

7:45 - 8:30 AM

JOYA ENTRYWAY & MAIN PATIO

# But First, Coffee & Check-in

Kickoff WVS with coffee and meet other badass women who are ready to change the world

8:30 - 9:30 AM

JOYA CONFERENCE WEST

# Morning Keynote

Welcome and our crowd-favorite "Morning Toast" to rise and shine at WVS  
Morning Keynote Conversation - Mac Conwell, Rarebreed Ventures HBCU-Hosted Students

Keynote

9:30 - 9:45 AM

## Break

9:45 - 10:30

BREAKOUTS  
Session 1

**How Women Invest**  
JOYA CONFERENCE WEST  
Everyone  
Speakers: Cheryl Contee, Geri Strengel, Julie Castro Abrams, Alicia Hanf  
Moderator: Jesse Draper  
Aims to address and bridge that gap, offering insights + actionable strategies for female founders seeking funding + female investors looking to make impactful investments.

**Paths to Exit...or Not**  
MIDWAY ROOM  
Founders  
Speakers: Madeline Stockton, Ira Green, Danielle Naftulin  
Moderator: Angie Schultz  
The session on "Paths to Exit... or Not" aims to shed light on the different exit strategies available to female-led startups, as well as the reasons and motivations behind these choices.

**Protecting your ASSETS: Red Flags in Due Diligence**  
OLD TOWN ROOM  
Investors  
Speakers: Barbara Clarke, Phillipa (Pippa) Balestrieri, Rita Astoor  
Moderator: Amy Duncan  
Equip female entrepreneurs and investors with the knowledge and tools to recognize warning signs during the due diligence process and make informed choices to protect their interests.

**Vajjayjay For Your Payday**  
TORREY PINES ROOM  
Investors  
Speakers: Meg Ferrigno, Julie Gordon White, Reilly Williams  
Moderator: Lisa Walters-Hoffert  
FemTech: This session will unveil the potential for social impact, financial growth, and the power of technology in improving women's lives globally.

BOARDROOM

FISH BOWL

CABANAS

**SBDC Mentoring**  
9:45 AM - 2:00 PM  
1:1 MENTORING  
9:45 AM - 12:00 PM  
WORKSHOP: FINANCING DEBT  
12:00 PM - 12:45 PM  
1:1 MENTORING  
12:45 PM - 2:00 PM

**Community Partner Meet & Greet**  
9:45 AM - 2:00 PM  
FOKCUS MENTORING  
11:00 AM - 12:00 PM  
VILLAGE UP SD  
12:45 PM - 2:00 PM  
THE BRINK  
12:00 PM - 12:45 PM  
MISSION EDGE  
10:00 AM - 11:00 AM  
CONNECT

**UBS AD ASTRA TEKOS**  
10:30 AM - 5:00 PM

10:30 - 10:45 AM

JOYA MAIN PATIO

# Snack Break

Grab some brain food, browse the Ecosystem Showcase, and make new connections

# Ecosystem Showcase

COOLEY ALL-PURPOSE ROOM 22

Everyone Open all day

10:45 - 11:30

BREAKOUTS  
Session 2

**Show Her the Money**  
JOYA CONFERENCE WEST  
Everyone  
Speakers: Vicky Pasche, La Keisha Landrum Pierre, Kelly Ann Winget, Jennifer Jeronimo  
Moderator: Catherine Gray  
"Show Her the Money" movie preview and panel discussion.

**Brand Your Way to the Bank: Learn How to Step Out of Your Own Way and Stop Leaving Money on the Table**  
MIDWAY ROOM  
Founders  
Speakers: Natalie Sinisgalli  
Discover how to leverage your personal brand to attract funding opportunities, build strong partnerships, and thrive in the entrepreneurial ecosystem.

**DIY Fundraising from Angels on a Vehicle Creation Platform**  
OLD TOWN ROOM  
Investors  
Speakers: Rose Bowlus  
This session aims to equip you with the knowledge and strategies to successfully raise capital while safeguarding your interests from any legal pitfalls down the road.

**Writing Your First Check**  
TORREY PINES ROOM  
Investors  
Speakers: Marcia Dawood & Sue Baggott  
Dedicated to empowering female investors with the knowledge, strategies, and inspiration to confidently deploy capital and make meaningful contributions to the entrepreneurial ecosystem.

11:30 - 11:45 AM

## Break

11:45 - 12:30

WORKSHOPS

**Empowering Women: Building Financial Readiness for Business & Personal Success**  
JOYA CONFERENCE WEST  
Everyone  
Speakers: Natalie Gill, Andrea Giralt, Ashley Bleckner  
Moderator: Anna Diaz  
Practical strategies & insights to manage finances, make informed investment decisions, and achieve financial goals.

**Navigating Alternative Investment Landscapes: Building Inclusive and Sustainable Financial Futures**  
MIDWAY ROOM  
Investors  
Speakers: Kelly Ann Winget  
Opportunities alternative investments offer for wealth preservation, higher returns, and volatility risk mitigation.

**Driving Financial Returns Through Impact & Diversity: Redefining Success in Venture Capital**  
OLD TOWN ROOM  
Investors  
Speakers: Kate Goodall, Anusha Kakani, Guadalupe Rodriguez  
Moderator: Regina Bernal  
Discover how prioritizing social and environmental impact can lead to innovative, sustainable, and high-performing ventures.

**Alternative Funding Options: Crowdfunding Your Way to Success**  
TORREY PINES ROOM  
Everyone  
Speakers: Justin Renfro, Taylor Fields  
Moderator: Mysty Rusk  
Discover how alternative capital-such as crowdfunding can propel your business.

12:30 - 1:15 PM

JOYA MAIN PATIO

# Lunch

Grab your gal pal, and network with other amazing founders and investors! Check out the Ecosystem Showcase while your at it!

# Ecosystem Showcase

COOLEY ALL-PURPOSE ROOM 22

Everyone Open all day

1:15 - 2:00

AFTERNOON BREAKOUTS

**Diversity in the Board Room**  
JOYA CONFERENCE WEST  
Everyone  
Speakers: Kim Davis, Carlos Ramirez, Latia Vaughan  
Moderator: Bridgette Smith  
This panel brings together a distinguished group of industry leaders and experts to discuss the critical role of diversity and inclusion at the highest levels of decision-making.

**What Investors Look for in Startup IP**  
MIDWAY ROOM  
Founders  
Speakers: Maria Stout  
Learn from an experienced IP attorney about the key aspects that investors evaluate when assessing a startup's IP portfolio, and how it can influence funding decisions.

**The Unconventional CEO: Discover Your Unique Superpower**  
OLD TOWN ROOM  
Investors  
Speakers: Ruby Taylor  
Drawing from her riveting journey, where she emerged from a net worth of -\$15,000 to a flourishing \$500,000 in just 8.5 years, This isn't merely a tale of financial success; it's a testament to harnessing one's unique strengths and rewriting success narratives against all odds.

**From Pitch To Paid: How to Craft Your Messaging and Deck to Secure Investor Interest**  
TORREY PINES ROOM  
Founders  
Speakers: Misti Cain  
Come learn what the #1 thing is that startups who are able to consistently secure Angel and VC investments have in common. You'll also learn about the 3 T's that automatically increase investor interest. Walk away with instantly actionable tips to improve your pitch deck and presentation.

2:00 - 2:15 PM

## Break

2:15 - 2:45 PM

JOYA CONFERENCE WEST

# Closing Remarks

Driving Change for Female Entrepreneurs in Venture Capital  
Speaker: Nicola Corzine, Executive Director Nasdaq Entrepreneurial Center

Keynote

3:00 - 4:30 PM

JOYA & COOLEY PATIO

# The WVS Happy Hour

Time to party with your new BFFs (Best Female Founder/Funder Friends) and connect with Ecosystem Showcase exhibitors

