrated their value and ability to thrive under the harshest of conditions and like all successful innovators, they challenge the status quo and imagine new possibilities.

We are continuously inspired by these founders, and we hope you will be too.



Sonal Lakhani
Head of Programmes and Strategic Initiatives for Barclays Innovation



Jennifer Jordan
Managing Director, Techstars

## A peek inside the programme

The Female Founders First programme is unique. It provided 30 trailblazing, female-led technology companies with resources to grow, scale, and advance. The selected companies were connected to world-class mentors and industry specialists including experts from across Barclays and Techstars. We also designed a curriculum of workshops and roundtables to help founders accelerate scaling their businesses and brand-strengthening initiatives with the purpose of preparing them for their next rounds of funding or scaling efforts.

Throughout the course of the programme, we've learnt firsthand the kind of support female-owned businesses need to scale. Three core learnings were:

1. An all-female, peer-to-peer network for scaling tech founders is a rare yet coveted opportunity to help Female Founders reach their next level of growth. It provides an open forum to discuss both visible and invisible barriers that female founders face the world over, recognise them as such, and offer multiple routes to overcome them.

2. Further work is needed in the investor community to remove the unconscious and conscious bias towards underrepresented and first-time founders.

3. More education and resources are needed to help female founders plan and map out multiple ways of raising capital, choose debt vs equity at the right time for the business and avoid over-dilution, which is a common pitfall for many.

In the future, it's crucial that we break down barriers and begin work on supporting our communities of innovators and entrepreneurs. With Female Founders First, we believe we've taken the first step.
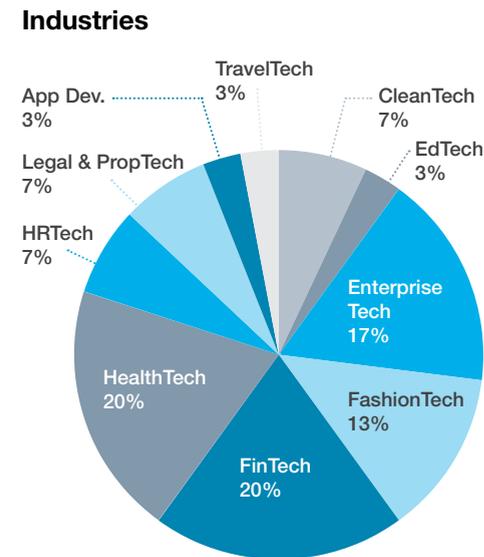
# A partnership focused on progress.

# What is Female Founders First?

A global opportunity aimed to create a path for 30 trailblazing female-led technology companies to reach the next stages of funding, scale, and success.

Founders told us that what they needed most was access: access to each other for peer learning and support, to business advice from experts who had done it before, and to capital.

Together, Barclays and Techstars created a programme to address these needs, putting their unique goals, challenges, and stories first by:

- Surrounding female founders with a community of like-minded peers
- Providing the tools and resources necessary to address their unique challenges
- Promoting their stories just as they are seeking their next stage of funding or growth
- Giving access to world-class mentors and industry specialists including experts from across Barclays and Techstars

**Industries**



TravelTech 3%
App Dev. 3%
CleanTech 7%
EdTech 3%
Legal & PropTech 7%
HRTech 7%
Enterprise Tech 17%
FashionTech 13%
HealthTech 20%
FinTech 20%

# Global reach

**At a time when the world was experiencing a restriction of movement, it was critical that this programme was both global and virtual in nature. The Female Founders First cohort hails from regions as geographically diverse as Tampere Finland, Nairobi, Kenya, and Kalamazoo, Michigan.**

These founders are building for global scale from their own cities, but the community they have built allows them to continue to share cross-border innovation and knowledge, creating a driving economic engine for the future.

**Barclays and Techstars are committed to radically improving access — to networks, business advice and capital — for female founders.**

# Table of contents

# Meet the Female Founders First companies

## CleanTech

**EVA.GLOBAL**

Providing end-to-end infrastructure management, monitoring, service desk, and support services to EV drivers. evassist.global

**PHOENIX TAILINGS**

Recycling mining waste, leveraging cutting edge material science, to create sustainable metals. phoenixtailings.com

## EdTech

**FILM DOO**

Helping people to learn languages and explore cultures through film. filmdoo.com

## Enterprise Tech

**Cabinet M**

Tracking, documenting, visualizing, and reporting on customers' marketing technology use and spend. cabinetm.com

**CREDO AI**

Empowering enterprises to deliver responsible and trustworthy AI at scale via comprehensive AI audit and governance platform and solutions. credo.ai

**INFINITY|Q**

Developing room temperature quantum proprietary hardware and software solutions to solve complex problems. infinityq.tech

**JARGON**

Low-code platform enabling business users and developers to build and operate Intelligent Assistants leveraging Conversational AI. jargon.com

**riff analytics**

Building tools that measure and augment human interactions, helping people and organisations communicate, collaborate, and innovate. riffanalytics.ai

## FashionTech

**BOLD METRICS**

AI technology allowing brands to accurately predict customer body measurements and relate them to garment specifications. boldmetrics.com

**CHERRY BLOSSOM INTIMATES**

Offering completely customizable, fully insurance billable post-mastectomy prosthetics and bras with a state-of-the-art fitting experience. cherryblossomintimates.com

## FashionTech (cont.)

**LDC. LONE DESIGN CLUB**

Uniting independent designers in hosting technology-first, experience-led concept stores, and creating a resource sharing community. lonedesignclub.com

**QUEEN OF RAW**

Matching buyers with sellers, unused textiles are sold quickly and easily at lower price points, giving people access to materials that they never had before. queenofraw.com

## FinTech

**ENRICHHER**

Uniting founders and funders who share a vision for sustainable women-led ventures. enrichher.com

**FilmChain**

Collecting, allocating, and analysing revenues for films, TV, and digital on the blockchain. filmchain.co

**nuggets**

Putting people back in control of their data. Identity and Payments without having to store personal data with anyone. nuggets.life

**STREEVA**

Automating existing manual processes by linking purchase data to the payment. streeva.com

**Sustainably**

Enabling brands to instantly give to causes their customers and employees care about, hyper-localising and personalising their social responsibility at scale. sustainably.co

**Z**

Facilitating collaborative trading via an online platform. zingeroo.com

## HealthTech

**Access Afya**

Providing high-quality, affordable primary healthcare in Nairobi's informal settlements via a chain of quality assured, low-cost micro-clinics. accessafya.com

**BIO BOT**

Developing cutting-edge technology to transform sewers into public health observatories, revealing valuable information about the health of communities. biobot.io

## HealthTech (cont.)

**BloomerTech** tailoring cardiovascular care to women

Accelerating access and inclusivity in women's cardiovascular health to advance personalized diagnostic and therapeutics processes tailored to each women's physiology. bloomertech.com

**cake** end of life planning

Leading online solution for navigating mortality and end-of-life planning. joincake.com

**eli**

Enabling women to take control of their health across their lives, by providing them with powerful information on their daily hormone profile. eli.health

**Mella**

Improving pet health through accessible technology and diagnostic products for veterinarians and pet parents. mella.ai

## HRTech

**PIPELINE**

Eradicating gender inequity and bias by making awareness actionable at the individual and corporate levels. pipelineequity.com

## Legal & PropTech

**TILT**

Revolutionizing employee leave in the workplace through a research-based, inclusive approach to retention, engagement, and effective transitions. ourtilt.com

**case status**

Connecting attorneys and their clients to facilitate easy communication, accurate expectations, and shareable contact information. casestatus.com

**RentCheck**

Saving time for property managers with easy self-guided inspections done on any smartphone. getrentcheck.com

## Mobile App Development

**Tequity**

Removing technical and financial barriers to app development for non-technical entrepreneurs and startups. tequityapps.com

## TravelTech

**tripAbrood**

Shaping the future of family travel with the world's first AI-powered family travel booking experience. tripabrood.com

# CleanTech

# EVA .GLOBAL

## EVA Global
evassist.global

Systematic change is needed for the most polluting sectors such as transport, which must be treated as a matter of urgency. In Europe, transportation accounts for 25% of pollution. It is clear that achieving carbon neutrality by 2050 or earlier will require a complete shift to zero-emission mobility, and the electrification of our transport system, powered by renewable and clean energy. However, for mass adoption, the infrastructure needs to be in place to support drivers.

EVA Global supports EV drivers, every day, 365 days a year — EVA currently serves 40,000 charge points and assists over 15,000 drivers every month in 24 countries around Europe. The end-to-end infrastructure management, monitoring, service desk, and support services promise to protect the needs of the consumer and ensure optimum uptime of the infrastructure they rely on. Rooted in a deep understanding of the industry, EVA helps customers manage the highly complex area that is charger infrastructure management and provide a superior charging experience to EV drivers.
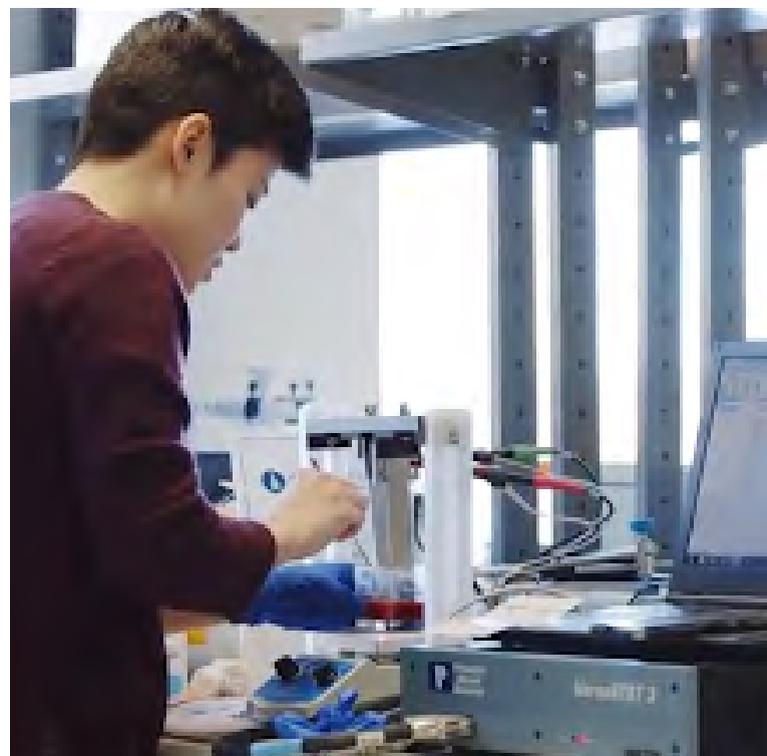


**Sector**
Cleantech

**Region**
Finland

**"As with most new technology, trust needs to be earned first before it becomes mainstream. Some of the barriers to adoption in the past were range-anxiety, a general lack of trust in the reliability of public charging infrastructure, and insufficient information on how it all actually works. It was clear to me from the start that to enable mass adoption of electric vehicles, drivers must have access to support and information at any time when on the road and in need of a charge. That became our mission: to never leave a driver stranded."**

**Niina Hopper**
Founder and CEO

Niina has a background in medical research and has always had a passion for improving health and improving lives. She spent a year building the company before publicly launching it. With a €50,000 startup loan and only shortly after becoming a mother for a second time, EVA Global was up and running. Niina was born in Finland and holds a PhD in surgery from the University of Cambridge.

# PHOENIX TAILINGS

## Phoenix Tailings
phoenixtailings.com

Phoenix Tailings is founded with the mission to leverage untapped value within mining and refining waste, economically and sustainably. Mining and refining waste is discarded in large landfills referred to as "Tailings Ponds". Phoenix Tailings takes these tailings, treating them as a new ore, and pulls out individual valuable primary metals in a holistic and sustainable manner. The sustainably produced metals are critical raw materials used in cell phones, automobiles, aerospace, and more. Using a combination of hydrometallurgy, solvometallurgy, and electrometallurgy, the Phoenix Tailings technology platform creates the world's first carbon emission-free, waste-free metal.

Through their relationships with top tier mining and refining companies, Phoenix Tailings creates domestic supply chains of critical materials while eliminating a major liability. All the products are 100% sustainably produced, with no direct carbon emissions, supporting our mission to create a zero-waste world.

**"The sheer enormity of tailings waste is astonishing to me. With over 172 billion tons of waste produced each year, it would be enough to cover the entire state of California in a foot-deep of sludge. For me, the impact eliminating this waste can make is why I build Phoenix. So, last summer, in my co-founder's backyard, we set to work building prototypes, and running experiments to create a re-mining platform capable of extracting the valuable metals within, and thus Phoenix Tailings was born."**

**Michelle Chao**
Cofounder and COO

Michelle Chao's mission is to create a world free of the waste that humankind discharges into the environment today. She grew up loving the outdoors and its natural beauty and decided early on that she wanted to dedicate her life to finding a way to preserve what she cared about so much. Her personal mission drove her to pursue a BS in Material Science and Engineering from MIT, and leverage that experience at Markforged where she and others led the industry in additive manufacturing. When fellow Phoenix Tailings cofounders Thomas, Nick, and Anthony started talking about how they should re-think the way metal is created, by eliminating the hazardous waste in the environment, it was clear that company was the way she could finally achieve her vision of a Zero Waste World. As the Co-Founder and COO of Phoenix Tailings, Michelle is able to drive this innovation forward and sculpt a world where she creates new metals, economically and environmentally.

# EdTech

# FILMDOO

**FilmDoo**
filmdoo.com
filmdoo.academy

FilmDoo is a global media company utilizing innovative technology to deliver edutainment content. Sitting at the intersection of both home entertainment and online education, FilmDoo's recent growth has been driven by two sectors that are set to see the largest uptakes as a result of COVID-19. As education moves to becoming digital on a large scale, FilmDoo's game-based 'edutainment' platform is looking to solve the problem of high drop off rates and low engagement many institutions are facing in their online teaching methods. Given that the average Gen Z students now spend at least four hours a day watching mobile videos, traditional teaching methods are struggling to keep up while the modern students now respond to film and video-based learning, which is at the heart of FilmDoo.

The edutainment platform allows for multiple-user and single-player interactions and can be tailored for both classroom discussions and independent studying. With an easy to use course authoring tool, teachers have the ability to create bespoke lessons and bring interactive learning through film and video. The underpinning technology helping to deliver this service includes a metadata tagging system, our machine learning recommendation engine, and automated image recognition software.



| Sector | Region |
|--------|--------|
| Edtech | United Kingdom |

**"Having grown up in 11 countries across 5 continents, I launched FilmDoo to reflect the three things I'm most passionate about film, language learning, and technology. I appreciate the power of film to help connect people around the world, whether it's through language learning or helping to create empathy and understanding for people from different cultures and backgrounds."**

**Weerada Sucharitkul**
Cofounder and CEO

Weerada Sucharitkul is an international and multicultural entrepreneur, having lived and studied in 11 countries across five continents, including France, South Africa, Japan, Netherlands, Thailand, Indonesia, Malaysia, and Australia. Prior to launching FilmDoo, Weerada was a Management Consultant working on global IT transformation projects, digital strategy, and business development across the finance and retail industries, counting companies such as Argos, UBS, and Standard Bank in her portfolio. Weerada first came to the UK as a Thai Cambridge Foundation Scholarship recipient to study Management at the Judge Business School, University of Cambridge. Previously, Weerada received the Matsushita (Panasonic) International Foundation Scholarship to study International Relations in Japan.
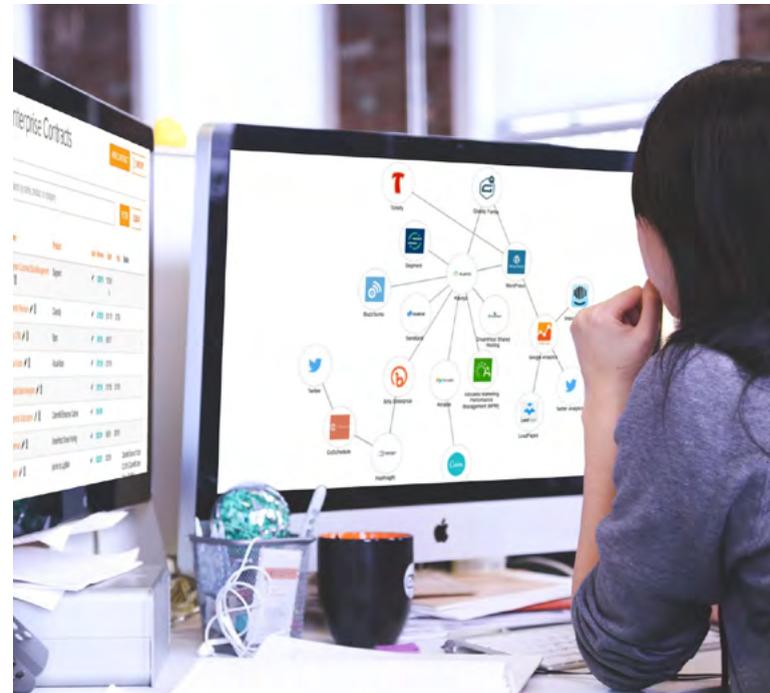
# Enterprise Tech

# CabinetM
cabinetm.com



The Marketing Technology Stack has become mission-critical to company growth, creating the customer experience, and driving digital transformation. Today's Enterprise organizations are spending 25% of their marketing budget on technology but are struggling to manage what they have, integrate key components, and optimize the individual technology tools and the technology stack to meet business objectives. Money is being wasted, technology is under-utilized, and performance goals are not being met. CabinetM addresses all of these problems and more.

CabinetM helps modern marketing and sales teams manage the technology they have and find the tools they need. The CabinetM marketing technology management platform enables full lifecycle support around technology discovery, qualification, implementation, and management. By using CabinetM, marketing teams gain critical visibility and leverage to save time and money, increase revenue, and drive digital transformation. The company has built the industry's most comprehensive database of over 15,000 marketing tools across 500+ categories, and currently has the largest set of marketing stack data as a result of hundreds of marketing stacks that have been built and are being managed on the platform.

| Sector | Region |
|---|---|
| Enterprise Tech | USA |

**"I saw first-hand how difficult it was for topnotch digital marketers to find and implement new marketing tools. As Sheryl spent more and more time with MarTech startups, she saw how hard it was for them to reach customers. These two groups needed one another, but they weren't connecting in an efficient and productive way. It was those insights that served as the original spark for CabinetM."**

A long-time technology marketer, Anita has led marketing teams from company inception to IPO and acquisition. She is the author of the Attack Your Stack and Merge Your Stacks workbooks that have been written to assist marketing teams in building and managing their technology stacks, is a monthly columnist for CMSWire, and speaks frequently about marketing technology. Anita has been recognized as one of 50 Women You Need to Know in MarTech.

Prior to CabinetM, Anita was the executive chairman of FashionPlaytes, an online fashion and style destination for tween girls. Anita also served as forum leader for Golden Seeds Boston, an angel investment firm focused on investing in women-led ventures, and as a board member for the Angel Capital Association and MassVentures.

**Anita Brearton**
Founder and CEO

## Credo AI
credo.ai

Artificial intelligence is set to contribute nearly $16 trillion to the global economy by 2030. The rapidly growing capabilities and increasing presence of AI-based systems in our lives raise pressing questions about the impact, governance, ethics, and accountability of these technologies around the world.

Credo AI aims to democratize AI governance and oversight to ensure compliant, trustworthy, fair, and auditable AI development and use. Built for business users and trusted by technical stakeholders, Credo AI's intelligent SaaS empowers enterprises to measure, monitor, and manage AI-introduced risks at scale.

In 2020 Andrew Ng invested in Credo AI, he is a globally recognised leader in AI and the founding lead of Google brain.



**"One of the major challenges with machine learning is the massive AI expertise gap that exists. Stakeholders who have expertise in risk management don't have the tools to bring that expertise to ML operations and put the right governance and controls in place. This was the inspiration behind Credo, a Latin word defined as a set of values that guides our actions."**

**Navrina Singh**
Founder and CEO

Navrina is a technology leader with more than 18 years of experience in enterprise SaaS, AI, and mobile development. Prior to Credo AI, Navrina held multiple products and business leadership roles at Microsoft and Qualcomm. Currently, Navrina serves as an executive board member of the Mozilla Foundation, focused on driving its mission of open internet via trustworthy AI. She holds an M.S. in electrical and computer engineering from the University of Wisconsin-Madison, an M.B.A. from the University of Southern California, and a B.S. in electronics and telecommunications from Pune College of Engineering, India.

## infinityQ
infinityq.tech

We propose hardware and software solutions composed of quantum technology. Based on a new paradigm, our technology is able to solve critical real-world problems that are impossible for classical digital computers. The sectors this will transform include financial services, drug design, materials, logistics, cybersecurity, artificial intelligence, and more.

Early generations of quantum computing have shown promise but typically rely on highly engineered, cumbersome cryogenic systems and error correction mechanisms. We use a fresh approach to quantum mechanics and electronics to exploit quantum effects at room temperature. Our quantum hardware is designed to be more compact, efficient, robust, and accurate than existing systems enabling local integration for security and speed.

Our focus is on developing effective local solutions to our partners' business challenges with dedicated hardware and bespoke applications working together with clients' current and planned IT infrastructure.
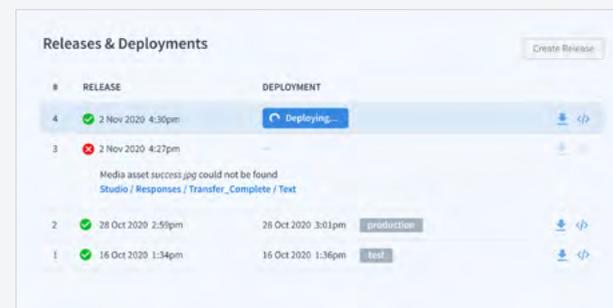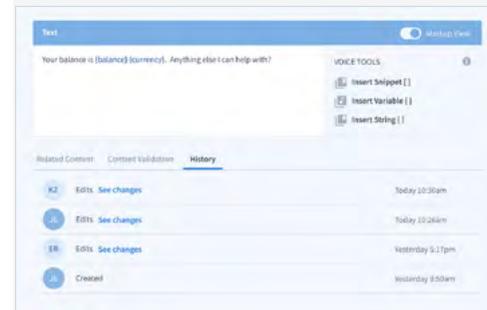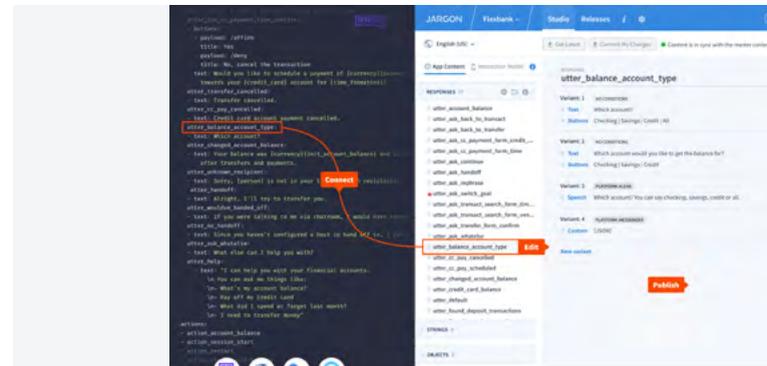
**"Quantum mechanics is fascinating and mysterious. Quantum effects are somewhat magical, and being able to harness them allows us to compute a million times faster than classical computers. With this exciting new technology, we hope to help in the search for solutions to global problems. It is not possible to predict everything that quantum computers will be able to do, but we are part of this technological revolution."**

### Aurélie Hélouis
Founder and CEO

Aurelie began her professional career in the French Navy as an aviation engineer officer. After being a chief technical officer of the first Rafale jet aircraft squadron, deployed on board the aircraft carrier, she completed a master's degree in information technology. Having completed 16 years in the Navy, she voluntarily retired as a lieutenant commander and moved to Montreal to pursue her MBA at McGill University where she discovered a passion for entrepreneurship. She launched a few startup companies shortly after, garnering knowledge and experience. She founded infinityQ in 2018 with Jean-Michel Sellier, a renowned professor in Quantum Mechanics, while they worked together at MILA, Yoshua Bengio's Artificial Intelligence research center.

# JARGON

Chat and voice virtual assistant technology is revolutionizing the experience of many consumers. Although relatively early in its existence, it's clear this technology will one day be pervasive. From search and advertising to news, media, and shopping, businesses are being impacted by conversational technology as the way in which consumers interact with their brands, products, and services is changing. Clearly, intelligent assistants will drive and influence consumer behavior and companies in many industries must prepare and plan accordingly.

Jargon's platform enables enterprise teams to build and operate such chat and voice intelligent assistants, leveraging the power of conversational AI. Our mission is to enable enterprise teams to deliver a VIP experience to each of their customers, across all digital channels.

The company's latest iteration helped attract a $1.8 million pre-seed round from investors including Amazon's Alexa Fund.



**Sector**
Enterprise Tech

**Region**
USA

**"We're witnessing a massive shift in how companies interact with their customers and employees—from a traditional approach of publishing one-size-fits-all information about their products and services to enabling 1:1 personalized interactions, powered by conversational AI."**
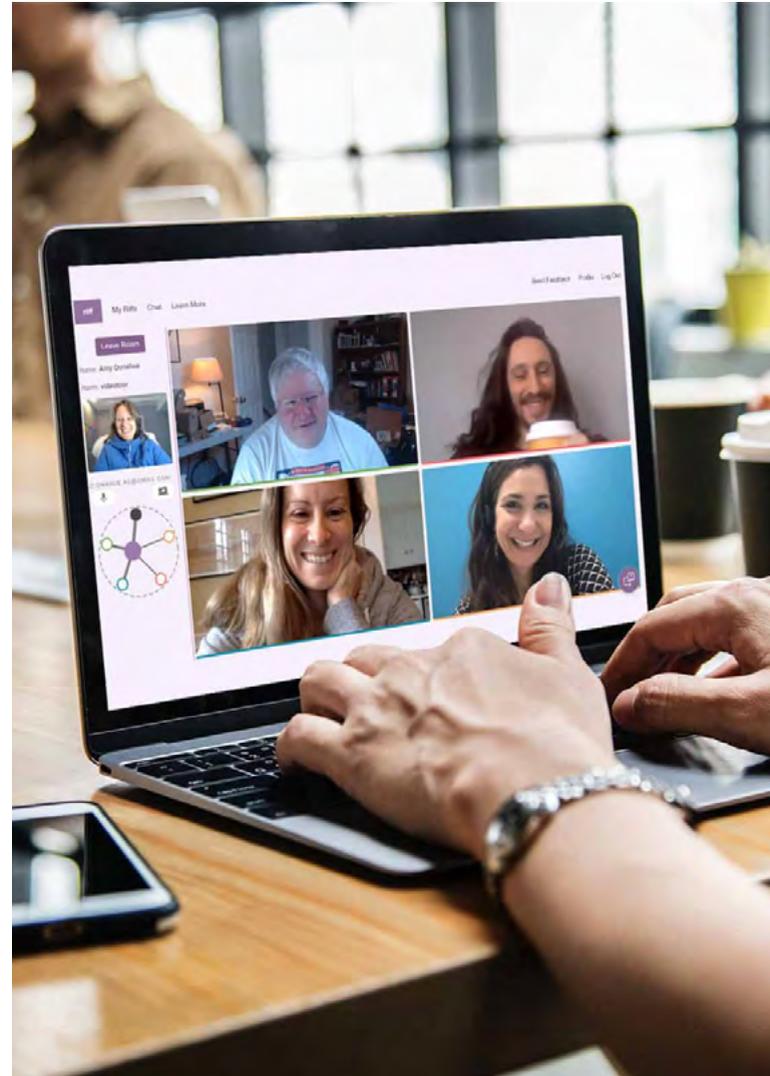
Milkana is a seasoned entrepreneur and operator with more than two decades of leadership experience in high-tech, high-growth businesses. Prior to starting Jargon, Milkana held senior leadership roles with Expedia, Groupon, American Express, and others. She is passionate about building teams and products from the ground up, has been involved with multiple early-stage startups as an advisor or angel investor, and has spoken around the world on topics related to conversational AI, voice assistants, and entrepreneurship. Milkana is a graduate of the technology management MBA program at the University of Washington and holds a BA in economics from McGill University.

**Milkana Brace**
Founder and CEO

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# Riff Analytics

riffanalytics.ai

The global pandemic has seen an exponential increase in the use of online collaboration tools. Riff Analytics blends social science with technology to build tools that measure and augment human interactions, helping people and organizations communicate, collaborate, and innovate better. Riff spun out of the MIT Media Lab and the founder team brings years of experience in AI research, team building, and education technologies.

Riff is a SaaS business that uses voice data collected during video calls to show how people interact, measuring engagement, dominance, and influence. The platform can provide information about the low-level dynamics at play and allows team members to develop better self and situational awareness. Customers use Riff to improve team performance across a variety of settings, including leadership training, executive coaching, and online professional development.

**"My personal inspiration is the desire to help make professional development and personal growth a social activity. Whether in small groups or at an institutional scale, in universities or the workplace, we learn and grow better together, but being virtual keeps us apart. Riff shrinks that virtual distance and fosters online communities to grow and thrive."**

**Beth Porter**
Founder and CEO

A former VP at Pearson and edX, Beth's highly sought-after expertise stems from a deep passion for education and a desire to provide the highest quality tech-enabled learning experiences. Beth has led pioneering research and developed commercial products that transform online teaching and learning, including driving the Open edX initiative and architecting the original Texas OnCourse program. She is a researcher and lecturer at Boston University Questrom School of Business and the MIT Media Lab.

# Fashion Tech

# Bold Metrics

boldmetrics.com

Apparel products have the highest return rates in the retail industry, with an average of 30% of online purchases being returned, mainly due to consumer sizing uncertainty. This lack of information about consumer body data that goes into the sizing design process can lead to ill-fitting garments that ultimately contribute to these higher return rates. This can be devastating to the environment, contributing massively to the global carbon footprint.

Bold Metrics uses AI technology to provide a scalable way for brands to predict customer body measurements accurately while connecting customers to better-fitting clothing and generating powerful, actionable insights to supercharge the supply chain and reduce environmental impact. From size recommendations that leverage body shape and fit preference to enterprise-grade solutions that optimize manufacturing from design to distribution, Bold Metrics improves the customer experience both in-store and online and is used by trusted brands to reduce fit-related returns.



| Sector | Region |
|---|---|
| FashionTech | USA |

**"The pandemic has transformed the retail industry. Retailers have had to adapt quickly within the changing landscape while increasing their focus on online sales as a key channel to drive sales and growth. There is unprecedented digital adoption happening within retail, with the influx of first-time digital shoppers, and an accelerated market adoption of AI-based technology to support this. In this future, consumer body measurements will drive deep insights within product design and apparel sizing."**

**Daina Burnes**
Cofounder and CEO

A trailblazer in the field of AI and retail innovation, Daina brings more than a decade of experience in growing and developing technology companies focused on harnessing and processing data. Daina is a published author in multiple leading research journals and has patented technology in the field of optics and computer vision. With a background in engineering and data science, Daina led cross-institutional research initiatives in biophysics and optical imaging at MIT and UCLA before co-founding Bold Metrics.

![Cherry Blossom Intimates logo]

# Cherry Blossom Intimates
cherryblossomintimates.com

1 in 8 women in the USA will develop invasive breast cancer over the course of their lifetime, and can often result in a mastectomy. Cherry Blossom Intimates addresses the challenge of finding well-fitting post-mastectomy breast prosthetics that match a full range of skin tones. The company uses 3D technology to offer breast cancer survivors across the nation completely customizable, fully insurance billable breast prosthetics, custom created. Furthermore, Cherry Blossom has partnered with 80% of the US national health insurance providers which means their prosthetics are up to 100% covered.

After a $2 million investment, Jasmine has gone on to create a contactless iteration of the Cherry Blossom experience allowing wider reach and scale via smartphone app technology that scans bodies.



| Sector | Region |
| --- | --- |
| FashionTech | USA |

**"When my grandmother was battling breast cancer, I recognized the challenge of finding well-fitting post-mastectomy prosthetics that matched her skin tone. She never found the perfect fit. Nothing made her feel comfortable. She passed away while I was in my sophomore year of college. I knew that there had to be a better way for her, and women like her, to shop for post-mastectomy products with dignity."**

**Jasmine Jones**
Founder and CEO

[in]

A serial entrepreneur, Jasmine Jones is also the Founder and President of The Global Literacy Initiative, an organization that seeks to improve the lives of children through the eradication of illiteracy. Jasmine serves on the executive committee of various boards including the Young Professional Advisory Council of Breast Care for Washington, the Thursday Network and the Young Professional auxiliary of the Greater Washington Urban League. Jasmine holds a Bachelor of Business Administration in Entrepreneurship from Trinity Washington University in Washington, D.C.

# LDC.
## LONE DESIGN CLUB

### Lone Design Club
lonedesignclub.com

The disruption to the retail industry during the global pandemic has seen a hyper-accelerated pace of digital adoption from customers and retailers alike. Travel restrictions and lockdowns limiting in-person shopping pushed many sellers over the hump when it comes to e-commerce (which has increased by nearly 90% per month since April).

Reacting fast to the changing environment, Lone Design Club pivoted their business to have a deeper focus on digital community engagement with local and global customers. At the same time, with physical pop-up stores on hold, two new business revenue streams have emerged: technology-enabled window displays and utilising the stores for exclusive, one-on-one shopping experiences with our brands.

The Lone Design Club platform has garnered attention far and wide and been featured in numerous high-profile media outlets such as The Times, WWD, Stylist, and BBC. LDC was named the winner of the Fashion Districts: Retail Futures 2020, and highlighted for innovation in retail and connecting their physical and digital spaces.
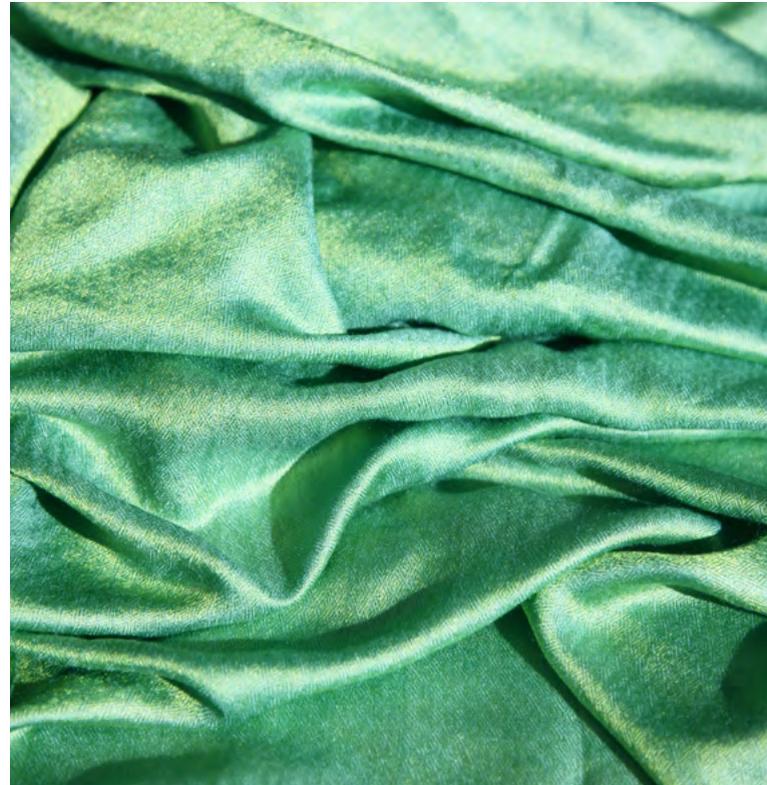


**"Fashion retail is at a point of crisis and I see a better way for us to buy, consume and discover the best products. What inspires me the most is connecting independent, ethical designers of beautiful products to an audience who are looking for something unique and special. Lone Design Club offers customers the chance to meet the designers behind the brands and discover transparent and unique products during two weeks of workshops, panel talks, and experiences."**

**Rebecca Morter**
Founder and CEO

in

London-based designer, consultant, and entrepreneur, Rebecca Morter is an experienced Creative Director with a demonstrated history of working in the apparel and fashion industry. Over the last three years, she and the LDC platform have gone from strength to strength. Named as one of Forbes 30 Under 30, Rebecca regularly speaks about the changing face of retail, ethics, and sustainability within the industry. She holds an honours degree in fashion design and development and fashion apparel design from the University of the Arts London.

# QUEEN OF RAW

## Queen of Raw
queenofraw.com

Textile production, which contributes more than one billion tonnes of $CO_2$ equivalent ($CO_2e$) gas per year, has an incredible impact on climate change. In fact, that level of pollution is more than international travel and maritime shipping combined. Over the full lifecycle of clothing, it is estimated that the industry has a global annual carbon footprint close to 3.5 billion tonnes - the combined footprint of all members of the EU.

Queen of Raw, is solving this problem through the creation of a global marketplace for buying and selling unused textiles, keeping them out of landfills, and turning pollution into profit. Queen of Raw uses blockchain and machine learning-based technology to enable enterprise sellers to find waste in their supply chains in real-time. Then they can automatically send inventory to the Queen of Raw marketplace and re-sell material instead of being forced to deposit it in a landfill. An integrated dashboard allows customers to visualize their savings and environmental impact across the Queen of Raw platform.



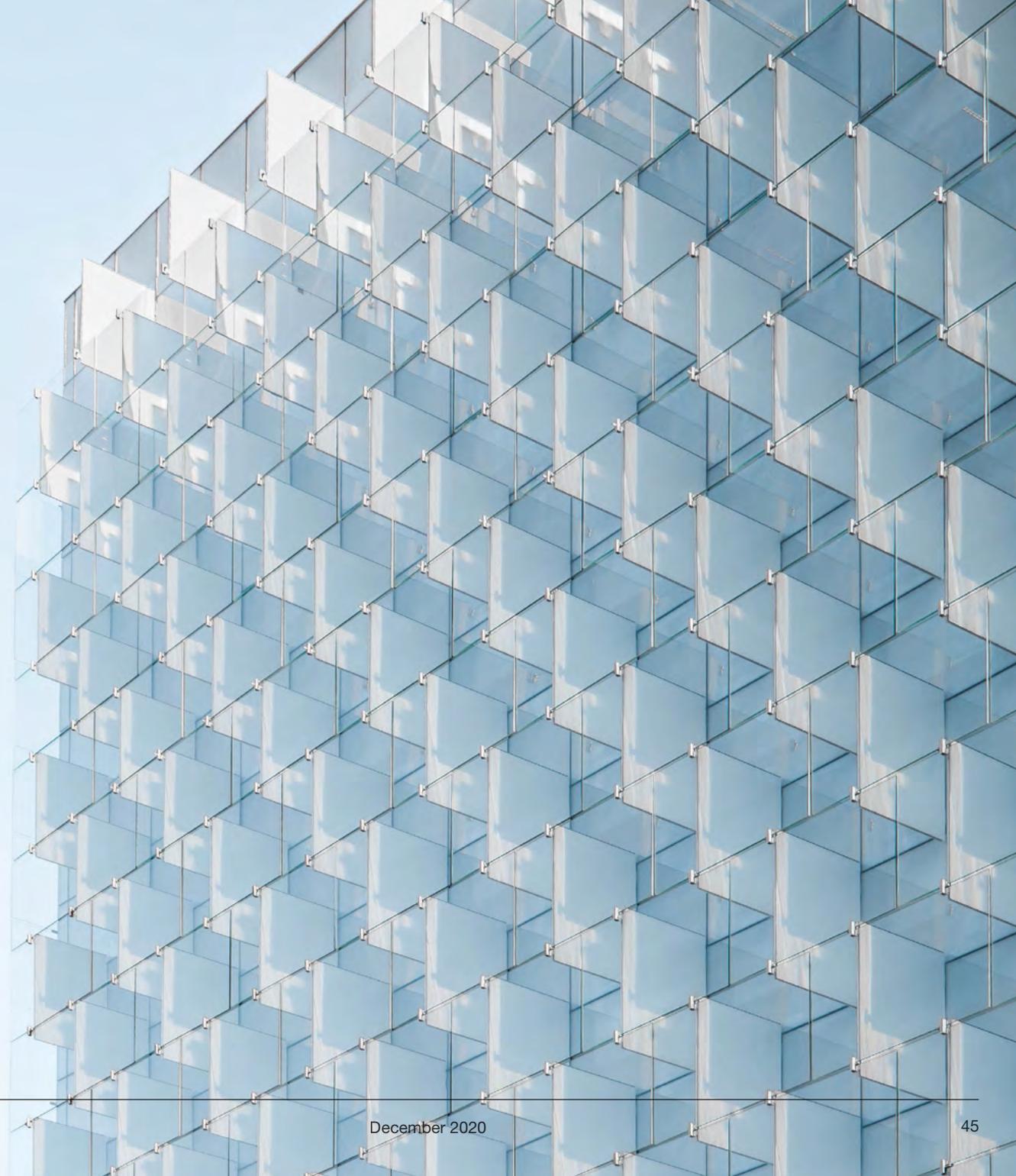**"The world is currently experiencing a crisis of supply—more unused inventory than ever before because of canceled orders, closed stores, huge returns, and entire missed seasons and collections. It is a top business priority for our enterprise customers to solve, while digitally innovating their way out of the crisis. Through the pandemic, our number of transactions increased by 80%, and our number of users increased by 40% month over month. Solutions like ours that drive results for people, the planet, and profit are the future."**

**Stephanie Benedetto**
Founder and CEO

Prior to starting Queen of Raw, Stephanie worked as a lawyer in the fashion, media/entertainment, startup, and technology industries and co-founded a sustainable textile manufacturing facility. An advocate for women in business and sustainability, her companies have been featured in NPR, Good Morning America, The New York Times, The Wall Street Journal, Vogue, WWD, ELLE, Cheddar, Parade, WCBS, United Nations, Fortune, Entrepreneur, WIRED, Ellen MacArthur Foundation, and Fast Company.

# FinTech

## EnrichHER
enrichher.com

Women, especially women of colour, not only earn less than men in the workforce but are also less likely to get access to capital for their businesses. It is well known that VC dollars are not flowing to female founders, and a Lendio study found that only 24% of businesses accessing capital in 2019 were women-owned. The pandemic has only served to exacerbate the issue.

EnrichHER has built a FinTech platform to try and combat this issue through its credit model and lending environment. The regulated investment platform is enabling female founders to secure capital in an affordable and non-dilutive way by offering funders, through a membership model, the opportunity to loan, donate, or invest capital up to $250k to revenue-generating women-led businesses. EnrichHER has deployed $4 Million to 86 companies and plans to deploy $50 million in 2020 to support women-led ventures in the United States. The Network, EnrichHER Society has engaged with 23,000 business owners and has over 900 businesses, active members, on the community platform.



**"The pandemic sparked a wave of change in the way that we help women-led and black-owned businesses win. We changed our model from an individual approach to an approach that includes mastermind conversations, marketing awareness, and capital for the businesses that we serve. We believe that with these three components, businesses will be in a much better position to navigate the uncertainty in the market."**

**Dr. Roshawnna Novellus**
Founder and CEO

Dr. Novellus is a gender equality advocate who believes in economic empowerment and inclusive economic growth. Dr. Novellus holds a Ph.D. in Systems Engineering, with a Minor in Finance, a Masters of Science in Information Technology emphasizing Information System Engineering, a Bachelor of Arts in Business Management Economics, and a Bachelor of Science in Computer Engineering – achieving Summa Cum Laude in each. Roshawnna is a Halcyon Fellow for Social Impact, one of the Top 25 Disruptors and Innovators in Tech,  one of the 27 Black Founders and Investors to watch in 2019 by PitchBook, and LinkedIn Top Voice in Technology.

# FilmChain

## FilmChain
filmchain.co

When you buy a movie ticket or pay for your monthly streaming service, you probably don't wonder how that revenue gets to the people who created the content. In most film and television productions many parties contribute, including producers, actors and artists, writers, directors, set staff, not to mention investors. The process today to ensure all parties receive their fair share of the revenue from consumption and licensing is cumbersome, often manual, and incomplete.

Serving the global film and television industry, FilmChain collects revenues and pays production stakeholders transparently and automatically, leveraging a private Ethereum blockchain ledger to maintain transaction information. In the entertainment industry FinTech helps sales agents, financiers, cast and crew access their money and data in automatic, transparent processes.

FilmChain's mission is to transform the traditionally slow and opaque recoupment process by empowering the industry with transparency and data. Subscribers to FilmChain, including HBO, Eurimages and Screen Australia can log into a dashboard to see incoming revenues and how they are allocated based on a film's contracts, in real-time. The platform allows funds to be withdrawn in fiat currencies and performance reports are generated on-demand.

Named Startup of the Year at the London Business Awards 2020, Winner of the Zinemaldia Startup Challenge 2020, and one of five SXSW Pitch 2020 finalists, the industry continues to recognise this unique application of blockchain technology.

**"We recognised that the opportunity of payments and reporting is much bigger across the industry, which led us to pivot to what is right now FilmChain. FilmChain's mission is to transform traditionally slow and opaque recoupments by empowering the industry with transparency and data."**

Maria is a U.K.-based entrepreneur passionate about tech solutions that bring transparency and automation to creative industries. Before FilmChain, Maria worked in the film industry, mainly as a producer, for 12 years—creating and managing budgets, assembling and managing crews, and creating marketing and distribution strategies. She was a "Rising Star" Screen International 2018 nominee and has a master's degree in filmmaking.

Irina is a technologist with a background in mathematics and computer science. She has more than 12 years of experience in tech, having founded and managed several tech startups and large development teams. Irina has a master's degree in management, organisations, and governance from the London School of Economics.

**Maria Tanjala**
Cofounder

**Irina Albita**
Cofounder

In just 2020, nearly 40 billion records including credit card numbers, home addresses, phone numbers, and other highly sensitive information have been exposed. According to one industry source that analyzes and evaluates a database of nearly 300 million passwords, less than 50% are unique. Beyond the time and problems that result for the consumer, Accenture has reported that the cost of cyberattacks is highest in the banking industry, reaching $18.3 million annually per company.

Nuggets helps you to "take back control of your data" by letting you pay, login, and verify your ID without passwords, usernames, or logins, and without having to hand over your personal information. An award-winning, decentralised, payment platform, Nuggets is the only platform of its kind that truly brings together payments and ID, utilising self-sovereign data principles and biometrics. For consumers, Nuggets makes life simpler, faster, and safer. For businesses, it spells the end of costly, damaging data breaches – as well as massively reducing fraud and false positives, and the number of sales lost to complex checkout processes.



| Sector | Region |
|---|---|
| FinTech | United Kingdom |

**"The social distancing restrictions that were introduced meant that life and work were being conducted online more than ever before. In many sectors, it's been reported that the switch from physical to digital has been accelerated by five years, and as society makes this shift to consuming increasingly more goods and services online, it is now more apparent than ever that a fundamental change is required in the approach to protecting personal data."**
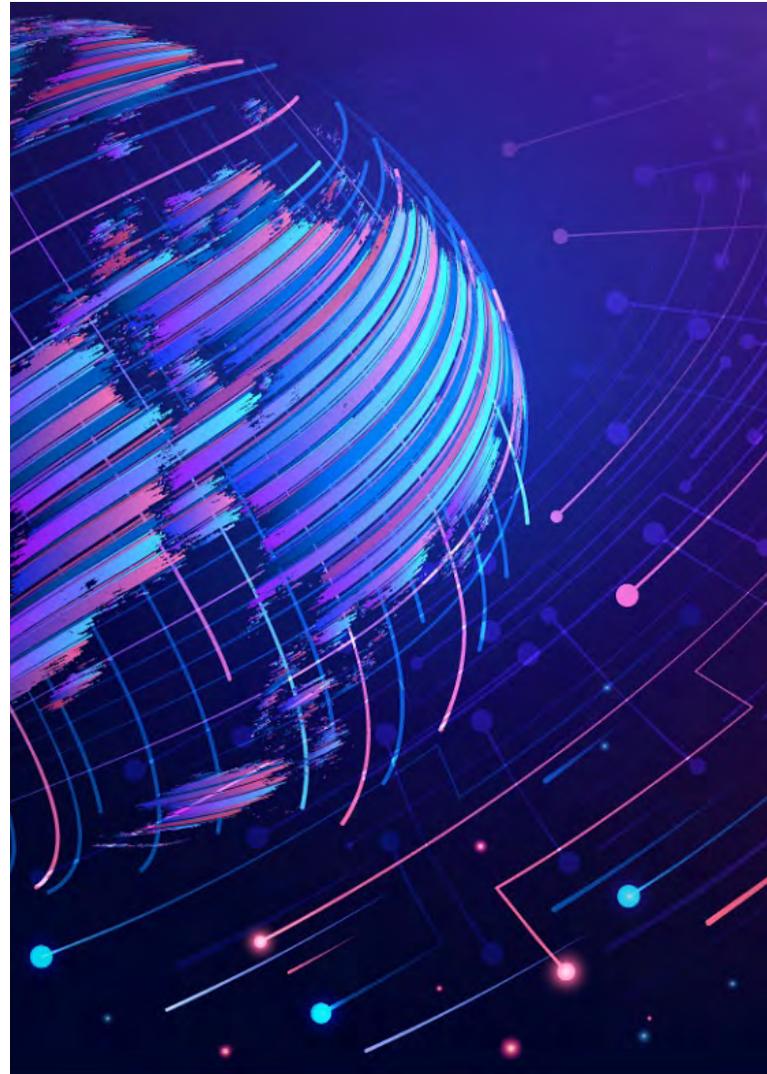
**Seema Khinda Johnson**
Cofounder and COO

Seema has received widespread recognition across the industry. This year, she won Deutsche Bank's Female Fintech Competition, Women in Payments' Unicorn Challenge, was named the Booking.com Technology Playmaker Entrepreneur of the Year, and was also listed as one of the Most Influential Women in Payments, by PaymentsSource.

Before founding Nuggets, Seema spent more than 20 years leading teams and delivering large-scale commercialization, products, campaigns, and projects with brands like Skype and Microsoft.

# STREEVA

**Streeva**
streeva.com

The disconnect between payments and purchase data leads to inefficiencies across industries and sectors. In just one example, over £700m of potential revenue is lost each year to UK charities, due to challenges in the current Gift Aid process.

Streeva is transforming a payment from a simple money exchange into an event where data is passed securely and privately within the context of a transaction. This data can be used to automate processes surrounding transactions such as tax compliance, cross-border trade, expense management, customer support, government schemes, and so much more.

Streeva's initial solution Swiftaid automates tax relief for UK charities and their donors. Streeva's technology is enabling an industry-wide project to fully automate Gift Aid payments across all donation methods, with the goal of enabling the use of personal tax accounts to remove liability from the donor. Swiftaid is the first solution to be accredited by HMRC that automates Gift Aid on contactless donations.



| Sector | Region |
| --- | --- |
| FinTech | United Kingdom |

**"Data privacy is core to what we do. Why should individuals have to hand over their personal data in order to benefit from digital solutions? As we entered into the world of payment innovation, we discovered all sorts of ways in which this technology could be used for good, not only for automating expenses but solving fundamental challenges that economies are built on, and potentially removing the need for expenses altogether."**

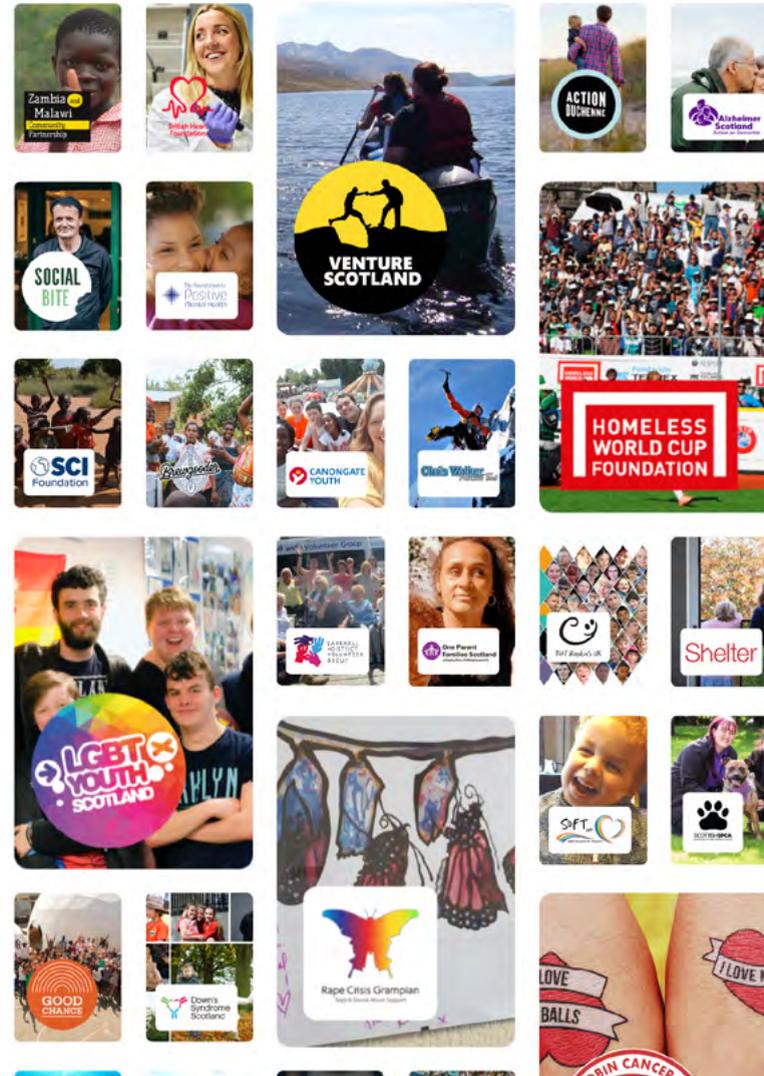**Beth Michael**
Cofounder and COO

Beth has a background in business ownership, management, and operations. She spent eight years in the hospitality sector where her role was helping managers improve their leadership skills so that they could gain control of their businesses and obtain a profit. She has excellent strategic skills with a great ability to build relationships with businesses of all sizes.

# Sustainably

**Sustainably**
sustainably.co

Good causes struggle to connect and engage with individuals and corporate supporters in a digital world. 85% of young supporters want to give using their mobile and 50% would donate more if it was easier. At the same time, while 65% of Fortune 500 companies offer matching gift programmes and $4-$7 billion in matching gift funds go unclaimed per year.

Inspired by FinTech, augmented reality, gamification, the internet of things, and big technology businesses that have become part of everyone's daily lives, Sustainably is a B2B platform that enables brands to instantly give to causes their customers and employees care about, hyper-localising and personalising their social responsibility at scale. A technology for good company, Sustainably was a Best of Show Winner of Finovate and recognized as Richard Branson's Startup of the Year in 2019.



| Sector | Region |
|---|---|
| FinTech | United Kingdom |

**"Our customers are charities looking for a new source of income and businesses looking to connect and engage with their staff and employees in more meaningful ways. With Sustainably, anyone can give to the causes they care about as part of everyday life. You simply choose a good cause and connect your bank card in the Sustainably app."**

**Loral Quinn**
Cofounder and CEO

Loral is an award-winning global digital marketer and strategist with strong background and experience in scaling businesses. Before cofounding Sustainably, she working in the investment industry, as head of digital strategy and digital marketing for a FTSE100 business. Named one of BIMA's top 100 people in digital in the UK, and chosen by insider.co.uk as one of its Twenty Women to Watch, Loral holds a degree in communication, a post-grad in digital marketing, and is a Google Squared alumni.

## Zingeroo
zingeroo.com

Nearly two thirds of American adults say they find investing in the stock market to be "scary or intimidating" and more than half are interested in investing in the stock market, "but not right now". One way to eliminate the fear of a bear market is through encouraging camaraderie and education, ultimately making it more accessible, and approachable.

Founded in 2019, Zingeroo aims to do just that. An online platform, Zingeroo is intended to facilitate collaborative trading via the financial markets industry. Currently operating in stealth mode, it has raised $3 million to date.



| Sector | Region |
|---|---|
| FinTech | United Kingdom |

**"I thought the idea was so obvious, it was like inventing the Post-It Note. How could there not be a way to do real-money trading, banter with each other, and track a leaderboard of individual trades? Voila, Zingeroo was born."**

Zoë began her career on Wall Street working for the hedge fund Dawson Capital. Her first company, ZappRx, was best described as the "Amazon Prime for $100K/year specialty medication." As a sole-founder, Barry raised over $42 million for the company before it was acquired by Allscripts in June 2019. Zoë also co-founded an angel investment group xxAngels, which primarily leads rounds for formation-stage tech companies with female founders at the helm. She has invested in over 20 startups to date.

Named as one of Inc. Magazine's 30 Entrepreneurs Under 30 in 2015, Boston Business Journal's 40 under 40 in 2015, and Medtech Boston's 40 under 40 Healthcare Innovators in 2016, Zoë graduated with a B.A. in Anthropology from Columbia University in 2007.

**Zoë Barry**
Founder and CEO

# HealthTech

# Access Afya
accessafya.com

The global pandemic has shone a light on the disparity of care available based on location, wealth, and national support, and it has also brought a renewed focus to how technology can reimagine our global health systems. 50% of the world's population lives on less than $5.50 per day. While many of these people live on an economic razor's edge, they are like any of us, willing to do whatever it takes to protect and care for their families. They are willing to spend on health but what they lack is fast access to affordable, quality healthcare to keep them and their families active participants in their growing economies. While the global health community has made some inroads in physical access, effective healthcare that meets quality standards is still falling short.

Access Afya is disruptively creating affordable primary care access that delivers on quality for every patient, every time. Building tech-enabled health delivery for millions of Kenyans who are uninsured, the company operates in three primary segments:

1. Primary Healthcare Clinics and Pharmacies- a standardized, local, effective healthcare experience. Our patients access our clinicians, diagnostics, medication, immunizations, family planning, and more all in one convenient space.

2. Virtual - through mDaktari, our patients can talk to doctors before they come to our clinics, connect with their coaches between visits, and consult with specialists from wherever they want.

3. Access Afya Analytics - our core systems generate insights and automate actions making our model smart and efficient.

Access Afya has been recognized by MIT Solve, Making More Health, Google for Entrepreneurs, and the IFC Tech Emerge program.
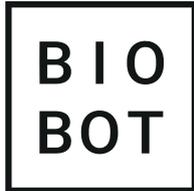
**"This year also presented us with a big opportunity. For the first time ever, the Kenyan government created an open and transparent licensing process for digital health companies. We now run one of the first licensed, fully virtual clinics and are seeing patients through our app, consulting, writing prescriptions, and coaching our non-communicable disease patients."**

**Melissa Menke**
Founder and CEO

Melissa's background is in affordable housing and urban development, which led to her interest in slums and how they develop around the world. She started Access Afya to bring safe, affordable, and effective healthcare to slums everywhere. Melissa has been a Forbes 400 Philanthropy fellow, a Cartier Women's Initiative Award finalist, and has served on the board of Young Women Social Entrepreneurs Nairobi.

# BIO BOT

## Biobot Analytics
biobot.io

Wastewater contains valuable information about the health of communities. Analyzing viruses, bacteria, and chemical metabolites that are excreted in urine and stool and collected in sewers, wastewater infrastructure can be transformed into public health observatories. Battling the drug epidemic and now the COVID-19 outbreak is just the beginning.

Inspired by the potential of wastewater epidemiology, Biobot is the first company in the world to commercialize data from sewage. After winning multiple entrepreneurship competitions at MIT, including a place in the DeltaV and DesignX accelerators, Biobot completed the Y Combinator accelerator in San Francisco. Headquartered in the Boston area, we aim to extend our wastewater epidemiology platform across all five continents. Biobot is operating in almost 400 communities across 42 states and generating COVID-19 case estimates for more than 10% of the U.S. population.



**"We're transforming sewage into a data asset and building a public health database. Eventually, Biobot will be an early warning system for disease, a map of nutrition disparities, and more."**

Mariana is Biobot's CEO. She is a computational biologist who applies big data and analytics to health challenges. While pursuing her interests in water scarcity and treatment, Mariana began to better understand the enormous potential of wastewater epidemiology. During her tenure as a PhD candidate at MIT, her specialty was wastewater epidemiology in Professor Eric Alm's laboratory at the biological engineering department at MIT. Sewage is a collective microbiome that can chart population health and tackle the challenge of infectious disease and drug abuse epidemics. Mariana aims to expand Biobot's wastewater epidemiology platform across the globe. She values accurate and privacy-protected data as an invaluable tool for public health and public safety officials.

Newsha is Biobot's president. An architect by training, she leads Biobot's business development and government affairs. Prior to founding Biobot, Newsha was an urban studies researcher exploring the application of technologies in urban systems to build more responsive and resilient cities. She was a research fellow at the MIT Senseable Cities Lab and an instructor in the MIT urban studies and planning department. Throughout her career, Newsha has collaborated with the World Economic Forum's Council on the Future of Cities, the UN Climate Change Summit, the U.S. Department of Energy, and U.S. territorial governments on the design of coastal resilient communities. Ghaeli holds undergraduate and graduate degrees in engineering from the University of Waterloo and McGill University in Canada.
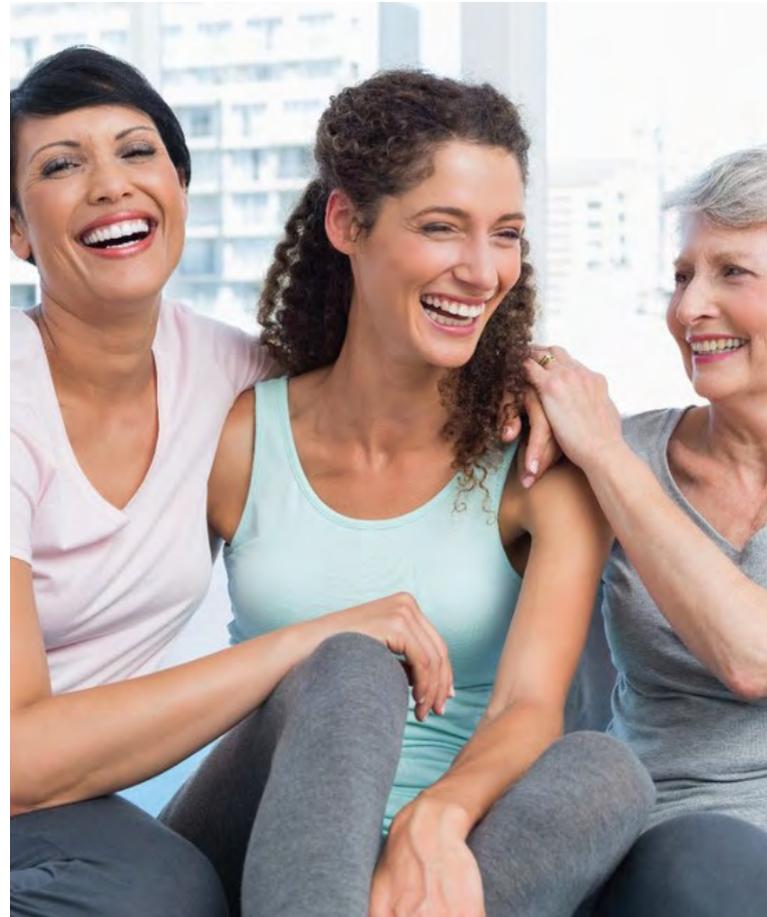


**Mariana Matus**
Cofounder and CEO

in



**Newsha Ghaeli**
Cofounder and President

in

# BloomerTech

**tailoring cardiovascular care to women**

## BloomerTech
bloomertech.com

**Sector**
HealthTech

**Region**
USA

Despite novel solutions in the growing field of machine learning and AI, many industries are facing algorithmic biases due to 'missing data' from populations that are often overlooked; healthcare is no exception. Heart disease and stroke are the #1 causes of death and disability, and an increasing number of women suffer underdiagnosis and undertreatment. Even worse for some, sudden cardiac death is their first sign of heart disease. For new life-saving strategies, there is a clear need for tailoring predictive tools and devices to female physiologies to bridge the gap in care.

Using patented augmented clothing and novel digital biomarkers, Bloomer Tech, is ushering in a new age of personalized healthcare, disease prevention, and management. The company's technology is seamlessly embedded into women's bras to read metrics such as the electrocardiogram, pulse rate, respiratory rate, heart rhythm, and more. In 2019, Bloomer Tech was recognized by Forbes as one of 50 women-led startups crushing tech. In 2020 it was recognized as a rising star in FemTech by 50inTech and AXA before raising $3M in seed funding, led by Material Impact, with participation from One Brave Idea and several angel investors, including Boston Scientific co-founder John Abele.

The Bloomer Tech founders met at MIT and became the first venture-funded startup focused on solutions for cardiovascular disease and stroke in women. Their patented technology platform leverages more than 20 years of evidence-based research showing sex and ethnicity-related differences in the cardiovascular system.

Aceil has a Bachelor of Fine Arts degree in industrial design from RISD and graduated from the MIT Integrated Design & Management master's program. Her thesis at the MIT Center for Collective Intelligence focused on highly productive product teams. She has won the Harvard Arab pitch competition, HITLAB's Women's Health Tech Challenge, and led Bloomer Tech to become part of the top 20 of MassChallenge finalists. She has also been recognized and interviewed by Forbes, MIT Tech Review, Cheddar, and Bostinno.

Alicia graduated from the MIT Electrical Engineering & Computer Science program and MIT IDM, where her research focused on sex-specific, computationally-generated, cardiac biomarkers at the MIT Computational Cardiovascular Research Group. She received the MIT Legatum Fellowship and the MIT Graduate Women of Excellence Award. She has also been recognized as a 2018 Medtech Boston 40 under 40 Healthcare Innovator, and in the top 100 Female Founders across the U.S. by Inc Magazine. Prior to MIT she worked in the semiconductor industry at companies such as HP and Teradyne and co-founded MenTe en Acción (Mujeres en Tecnología) where she currently serves on the board as a technical advisor.

**Aceil Halaby**
Cofounder and COO

**Alicia Chong Rodriguez**
Cofounder and CEO

# Cake

joincake.com

Every single human being has to engage with the complicated and confusing tasks and emotions that surround mortality. The US death care market, driven by the digital revolution and innovative business models, is estimated to reach revenues of around $68 billion by 2023. The pre-need market, which includes trusts and estates planning and retirement planning, is in the tens of trillions of dollars. While start-ups in this industry had experienced steady growth prior to the pandemic, Covid-19 has led many people, newly anxious about their own mortality and that of their friends and family, to become increasingly interested in exploring the various products and services available.

With 3,000 articles and interactive planning tools, Cake is a one-stop-shop for all aspects of end-of-life planning, including healthcare, financial, legal, and digital legacy. Cake has grown quickly to become the largest player in the industry, serving 30 million people every year, and is trusted by top industry players in healthcare, financial services, and insurance. Cake's leadership has been named on the Fortune 40 under 40 list as well as the Care 100 list as "one of the most influential in care", and Cake has been featured in The New York Times, BBC, Forbes, The Huffington Post, Business Insider, and The Boston Globe.

**"While there are so many brands and platforms for navigating every important part of life, from birth to love—there are few that help with death. At Cake, we want to help guide people on how to honor life—both for themselves and for everyone they care about."**

Prior to starting Cake, Suelin was the director of The Lab@ Harvard, where she worked with student entrepreneurs and researchers at Harvard University and the Wyss Institute to commercialize their ideas. She then worked as a commercial and transaction advisor to healthcare companies at IMS Health Capital. Suelin earned her BS and PhD from MIT, where she engineered new medical technologies to support doctors and patients in making better treatment decisions.

**Suelin Chen**
Cofounder and CEO

## Eli Health

eli.health



While increased awareness about the use of contraceptives has led to a global market expected to grow to $15.39 billion by 2022, contraceptive technology hasn't significantly progressed since the '60s. Side effects of various contraceptive options are also more documented than ever before, and while informative, this often results in decreased use. Similarly, while there are more couples in their early 30s having babies than younger couples, 1 in 6 couples in North America are experiencing difficulties. The result? Millions of women feel the ability to control their reproductive decisions are unmet or come at the expense of their own health.

Eli has answered this massive and growing unmet need by developing a patent-pending, at-home device that can capture daily hormone fluctuations from saliva and an app to provide insights tailored to each user's unique profile. The product enables users to know their precise fertile days, increasing the chances significantly of conception and providing a safe contraceptive method that's hormone-free and non-invasive. In the long term, Eli will give women control over their health at any stage of their life by unlocking solutions across widespread conditions that are driven by hormonal fluctuations.

**Sector**
HealthTech

**Region**
Canada



**"Up to half of women report side effects from their birth control method and are now determined to find better options… The possibility of finally closing this hormonal data gap is truly exciting, as this will have significant impacts on women's health. The markets we are addressing are massive and the expected returns are high."**

Beyond cofounding Eli Health, Marina is also the co-founder of WiMLDS Montreal, an equality-focused community with the mission of supporting and promoting gender minorities in machine learning and data science. Previously, she was the founder of Gradiant AI, an artificial intelligence and analytics solutions company aimed at creative industries that was sold in 2019. She has a Master's in the field of data science and a Bachelor's in communications.

**Marina Pavlovic Rivas**
Cofounder and CEO

in

## Mella Pet Care
mella.ai

The global pet care market is expected to grow from $225 billion in 2019 to $359 billion in 2027, and pet technology is experiencing explosive growth. This has been prompted by cultural changes, and growing levels of ownership by generations, with the USA having the highest dog population at 90 million. Millennials, the largest pet-owning demographic, also show a willingness to pay more for high-quality products, and two-thirds consider their pet to be part of their families.

Mella Pet Care is building accessible technologies and diagnostic products for veterinarians and pet parents to better understand and keep track of pet health and to help our pets live longer. From their first product, the world's first pet thermometer to accurately measure axillary temperature under the foreleg, to their second product, currently under development, the Biggie body fat scale, preventative pet medicine is now possible with easy to use data-tracking technology.



**Sector**
HealthTech

**Region**
USA

**"We didn't start the company in 2019 with the expectation that Covid-19 would boost pet ownership to record highs and multiply the use of veterinary telehealth, but accelerated by the pandemic, there is an increased need for smart, connected, affordable tools to help both veterinarians and pet owners track the health of pets and improve clinic workflow efficiency."**

**Anya Babbitt**
Cofounder and CEO

As an entrepreneur, Anya has built and exited multiple startups across industries and her work has been recognized by the United Nations, Forbes, TechCrunch, The Wall Street Journal, and more. Her specialty is strategic partnerships, deal closing, and team building. Anya's professional experience spans over 15 years working in the advertising, corporate communications, marketing, product design, and sales sector primarily in Boston and New York City, including several years engaged in corporate brand development for multiple brands in domestic and worldwide locations.

# HRTech

**Pipeline Equity**
pipelineequity.com

| Sector | Region |
|--------|--------|
| HRTech | USA |

Gender biases cost companies in the U.S. $2 trillion each year. The issue is not just about good sense, it's about dollars - big dollars that turn heads, and create results. Changing the narrative around gender equity is the first step to improving an organization's business outcomes, and it also better serves the individual, the household, and increases the economic pie for everyone. While diversity and inclusion have been a priority for C-suites across markets, categories and company size, it is a complex challenge with innumerable data points difficult to understand and even harder to solve.

Enter Pipeline. This startup's proprietary, data-driven, analytical SaaS platform uses AI to assess, address, and action against gender biases. Through direct integration with a company's cloud-based human capital management system, Pipeline is able to analyze information based on a series of triggered events and make recommendations that support improved financial performance.

The Pipeline platform was named one of TIME Magazine's Best Inventions of 2019 and Fast Company's 2020 World's Most Innovative Companies. In 2020, Katica was named the 2020 Colorado Entrepreneur of the Year.



**"I am here in the U.S. today and had the opportunity to start Pipeline because one person in a position said, 'Not on my watch.' And ultimately that's why I created Pipeline. To say, 'not on my watch,' to ensure that the men, women, boys, and girls coming after me have equitable access to step into a life the size of their dreams."**

In 2017, Katica was named a Luminary by the Colorado Technology Association, in 2018 a Colorado Governors' Fellow, and in 2019 she was among the Top 25 Most Powerful Women in Business. She has also received a Gold Stevie Award for Female Entrepreneur of the Year. Katica is also an industry entrepreneur, thought-leader, and frequent editorial contributor and speaker. Her articles have been published by World Economic Forum, NBC, Fast Company, Fortune, Forbes, Bloomberg, Huffington Post, Entrepreneur, and more.



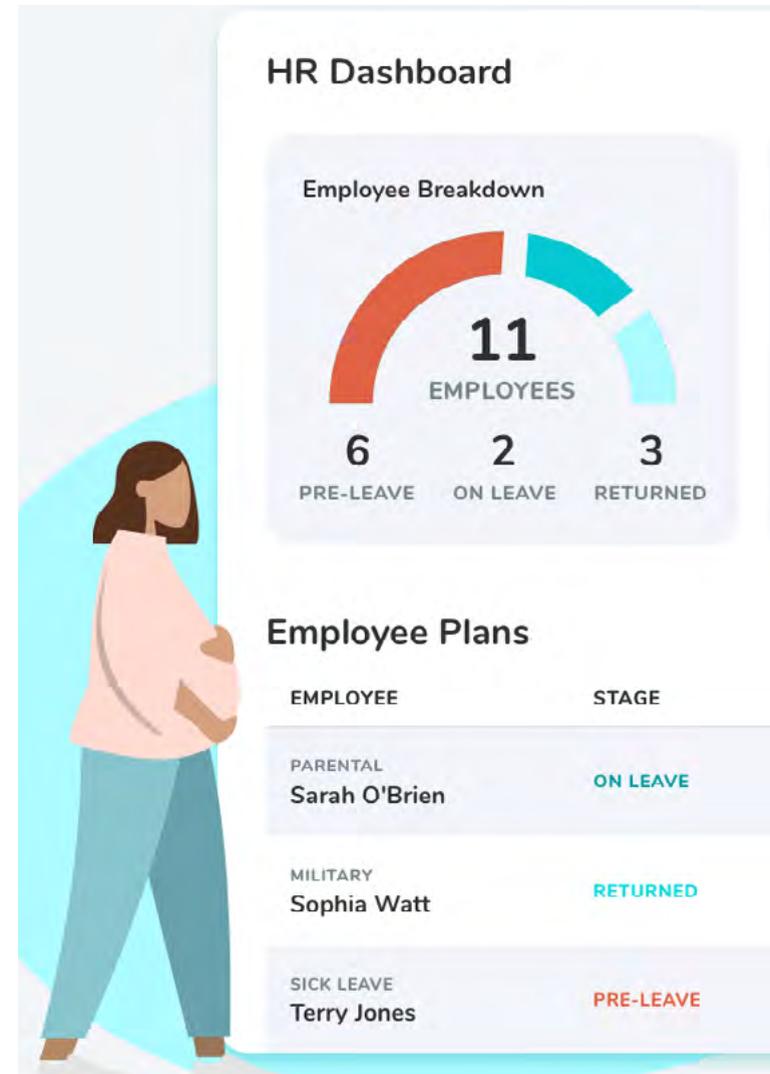**Katica Roy**
Founder and CEO

# TiLT

**TiLT**
ourtilt.com

Organizations lose talent, risk litigation, erode female pipeline, engagement, and attraction potential every day by mismanaging leaves. Manager inconsistencies, ineffective planning, and antiquated processes leave managers, HR, and organizations at risk and damage employee loyalty.

Meet TiLT — A B2B SaaS leave management solution. TiLT streamlines the entire leave workflow with a turnkey platform for HR, managers, and employees. Including compliance steps/ forms, payroll calculation, collaboration docs, planning tools, and a document repository for a seamless and legally sound leave system. TiLT removes the acute pain points of leave for all key stakeholders. By replicating the TurboTax model of simple to use UI, streamlined workflow, wizards, and clarity at every step, they've finally made leave easy, human, and effective for all stakeholders.

TiLT helps companies avoid that. By reimagining leave management, streamlining the process, and implementing customized leave plans based on a company's goals and each employee's unique needs the SaaS platform guides team members and managers through success at every stage of the leave journey.



**HR Dashboard**

Employee Breakdown

**11**
EMPLOYEES

**6** PRE-LEAVE | **2** ON LEAVE | **3** RETURNED

**Employee Plans**

| EMPLOYEE | STAGE |
| --- | --- |
| PARENTAL Sarah O'Brien | ON LEAVE |
| MILITARY Sophia Watt | RETURNED |
| SICK LEAVE Terry Jones | PRE-LEAVE |

**"We have had significant tailwinds with the new workplace. Caregiving has come out of the closet and we believe that is here to stay. Employers are desperate to care for their remote employees going through significant life events that often cause a leave of absence. Covid, and the new remote workforce, has forced HR leaders to comply with various state's legislation which has significant compliance headaches, ever-changing nuances, and tracking nightmares. We take care of all of that."**
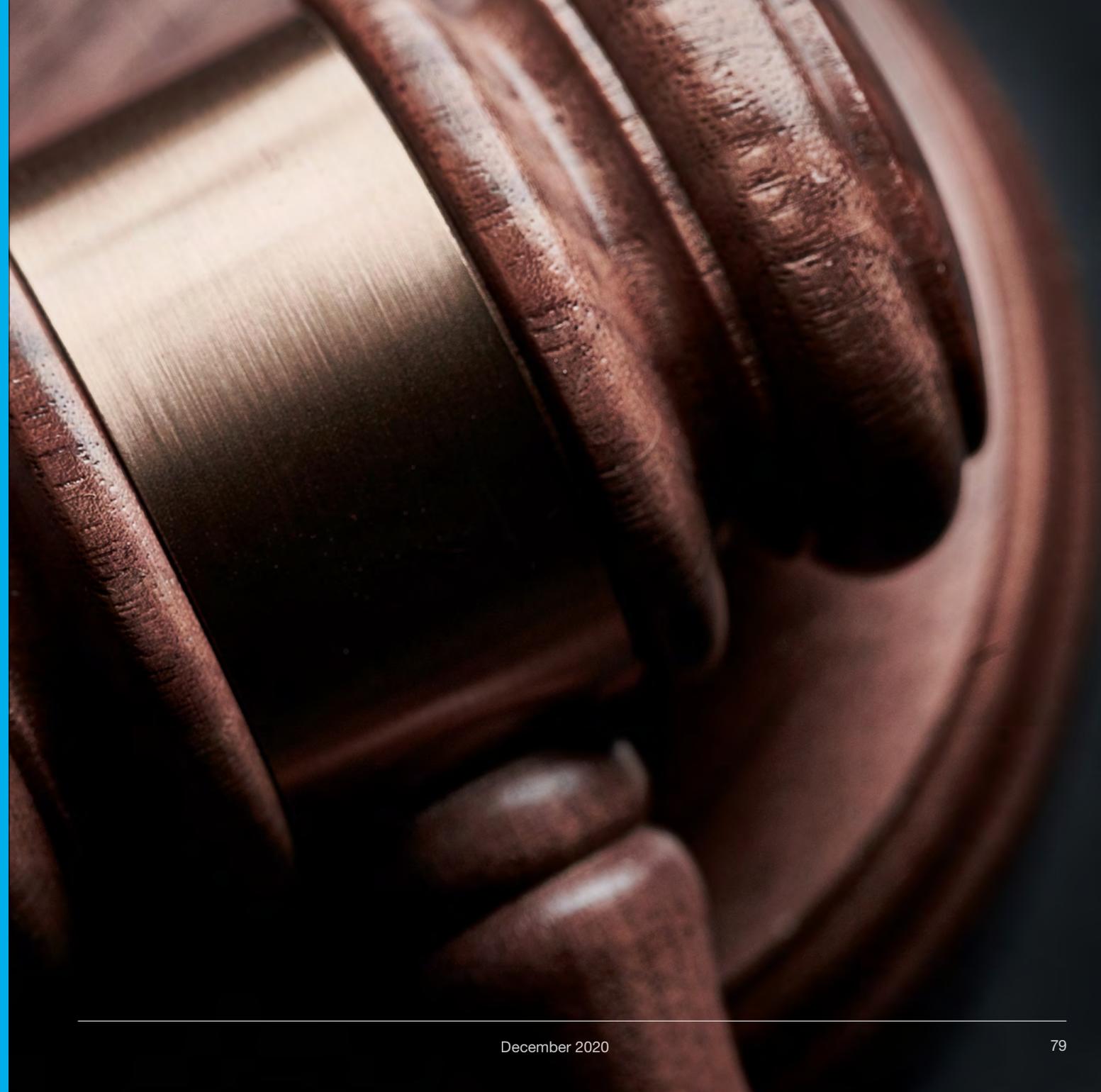
Jen spent 15 years in Corporate America in Operations, Talent Development, and Leadership. She has been named a 40 under 40, serves as a Mentor with Galvanize, and Career Coach with the U.S. Olympic and Paralympic Committee.
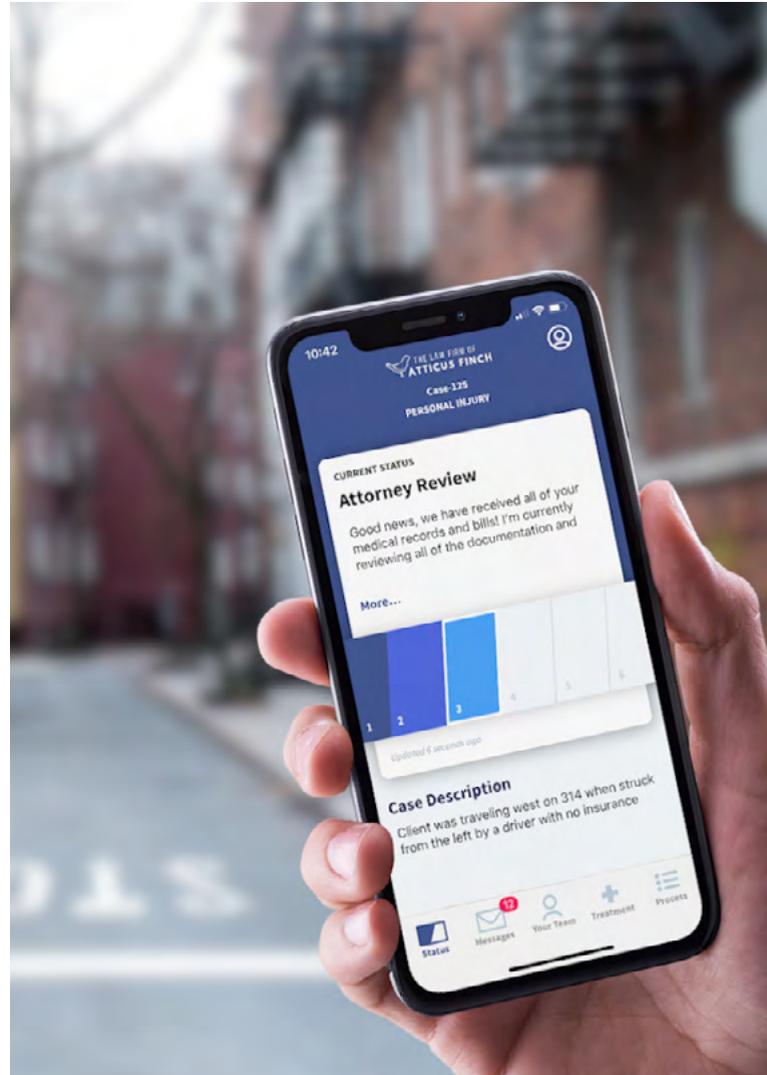
**Jennifer Henderson**
Founder and CEO

in

# Legal and PropTech

# case status

**CaseStatus**
casestatus.com

The legal industry is evaluating every aspect of its business to streamline efficiency and better meet clients' demands. Often, to do so, these firms are looking at startups that can help them in areas from risk management to digital communication. 2019 marked a record year of investment (more than $1 billion) in LegalTech, with companies disrupting the industry from every level and at every angle.

Case Status is a leading client connection and marketing platform designed to save attorneys an immense amount of time by drastically cutting down the need for time-consuming phone calls, meetings, and emails. It further strengthens its clients' businesses by allowing clients to see the status of their cases in real-time, improving the overall attorney-client relationship. With investment in 2019 from the Alabama Futures Fund, Case Status recently received a $1.5 million Series Seed II investment round in 2020, led by BIP Capital.



**"After witnessing client communication problems over and over again, it became my mission to fix it and create a solution that allows lawyers to provide an easy way to communicate quickly and more effectively. We are just scratching the surface on how we are helping lawyers achieve more success in less time, and clients ultimately benefit the most. It's a win-win for everyone involved."**

Lauren, a former lawyer practicing in South Carolina and Ohio, experienced communication problems that lawyers and clients commonly struggle with for years. In recognizing the need for better client connection and the possibility for technology and automation to solve this problem, she founded Case Status in 2017.

**Lauren Sturdivant**
Cofounder and President

in

# RentCheck
getrentcheck.com

If there is one thing property managers know, it is that regular inspection of rental properties is vital. The process, while time-consuming, can help prevent and mitigate serious issues, improves tenant satisfaction and decreases turn-over, and ensures lease terms are being followed. Renters, alternatively, appreciate transparency on security deposit return and empowerment to submit inspections on their own.

RentCheck is the property management solution that helps property managers save time on inspections with easy self-guided inspections that anyone can do from their smartphone. By saving time on in-home inspection scheduling, coordination, and travel, property managers and investors are able to focus on more productive activities like adding doors and growing their portfolio.

**Sector**
Legal and PropTech

**Region**
USA

**"The sad reality is the least privileged people are disproportionately discriminated against in all aspects of housing. The rental market's rampant inequity is reflected in greater upfront costs including unrefunded security deposits. RentCheck is on a mission to make renting fair and transparent."**

In addition to being the cofounder of RentCheck, Lydia is also the founder of REEP Now (Relief Effort for Earning Parole) a nonprofit that provides parole advocacy and support to people eligible for parole in Louisiana. Lydia holds a Juris Doctor degree and Master of Business Administration degree from Tulane University and a Bachelor of Arts degree from Kenyon College. She was recently named to Business Insider's list of Rising Stars of Real Estate, and the Silicon Bayou 100 most influential people in Louisiana's startup scene.

**Lydia Winkler**
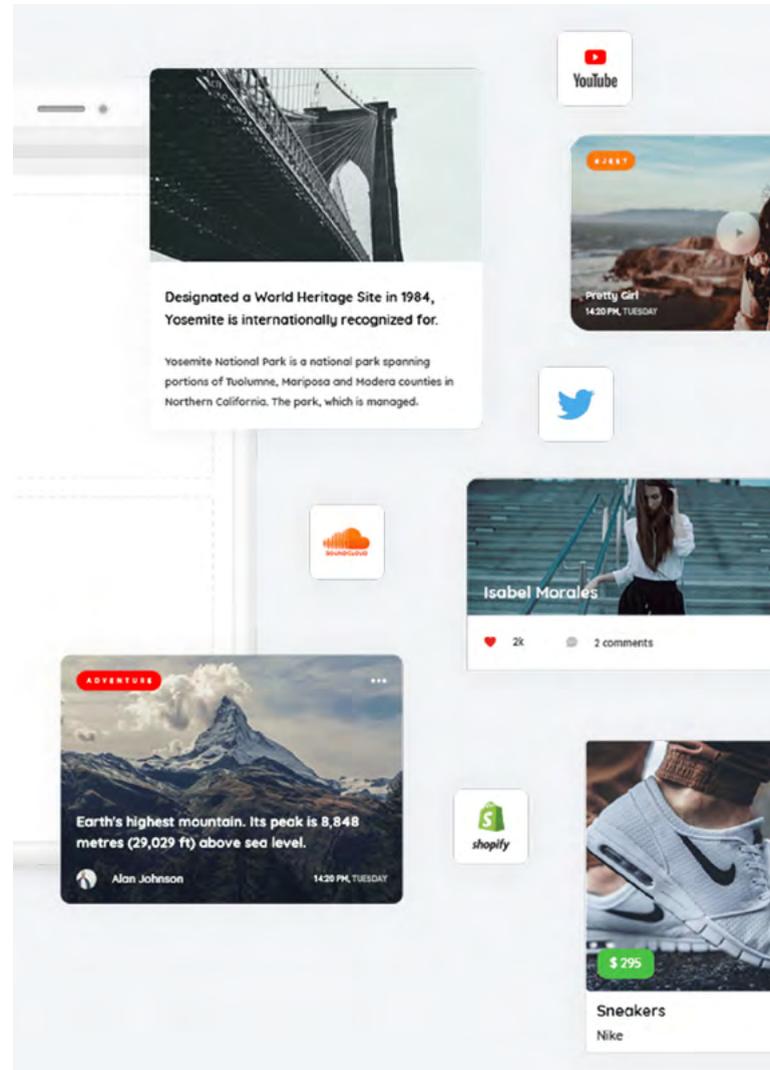Cofounder and COO

# Mobile App Development

# Tequity

**Tequity**
tequityapps.com

From hiring a team of developers, to designing, publishing, and then marketing it, the process to build an app can seem daunting - even with a good idea or business behind it! Back end development, security, testing, and the complexities like payment processing, syncing with the internet, or use real-time GPS can quickly escalate even the outsourced price from $10,000 to $50,000 to $100,000, or more.

Tequity bridges that gap, removing the high costs and high efforts traditionally tied to building an app - no coding or design skills needed. With a 100% publishing success rate on more than 100+ apps for business owners and startup founders, Tequity offers a SaaS platform for users to build their own apps on, and three levels of team support to build an app for their clients. From there, Tequity's concierge service & platform subscription offer hosting support or hosting + active app management. Recent recognition and accolades include one of 30 Influential Women Advancing AI in 2020, 2nd place in the Black Women Talk Tech Roads to Billions Conference, and 1st place in the Harlem Capital and Forbes More Equity virtual pitch competition earlier in 2020.

**Sector**
Mobile App Development

**Region**
USA

**"The most important lesson I've learned as a founder is to focus on revenue-generating activities first. There's so much to do in your startup. Some things are fun, but others are not. If it doesn't generate revenue, do not give it a priority."**
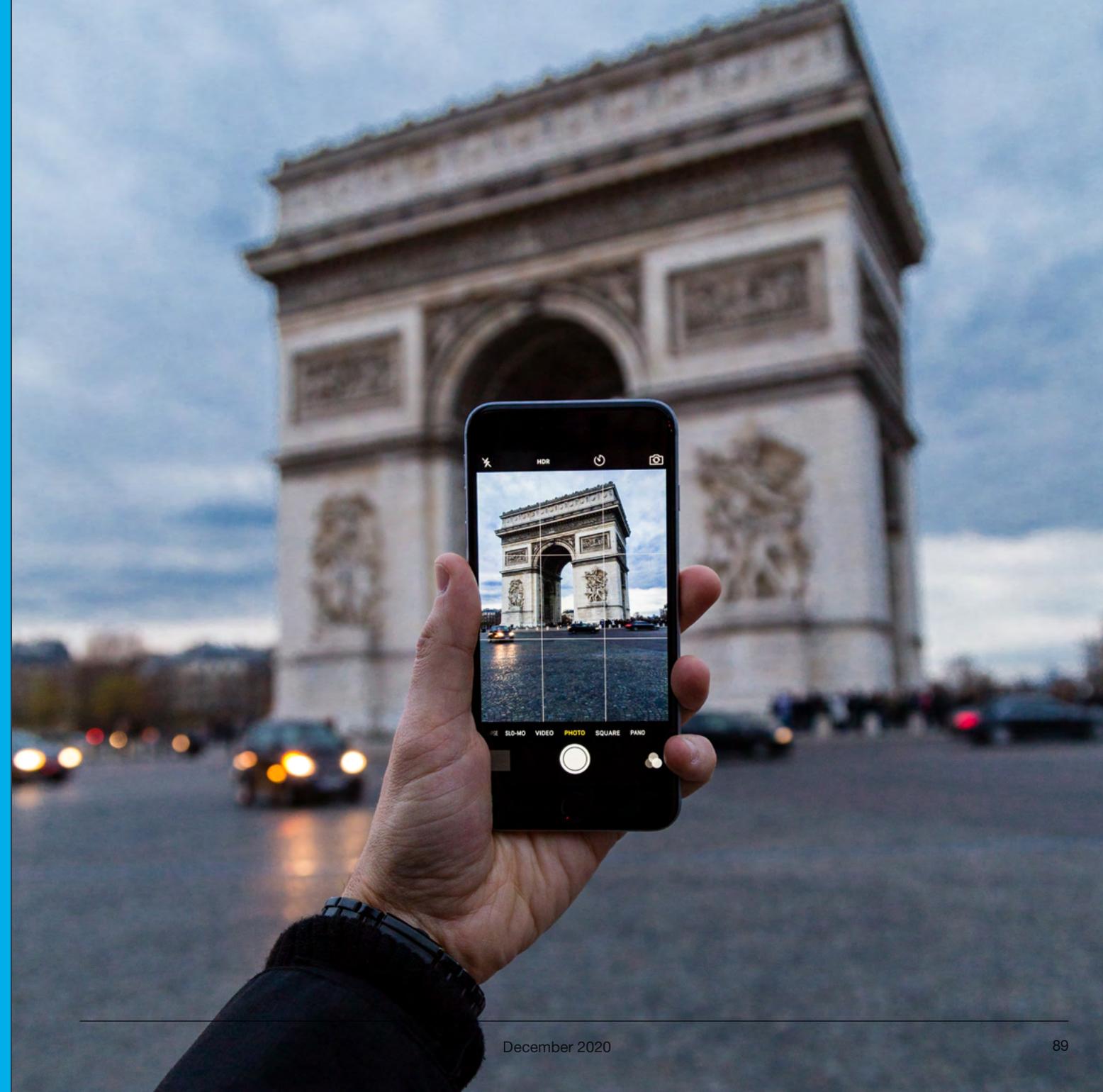
Sydney is an entrepreneur, nonprofit professional, and motivational speaker. She is dedicated to supporting non-technical entrepreneurs, helping them launch their first successful mobile app, and equipping them with the software to do it. Sydney brings 10 years of experience spanning engineering, arts, consulting, project management, and computer programming.

**Sydney Davis**
Founder

# TravelTech

Female Founders First Lookbook
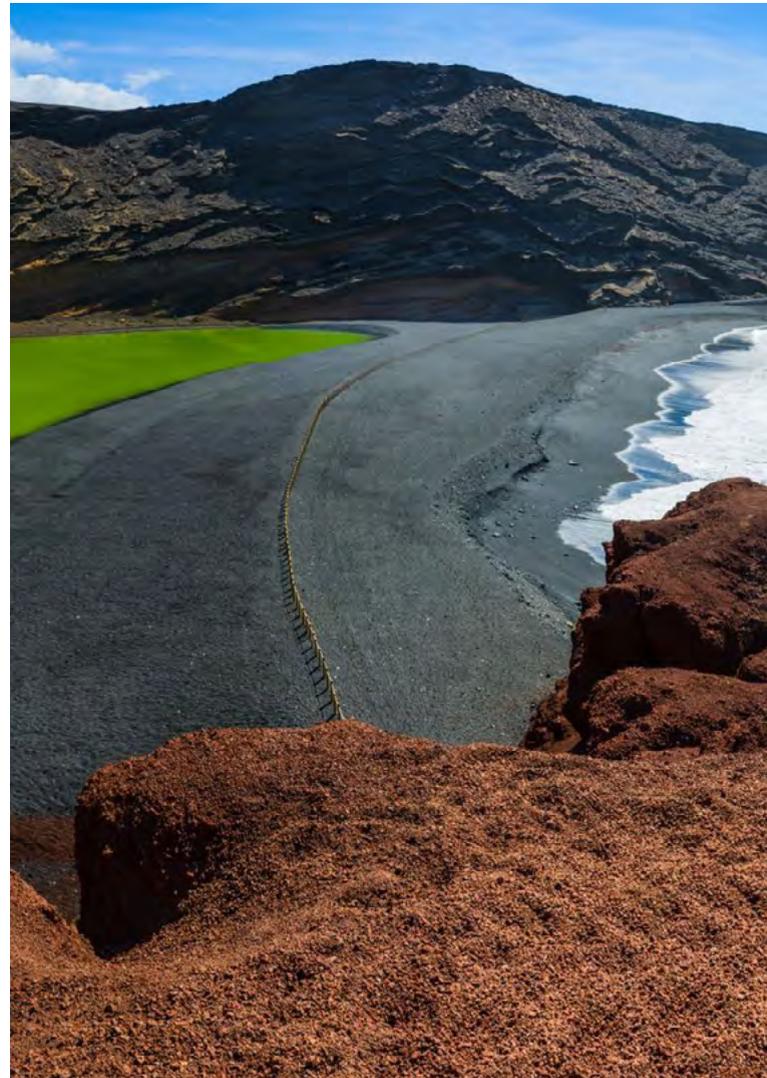
December 2020

# tripAbrood

**TripAbrood**
tripabrood.com

Travel has been one of the most impacted sectors in the global pandemic, and a fracture like this can be a great technology leapfrog opportunity. With digital adoption on the rise faster than ever before, travelers are going to demand digital service excellence. In this digital revolution, consumers are increasingly relying on technology from using online and mobile platforms for recommendations and travel inspiration. This will also be true for the 'family traveler', but historically as the most complex traveler type, families have been overlooked for a long time and forced to fit into the same one-size-fits-all model of every other traveler. Families spend nearly 40% more on travel than non-family travelers, and over 75% of parents reported traveling with their children in the previous three years. But traveling with family can be difficult and the planning requires unique consideration.

tripAbrood is an award-winning UK-based early-stage startup and the world's first AI-powered, digital travel assistant for families, matching families to their ideal holiday accommodation. Beta-tests of tripAbrood's revolutionary platform found families cut their research-to-booking time from 30 hours to a remarkable 10 minutes. Launching less than six months ago, the company has already been recognized by TechRound in 2020 as one of the top 100 startups in the UK and was recently named the Startup Of The Year at the Travolution Awards 2020.

**Sector**
TravelTech

**Region**
United Kingdom

**"We set out to reimagine online travel through technology and data for this huge underrepresented segment worth over $650 billion, and open up a new world of opportunities for families to explore the world together on their terms."**

Prior to founding tripAbrood, Alexa had a decade-long career in financial services running regional sales and operations divisions for Bloomberg L.P in Europe and Asia, that sold and scaled technology solutions to the world's leading financial institutions. Prior to Bloomberg, Alexa was the UK and Ireland diversity manager for Procter & Gamble. Alexa holds a master's degree in modern languages from Oxford University. As a mother of three young children, she has experienced the challenges of family travel first hand and decided to found tripAbrood to solve these challenges through technology.

**Alexa-Maria Rathbone Barker**
Cofounder and CEO

in

# The story continues

Get the latest news and updates from these world-changing founders.



**Female Founders First Website**

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rise.barclays/female-founders/helping-female-founders



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