

10TH ANNUAL

# WVS

WOMENS VENTURE SUMMIT

SEPTEMBER 28-29, 2023

# 2023 IMPACT REPORT



**stella**  
FOUNDATION

# FUND *women* CHANGE THE *world*



The 10th Annual Women's Venture Summit is an unmatched event that builds bridges between female founders and investors. The goals of the conference are to **boost female founders' access to capital** and to **grow the number of investors** who invest in female-led startups.

Individuals from across the globe meet in a vibrant and intimate conference setting to explore opportunities for increased funding and collaboration.



# FEARLESS FUNDING



## HERstory: Why We're Here

Building Awareness

Women's Fast Pitch

WVS Schedule & Speakers

WVS 2023 Stats

Testimonials

WVS Showcase Exhibitors

Sponsors + In-Kind

# HERstory

## BY THE NUMBERS

**2019**  
**2.8%**

In 2019, **2.8% of funding** went to women-led startups. Though meager, this figure represents an all-time high.

**2020**  
**2.3%**

In 2020, **funding fell to 2.3%**, Crunchbase figures show. This comes after years of increases.

**2021**  
**2.4%**

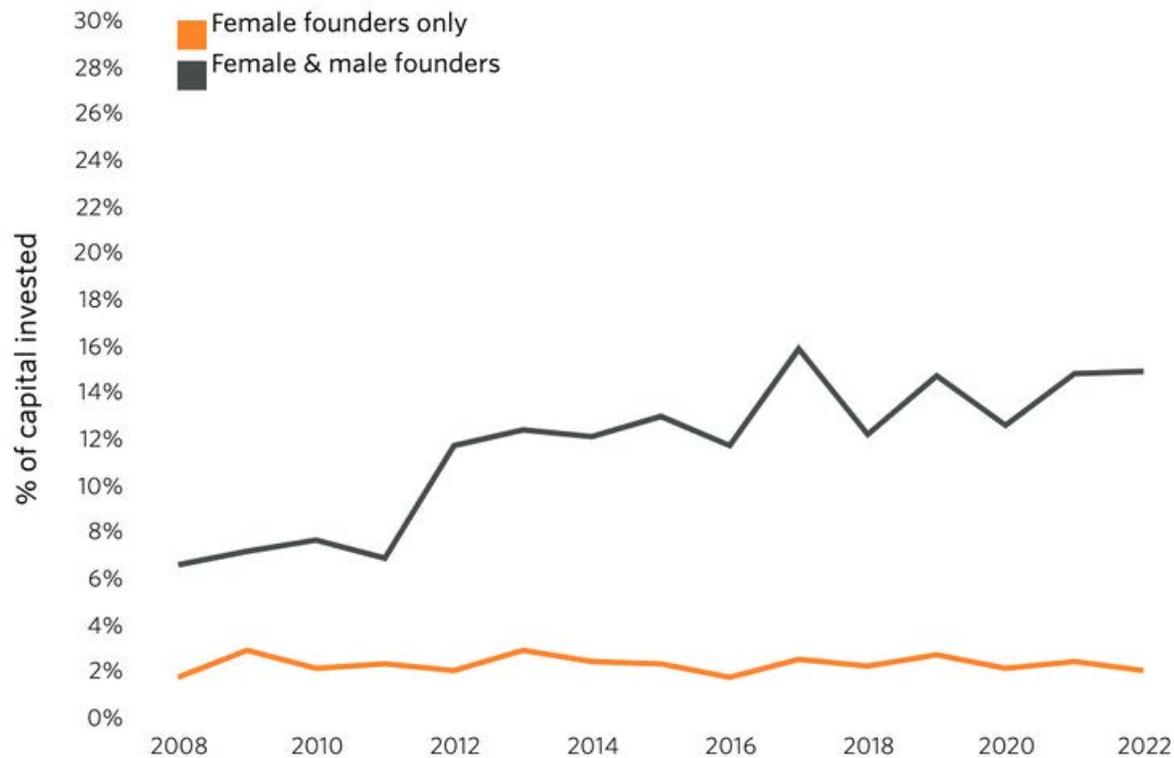
In 2021, companies founded solely by women garnered **2.4% of the total capital invested**, according to PitchBook data. But that number doesn't tell the whole story. 2021 saw the creation of several women-led funds, incubators for female founders and more new companies.

**2022**  
**2.3%**

Through Sept. 2022, VC funding to women-led startups **fell slightly to 2.3%**, Pitchbook figures show.

Venture capital funding overall has surged in recent years, but the numbers haven't leapt forward for female founders at the same pace.

## FEMALE (CO-)FOUNDED VC CAPITAL %



Source: [Pitchbook 2022 US VC female founders dashboard](#)

Still, only

# 2%

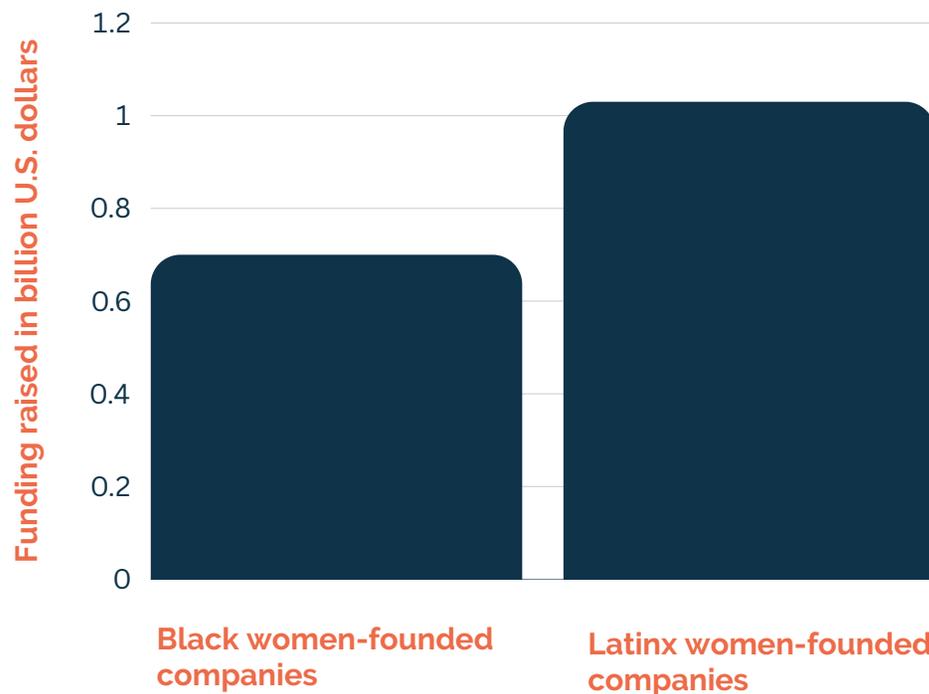
of VC funding  
to solo female  
founders



# HERstory

BY THE NUMBERS

## Volume of VC funding raised by Black and Latina women-led companies from 2018 to 2019 (in billion U.S. dollars)



Source: Statista

## What about intersectionality?

Black and Latinx women-founded companies continue to receive the lowest amount of funding, however diverse teams outperform.

Companies in the top quartile of gender and ethnic diversity in their leadership were 21 percent & 33 percent more likely to have above-average profitability, respectively.

an average of

# 27%

outperformance

Nationally, VC-backed companies raised \$73 billion this quarter, down 15 percent compared to \$86 billion from last year, according to the PitchBook-National Venture Capital Association (NVCA) [Venture Monitor report](#).

To sustain these new businesses, women founders need support & access to funding.

Time to exit for women founded companies decreased to 6.6 yrs in 2021 and increased to 7.7 yrs for all USA companies.

Women VCs account for **15%** of VC investors — only **12%** of women were general partners in 2019 — and female founding partners only make up **2.4%** of all partners.

\*TechCrunch  
\*\*Gusto/NAWBO





## This is why WVS is important.

To bring female founders and investors together.

Women founders receive only **~27% of angel funding** (Pre-seed & Seed) and 2% of VC funding starting at Seed+ or Series A.

Startups with at least one female founder go on to hire **2.5x more women** than startups with all-male founders.

Women investors (angels and women VCs alike) are **2x as likely to invest** in a women entrepreneur.\*



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# PRESS COVERAGE



**Televised segment**  
Sept. 28, 2023



**Website feature**  
Sept. 28, 2023

Featured Stella's CEO Flossie Hall and Women's Fast Pitch Finalists, Julie Gordon White, CEO MenoWell, and Debbie Dickinson, Co-Founder & CEO Thermaband.

**BROADCAST  
REACH**

# 900,000

San Diego adults 18+  
each week

**yahoo!finance**

**Press release pickup**

Featured Women's  
Fast Pitch Finalists

REACH

93M

**SDMETRO**  
your business your life

**Event announcement**  
at top of Daily Business Report

Featured Women's  
Fast Pitch Finalists

REACH

100K

**MIAMIINNO**

**Website feature**

Featured Women's  
Fast Pitch Finalist,  
Debbie Dickinson

REACH

650K

**IBJ**  
INDIANAPOLIS  
BUSINESS JOURNAL

**Newsletter mention**

Featured Women's  
Fast Pitch Finalist,  
Cindy Belardo.

REACH

30,000

**SDBN** SAN DIEGO  
BIOTECH  
NETWORKS

**Website feature**

Featured Women's  
Fast Pitch Finalists

REACH

7,000

**Founders**  
San Diego

**Event recap in**  
Business of San Diego Substack

Recapped speakers, events  
and included quotes from  
Silvia Mah, Flossie Hall and  
attendees.

REACH

900

 **SAN DIEGO TECH HUB**  
Connect. Inform. Empower.

**Newsletter feature**  
by San Diego Tech Hub

Spotlighted Women's  
Venture Summit and  
FOX interview

REACH

1,000

# Silvia's NEWSLETTER SERIES

*Building community is GOOD work. For the startup ecosystem, investors show up to build a conSTELLation with all stars, big and small, balls of energy to massive giants.*

*In 2022, the Women's Venture Summit attracted 74 VCs and angel groups to attend.*

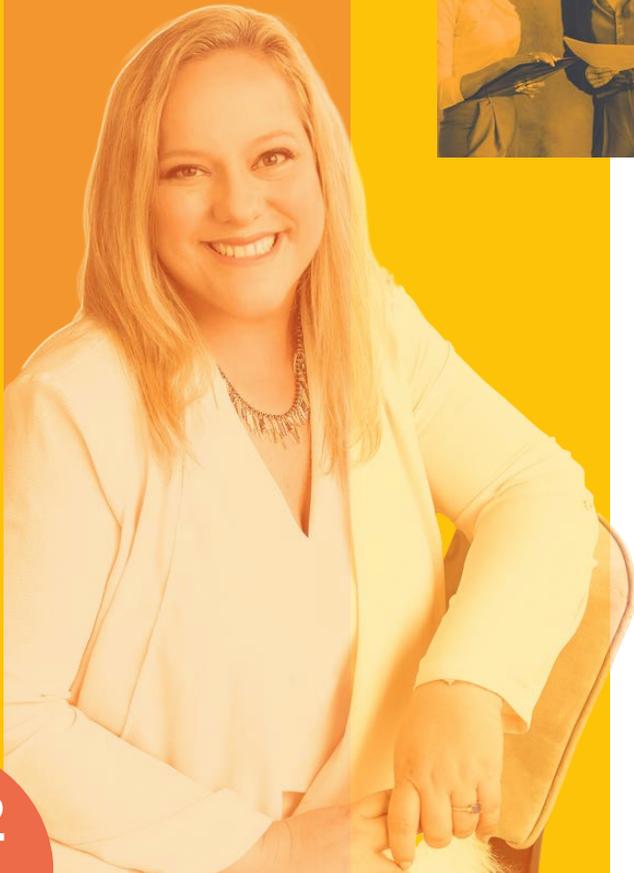
*Our Stella Foundation team of AMAZING women succeeded in bringing 1.53x the amount of investors to the Women's Venture Summit in 2023.*

*56% of NEW investors who are attending the Women's Venture Summit this year. WELCOME! We have 44% returning early-stage VCs and investor groups, thank you for returning to this exceptional experience. YOU ARE HOME!*



*The values or goals of most pitch competitions are:*

- 1. unleash potential*
- 2. unlock opportunities*
- 3. unveil access to capital to propel aspiring entrepreneurs toward success.*



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# WFP

WOMENS FAST PITCH

During summer 2023, Women's Fast Pitch commenced.

It consisted of five live, virtual pitch competitions featuring incredible female founders from across the United States.

The finalists from each region are selected from hundreds of applications from an independent panel of judges based on rigorous selection criteria. 25 semi-finalists are then advanced to the national competition that took place on day two of Women's Venture Summit 2023.

**SPONSORED BY:**

**Cooley** Holland & Knight

**THE IMPACT SEAT**  
FOUNDATION



# STATS

535

REGISTRANTS

168

APPLICATIONS

25

SEMI-FINALISTS

5

FINALISTS

5

REVIEWERS

20

JUDGES

5

PRESENTERS

10

TECH CHECKS

15

# Northeast Region



FINALIST  
**ELINA  
FURMAN**



**187**

ATTENDEES

MEET THE  
**SEMI-FINALISTS**



**MELISSA BOWLEY**  
FLOURISH CARE



**DEVON DEANGELO**  
LANDNG, INC



**MARJORIE SPITALNIK**  
LITTLE REBELS



**CINDY BELARDO**  
SUNNY

# Southeast Region



FINALIST

**DEBBIE  
DICKINSON**

 thermaband



81

ATTENDEES

MEET THE  
SEMI-FINALISTS



**CONSTANZA GOMEZ**  
CALIFICADAS



**MARGARITA WOMACK**  
LATIN GOODNESS FOODS



**JESSICA WALKER**  
CARE SHERPA



**LUCY KOSTURKO**  
SOCIAL CASCADE

# Midwest Region



FINALIST  
**CORINNE  
VARGAS**



98

ATTENDEES

MEET THE  
**SEMI-FINALISTS**



**SHEILA BUSWELL**  
BUSWELL BIOMEDICAL



**SHELLEY GUPTA**  
BĀKIT BOX



**CANDICE COLLISON**  
OF AN ORIGIN



**KATIE SHAHAN**  
YARLOW

# Northwest Region



FINALIST  
**JOELLE  
TUDOR**



**90**

ATTENDEES

## MEET THE SEMI-FINALISTS



**CONSTANZA GOMEZ**  
CALIFICADAS



**MARGARITA WOMACK**  
LATIN GOODNESS FOODS



**JESSICA WALKER**  
CARE SHERPA



**LUCY KOSTURKO**  
SOCIAL CASCADE

# Southwest Region



FINALIST  
**JULIE  
GORDON  
WHITE**

meno  
well™

**88**

ATTENDEES

WILDCARD FINALIST  
**CINDY BELARDO** *sunny*



MEET THE  
**SEMI-FINALISTS**



**RONI CANTOR-BALAN**  
CICONIA MEDICAL



**LINA BORG**  
MINA HEALTH



**JENNEY KORASICK**  
IT'S MY LECHE



**CAMILLA MARCUS**  
WEST-BOURNE

2023

# WFP

WOMENS FAST PITCH

# SPEAKERS



*Cheryl Contee*  
THE IMPACT SEAT FOUNDATION



*Lila Inman*  
COOLEY  
**Cooley**



*Laurie Bauer*  
COOLEY  
**Cooley**



*Gabrielle De La Cruz*  
THE IMPACT SEAT FOUNDATION



*Alex Ashour*  
COOLEY





*Julius Alejandro*  
VILLAGE UP



*Lauren Rowley*  
STRUT CONSULTING



*Andrea Giralt*  
LIBR8



*Chris Montgomery*  
COOLEY



*Joanne Forster*  
WISHLY



*Ana Bermudez*  
TAGIT APP



*Amy Duncan*  
THE BRINK SBDC



*Ilana Brand*  
COOLEY



*Anna Von Wendorff*  
SCOPI MEDICAL



*Misti Cain*  
TECHSTARS



*Kurling Robinson*  
FOKUS



*Johanna Robinson*  
FOKUS



2023

WFP  
WOMENS FAST PITCH

REVIEWERS

2023

# WFP

WOMENS FAST PITCH

# JUDGES



*Anna Von Wendorff*  
SCOPI MEDICAL



*Ilana Brand*  
COOLEY



*Cheryl Contee*  
THE IMPACT SEAT FOUNDATION



*Joanne Forster*  
WISHLY



*Gabby De La Cruz*  
THE IMPACT SEAT FOUNDATION



*Kristina Montague*  
THE JUMPFUND



*Julius Alejandro*  
VILLAGE UP



*David Loseke*  
JPMORGAN CHASE



*Misti Cain*  
TECHSTARS



*S'Marie Young*  
S'MARIE YOUNG COACHING



# SPONSORS

Holland & Knight

Cooley



# FEARLESS FUNDING

HERstory: Why We're Here

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**WVS Schedule & Speakers**

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## DAY 1

Registration, Coffee & Networking  
Morning Keynote

BREAKOUTS	HOW WOMEN INVEST	PATHS TO EXIT... OR NOT	PROTECTING YOUR ASSETS	VAJAYJAY FOR YOUR PAYDAY
	SHOW HER THE MONEY	BRAND YOUR WAY TO THE BANK	DIY FUNDRAISING FROM ANGELS	WRITING YOUR FIRST CHECK
WORKSHOPS	Empowering Women: Building Financial Readiness	Navigating Alternative Investment Landscapes	Driving Financial Returns Through Impact & Diversity	Alternative Funding Options
	LUNCH & EXPLORE		Ecosystem Showcase	
BREAKOUTS	SHOW HER THE MONEY	BRAND YOUR WAY TO THE BANK	DIY FUNDRAISING FROM ANGELS	WRITING YOUR FIRST CHECK

Closing Keynote  
Happy Hour

## DAY 2

Registration, Coffee & Networking  
Morning Keynote

WFP FINALS				
BREAKOUTS	DIVERSITY ISN'T NICHE	RETAIL SMARTER: THE ROAD TO RETAIL	MENTAL WELLNESS IN THE STARTUP ECOSYSTEM	DARE TO EVOLVE: NAVIGATING THE FUTURE AND OWNING IT
	LUNCH & EXPLORE		Ecosystem Showcase	
WORKSHOPS	Interactive Due Diligence	Beyond Competition: Collaborative Success	Roadmap to Revenue: Building a Winning Tech Product	Powerful Women Investing in Powerful Women
	BREAKOUTS	LEVERAGING YOUR CONSTELLATION	2 BE OR NOT 2 BE....	INTRODUCING ECOSYSTEM 2

Paddle Raise  
Closing Keynote  
WFP Winner Announced  
Afterparty

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# 10 YEARS IN REVIEW

6964

ATTENDEES

6.2M

IMPRESSIONS

385

INVESTMENT GROUPS

413

SPEAKERS

320K

WEBSITE VISITS

# 2023

392

ATTENDEES

310K

IMPRESSIONS

115

INVESTMENT GROUPS

84

SPEAKERS

60.9K

WEBSITE VISITS

# 2023 WVS Breakdown

\$175K+

IN-KIND  
DONATIONS

\$8,784

TICKET  
SCHOLARSHIPS

183

ENTREPRENEURS

2.3K

PR VIEWS

91

COMMUNITY  
MEMBERS

119

INVESTORS

86%

FEMALE



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# TESTIMONIALS



People are pushing the envelope, talking about what are we going to do to change things. It is ripe with innovation. It is the most loving container of founders and investors you can imagine.

*Julie Castro Abrams  
How Women Invest &  
How Women Lead*



Women's Venture Summit has been truly transformative. You're surrounded by amazing women who are trailblazers, who are fierce, who are empathetic, who are leaning in to helping one another solve today's biggest problems.

*Alicia Hanf  
Dear Mama Ventures*



Already I've met some amazing founders that I've introduced to other investors in my community, just in the last couple of hours.

*Bridgette Smith  
Purpose Led Ventures*





# TESTIMONIALS



Events like WVS, but also the work Stella does in their accelerator programs and fast pitch competitions...I can't say enough about how much it matters that we have spaces for women to learn about what it looks like to build a company.

*Diondraya Taylor*  
*Mindset & Milestones*



What I love about Stella is what they're doing to help women founders connect with women investors, and creating an inclusive startup ecosystem.

*Julius Alejandro*  
*Village Up SD & Ganas Ventures*



This was an awesome event... just meeting founders, women-led venture capital funds, and like-minded women and people that care about changing the world.

*Geri Stengel*  
*Ventureneer*



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# ECOSYSTEM SHOWCASE

24  
EXHIBITORS



# EXHIBITORS



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# Sponsors

Cooley

THE **IMPACT** SEAT  
FOUNDATION

 teknos

AMERICA'S  
**SBDC**  
CALIFORNIA  
SAN DIEGO AND IMPERIAL NETWORK

 DLA PIPER

NSP  
*Studio*

◆◆◆  
**ad astra**  
VENTURES

Knobbe Martens

Holland & Knight

trinet



UBS

*she*  
INVESTS!

trust  
& will

# *In-Kind Donations*



WOMEN'S VENTURE SUMMIT 2024

FEMALE FOUNDERS

WOMEN LEADING THE CAPITAL CHARGE

ELEVATE 

EQUITY

SEPTEMBER 25-27, 2024 | SAN DIEGO, CALIFORNIA

FEMALE INVESTORS

BE A SPONSOR



thank you



stella