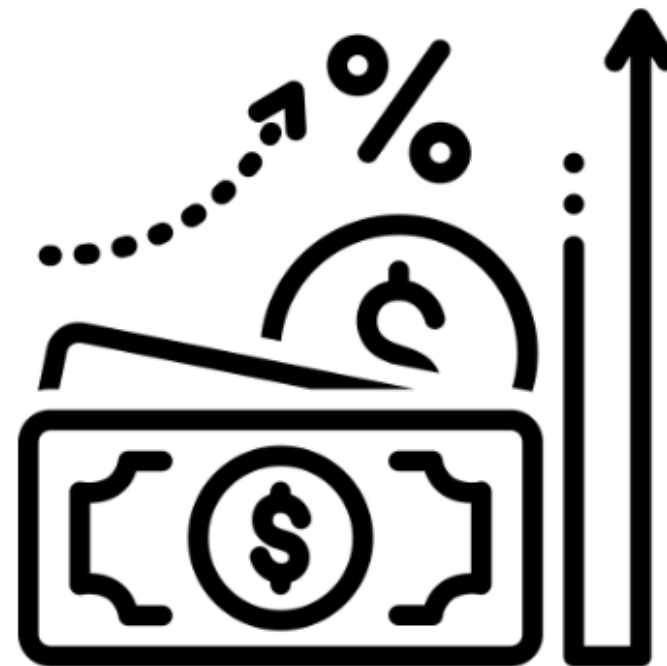


Stepping into your Power, Wealth & Influence



Latina Board Directors

Paving the way



Deborah Alvarez
Past CEO: Goodwill
Industries
Board Director:
Recology



Monica Lozano
CEO: College Futures
Foundation, Media
Goddess..
Board Director: Apple



Aida Alvarez
SBA Appointee by
President Clinton
Board Director:
Walmart



Mercedes De Luca
CIO: Pebble Beach
Resorts
Board Director:
PFSWeb, INETCO

Latina Investors

Paving the way



Miriam Rivera
CEO & Managing
Director: Ulu Ventures .
Board Director:
Kauffman Foundation,
Stanford Angels &
Entrepreneurs



Maria Lemus
Executive Director:
Vision y Compromiso,
Limited Partner: How
Women Invest



Karen Pajarillo
Investment Committee
Member: How Women
Invest, Advisor: GMC
coLabs Unreasonable
Capital



Tricia Martinez
Managing Director:
Techstars

A New “Jefa” In Town — Why I launched Chingona Ventures.



Samara Hernandez

Founding Partner



We are Chingona

Investing in the next generation of badass founders.

At How Women Lead we believe:

When women and people of color are in positions of power and influence, everyone benefits:

- Employees
- Families,
- The Environment,
- Investors
- The economy.

Latinos are THE future

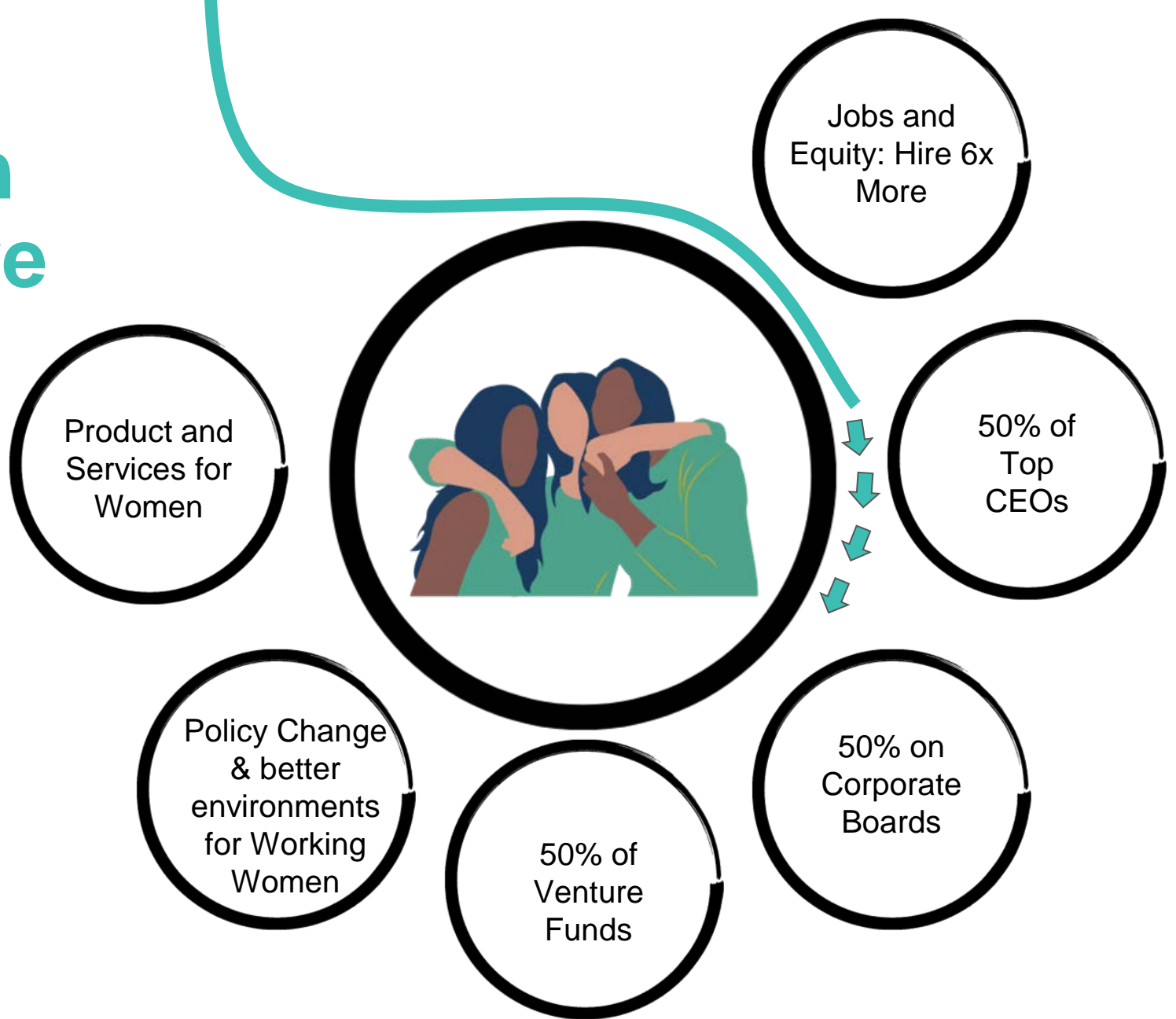
The Leadership Path We Pave for Younger Generations

- Latino students make up the largest group of CA admitted freshmen at UC schools for the first time in UC history.
 - At 36%, up from 34% last year, according to [data released](#) by the UC Office of the President.
- The total number of California freshmen admits increased nearly 12% from 71,665 in fall 2019 to 79,953 in fall 2020. Latinos made up 28,600 of those admits.

Your Leadership and Impact Journey

- Where do you want to be in 5 years?
- What are your measures of success for you?
- What are the biggest milestones you see ahead for yourself?
- Have you created a personal set of values in the last 6 months that guides your decision making?
- What is the legacy you want to make?

Envisioning an Equitable Future



The Cycle of Women's Wealth & Power is Broken



Entrepreneurs

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



Investors

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



Leadership & Jobs

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

Interconnecting issues affect women's ability to rise, thus they can't be solved in isolation

Agenda

1. Review the landscape for boards
2. Landscape for investing in venture
3. Tips and tools for getting on a board
4. Investing

Learning Objectives:

- 1) You will understand the landscape, the benefits and major players and influences in boards and investing
- 2) You will consider your own board pathway, identify career growth and board opportunities if appropriate
- 3) You will start to identify where you might want to serve, what you would bring and potential network you can build for board engagement
- 4) You will understand and see where you play with investing

Impact on Boards

the value you bring

What type of boards do you serve on?

- Non profit
- Start up
- Advisory
- Private corporate
- Public corporate
- Not yet, but I want to

What type of boards is right for you

- Size
- Industry
- Stage



The Board Landscape

Corporate Board Diversity is Unequivocally Critical for Success

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

What have you heard?

- What do you know about board representation of Latinas?
- Who are the influencers?

Just Last Friday...

- Nasdaq-listed companies must have at least two diverse board members or explain why it does not.
- Require disclosure of information on the self-identified gender, racial characteristics and LGBTQ+ status of board.



Investor Demands for Board Diversity

Asset Managers: BlackRock, State Street

Goldman Sachs

NASDAQ

Venture Firms

Historic mandates pushing for diversity

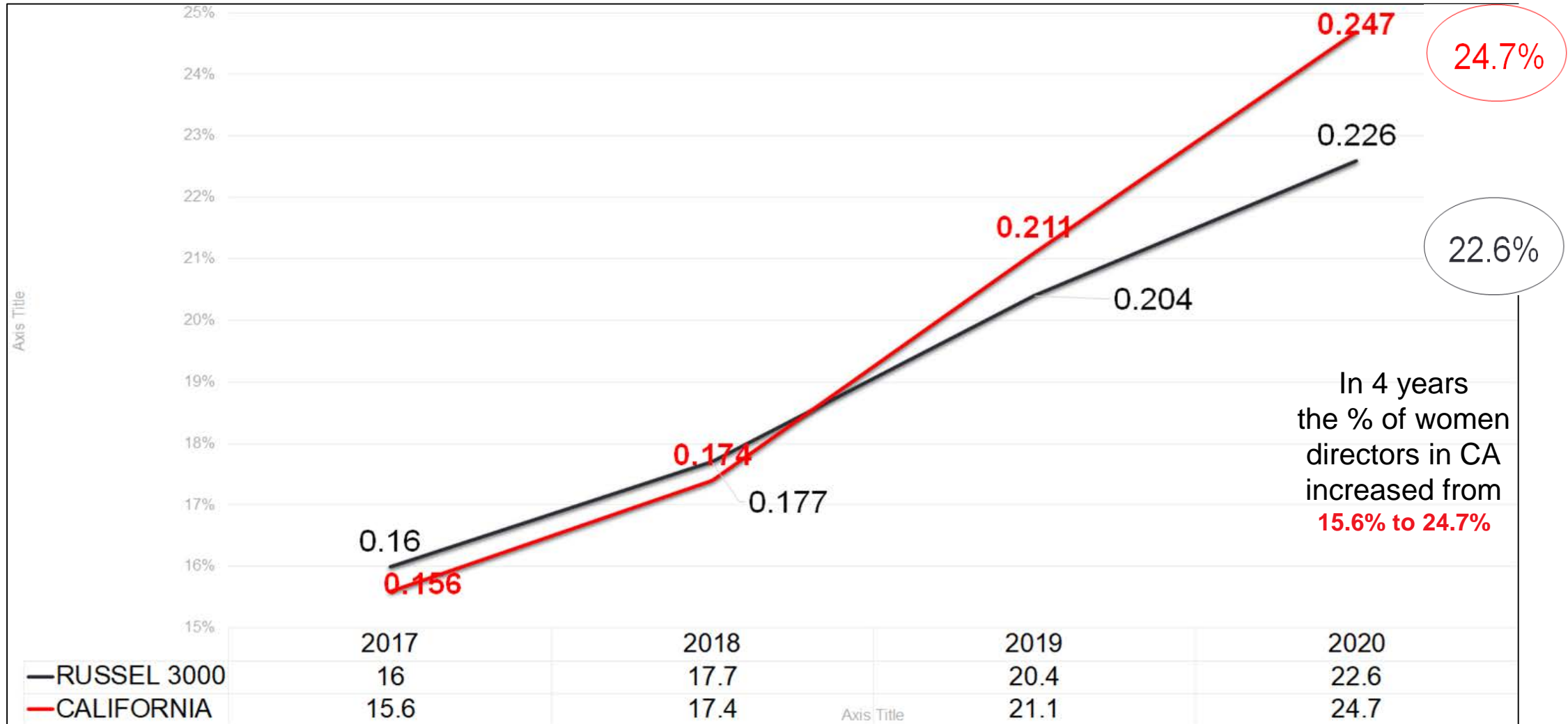
SB826 required CA Publicly traded companies must have 1 woman on its board by the end of 2019 & by the end of 2021 they must have:

- *2 women* on boards of 5 directors.
- *3 women* on boards with 6+ directors.
- \$100,000 penalty for first violation and \$300,000 for second and thereafter.

AB979 Requires Race, Ethnic and Sexual Orientation Diversity on Public Boards. They must have:

- *1 member per board*
- 9 member boards must have at least 3 such directors
- 8 member boards and smaller must have 2

It worked! Russell 3000 Progress



In 2018, nearly 30% of California company boards were all male – **now fewer than 3% are.**

Where We Stand

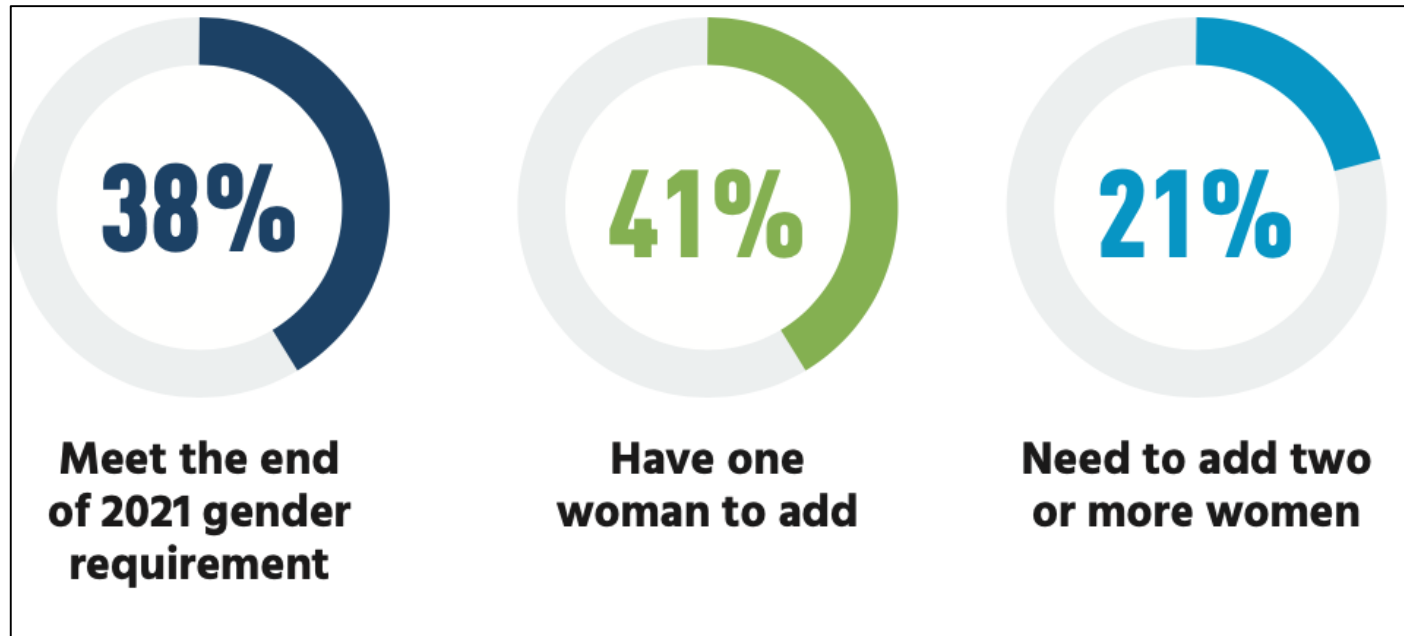
678

CA Public Companies

5,599

Total board public seats in CA

Meeting the 2021 Gender Requirement



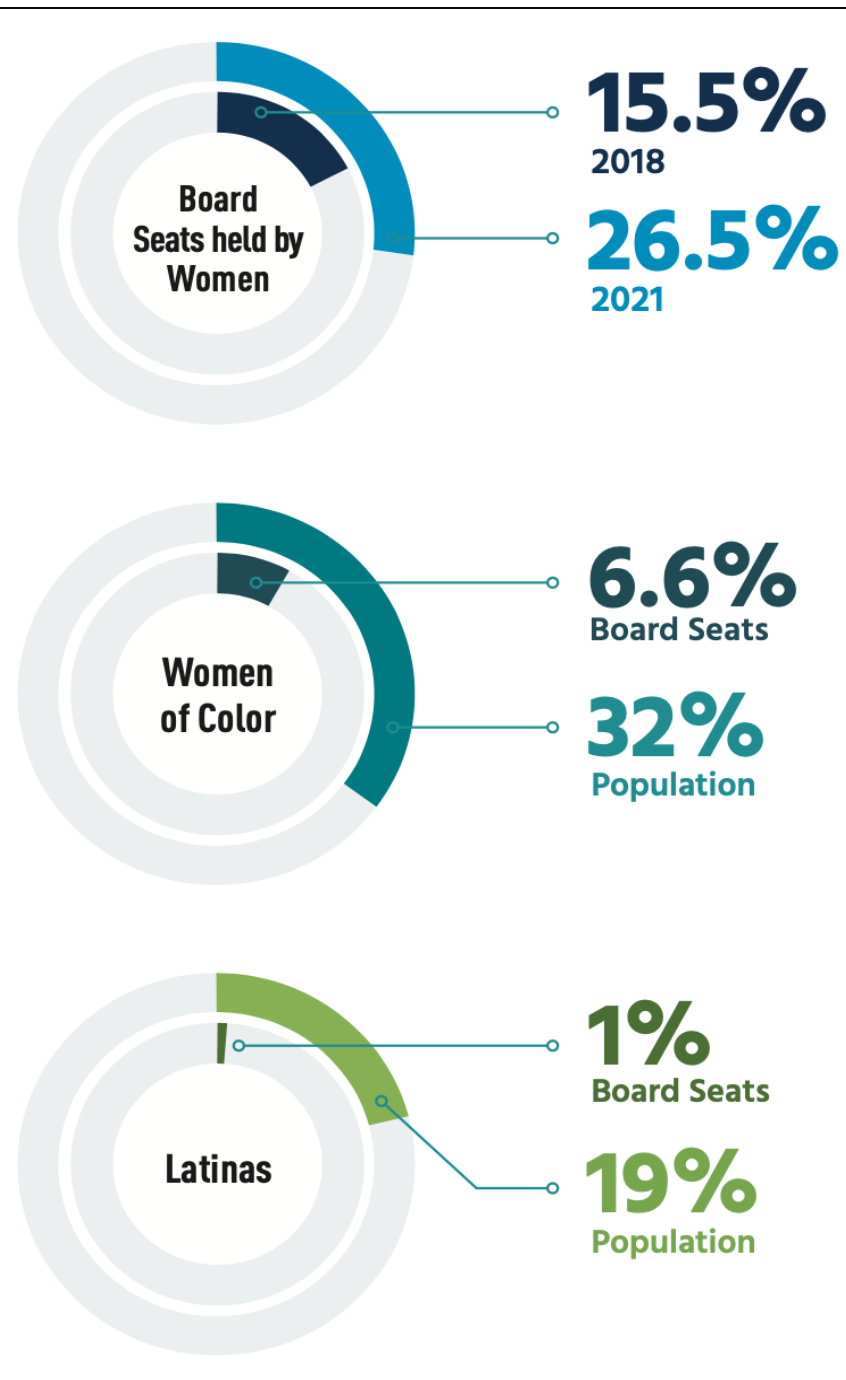
1.3%

of California public companies have all male boards, down from 29% in 2018.

1.5%

of California's public companies have majority women boards while 96.9% are majority men, and 1.6% have gender parity.

Sources: LCDA's Q1 2021 Scorecard, CPP WOC Report 2021



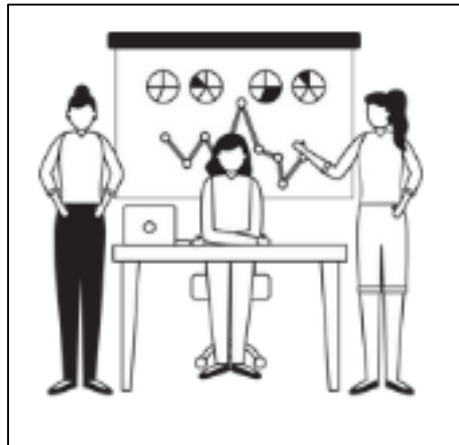
Sources: LCDA's Q1 2021 Scorecard, CPP WOC Report 2021

What About **Private Company Boards**?

In California alone, there are over **900K** private companies

- 200K have over 50 employees

There are **thousands** of available board seats



Venture Backed Private Company Boards

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

- Only **2.8%** were founded by women
 - Angel, seed investments represented 50% of those investments
- Only **5%** of women who are accredited investors are investing in venture

The Opportunity?

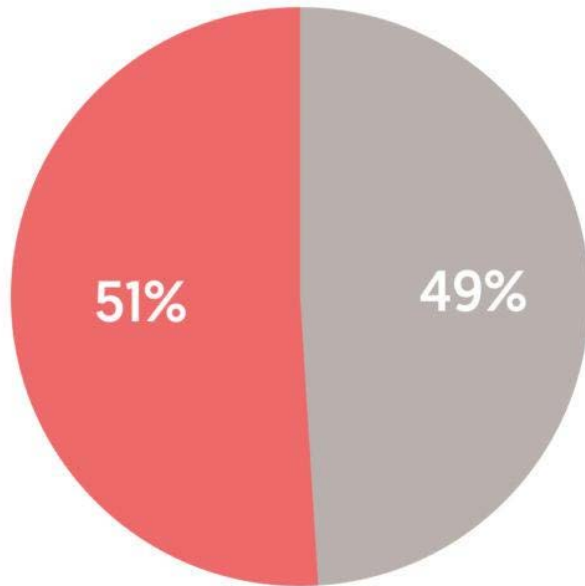
- **Invest and ask for a board seat**



Women on Private Company Boards

Proportion of Private Company Boards with Women

● One or more women on the board ● 0 Women on the board

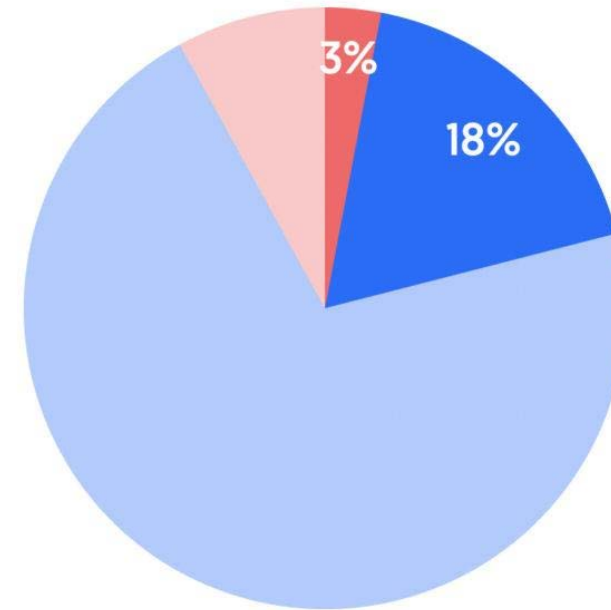


2020 Study of Gender Diversity in Private Company Boardrooms

crunchbase

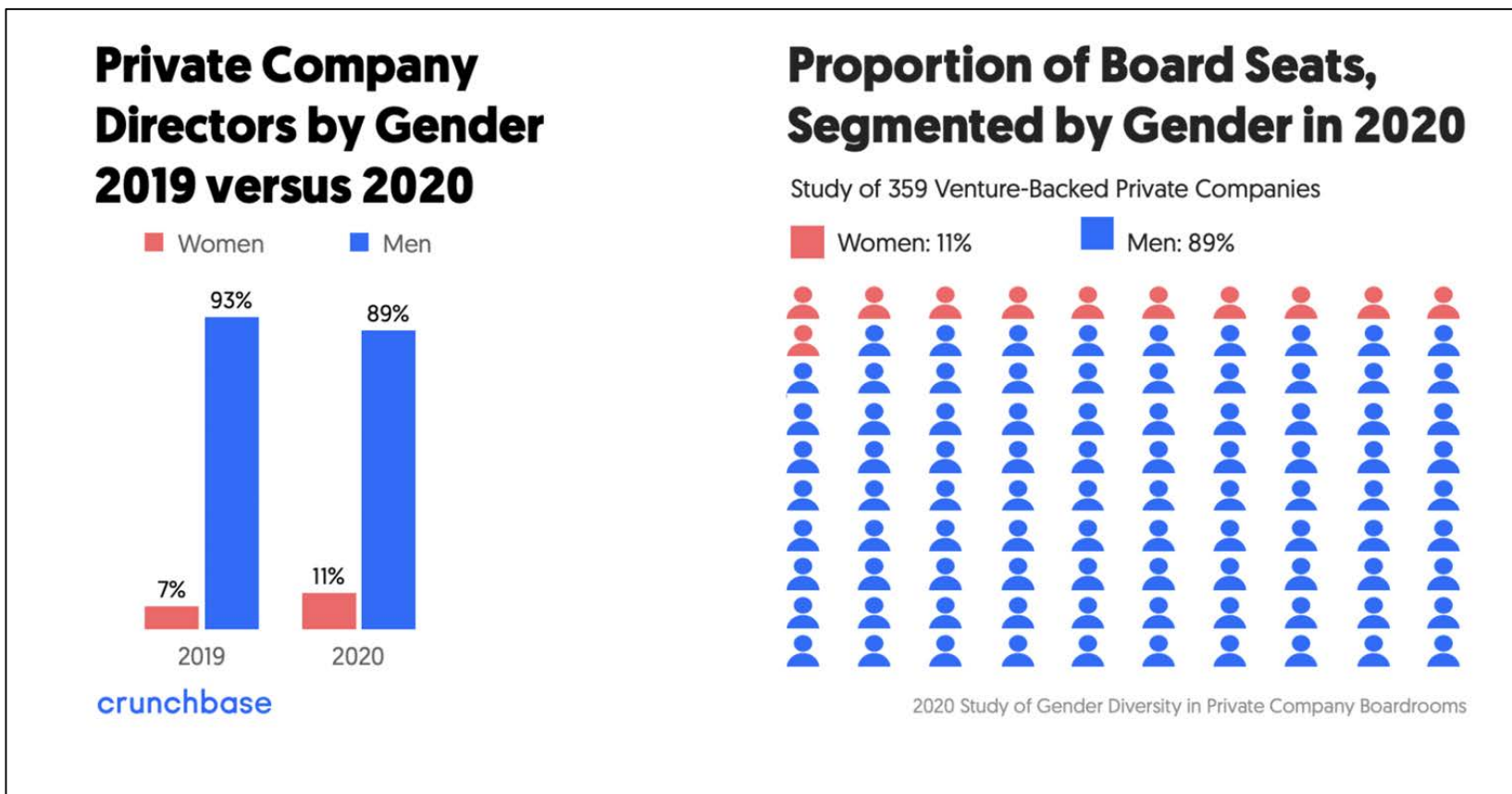
Proportion of Board Seats held by People of Color

● Women of Color ● Men of Color



2020 Study of Gender Diversity in Private Company Boardrooms

crunchbase



- Women held **11 percent of board seats**, up from **7 percent** in 2019.
- The **ratio of men to women in private-company boardrooms is roughly 9-to-1**.

You are UP!
It's your time



**Spencer Stuart 2020 Board Index*

**S&P 500 board recruiting
profiles & Nom/Gov priorities**



Backgrounds & demographics for board expertise are changing



Who influences/decides on board

87% of board directors are sourced through networks of current board directors

13% search firms

Public:

- Nominations and Governance committee
- CEO and C Suite can source
- Service providers
- Search firms: when it is critical for public visibility
- Activist

Private:

- Venture investors
- CEO, C Suite

First Steps on your Board Journey

1. Define why you are interested in a board
2. Where is your expertise and interest aligning with corporate board needs - why do they need you?
3. What value do you bring to a board
4. What are 5 boards where you could serve
5. Who can get you those connections

Create an Accomplishments Inventory

- Detail your leadership impact
- Results with metrics
- Company types: size, industry, stages of growth, public, private
- Roles you have played
- Board related activities and experience
- External impact and visibility
- Identify 2-3 stories that make you human, interesting and memorable!
- Patterns of your expertise to identify your **“wheelhouse”** of expertise.

Mapping Your Board Readiness

- Have you been on a non profit board?
 - ◆ Size and maturity?
- Have you advised a start up?
- Have you presented to your company board?
- Do you know the role of a board member?
- Have you served on critical committees - audit, compensation, nominations and governance?

What company size, type & life-cycle is right for your experience?

Advisory

**PE or VC
Growth**

**Private
Family**

**Private
Large**

**Public
OTC**

**Public
Small Cap**

**Public
Mid Cap**

**Public
Large**

Pre-IPO

Foreign

**Specialty
REIT / SPAC
Mutual Fund**

**Distressed/
Turn Around**

NETWORKING

Begin Your List of Contacts **NOW**

Create a list of 25 people

- Corporate board members
- C-Suite & CEOs
- Colleagues – bosses & former employees
- Investors - VC & Private Equity
- Nonprofit board members
- Alumni
- Trade associations members
- Speakers and panelists
- Clients
- Consultants
- Centers of Influence – attorneys/CPAs/wealth advisors
- Family offices/investors
- Friends
- Recruiters

Sample Board Databases, Matchmakers & Organizations

- ❖ How Women Lead
- ❖ The Athena Alliance
- ❖ Equilar: 3-D and others
- ❖ Bolster
- ❖ BoardProspects.com
- ❖ Stanford Women on Boards
- ❖ theBoardlist
- ❖ Accounting Firms - CFOs
- ❖ Digital Directors Network
- ❖ FirstBoard.io
- ❖ DirectWomen (Lawyers)
- ❖ Him for Her
- ❖ Women in Bio
- ❖ Latino Corporate Directors
- ❖ The ELC (Black Executives)
- ❖ Blue Steps - Assn of Ex Search/Consultants
- ❖ 100 Women in Finance
- ❖ Nurole.com (U.K.)
- ❖ National Assn of Corporate Directors (NACD)
- ❖ BoardSi
- ❖ Women in the Boardroom
- ❖ Women's Forum of New York
- ❖ Women Corporate Directors – BoardNext
- ❖ BoardSeatMeet
- ❖ Director Moves (George Fleck) newsletter of openings
- ❖ James Drury Partners - \$\$\$

Takeaways

- Demand for diversity from asset management firms, state legislators, and business thought-leaders ([California SB 826](#), [AB 979](#) and the [Nasdaq diverse board proposal](#)) has resulted in **great demand for your leadership**
- Boards seek new expertise - where can you help?
- Prioritize board service if it's on your radar.

A hiker with a large red backpack is seen from behind, walking across a narrow suspension bridge. The bridge is made of metal cables and a wooden plank deck, and it stretches across a deep, dense forest. The forest is lush with green trees and foliage. In the background, misty mountains rise against a hazy sky. The overall scene conveys a sense of adventure and exploration in a natural setting.

— The Venture Landscape

The Venture Capital Ecosystem



40% of companies are founded by women



2% of all venture funding is invested in women-led companies



11% of partners at VC firms are women

Note: THE 2018 STATE OF WOMEN-OWNED BUSINESSES REPORT Commissioned by American; Mass Challenge and BCG Analysis; Pitchbook 2019 Report

Women Owned Biz Stats

- Only 1.7% have revenues of \$1M or more in 2018
- 88% generate less than \$100K in revenues
- 50% of owners are 45 - 65 (48%) and 67% are 45 or older

Source: [2018 State of Women-Owned Businesses Report](#), American Express

Latinos Outpacing U.S. Economy

- Despite the opportunity gap between Latinos and other Americans, Latinos have become the fastest-growing small business owners across the U.S.
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the United States, according to a [recent study from Stanford University](#).
- More Latinos than ever are applying for small business loans to launch or grow their operations.

Women founders underrepresented in “growth” companies

In 2018:

- Single female founder or all female-founder teams raised **\$2.88 B** from VCs last year split across 482 teams
- That's **2.2%** of the **\$130B** in VC investments in 2018
- JUUL itself raised **\$12.8B - \$10B** more than Female Founder teams!

Source: Pitchbook and All Raise

Methods of Venture Investing

Non-liquid | Usually in exchange for equity | Usually for accredited investors only |

Equity Crowdfunding

- Large groups of people pool together small individual investments to provide the capital needed to get a company or project off the ground.

Angel investing

- Investor writes a check directly to the founder of the company

VC Fund

- Investor writes a check to a Fund, and professional partners of the fund decide which companies to invest in.

Studies support female founders outperform



FINDING #1

Women are Winning

Companies with a female founder performed **63% better** than our investments with all-male founding teams.

Greatest Challenges of Women Founders

- Access to Capital
- Access to Networks
- Barriers in the market and biases result in smaller plans
- Resistance to companies that address women's issues or where a female is the intended customer

The Power Of Our Wealth

What We Enable



Economy Capacity to bring \$3 *trillion* in new economic growth by funding women entrepreneurs

Jobs Women founded companies hire 6 times more women

Return Women make 26% more for their investors and Morgan Stanley told us recently that VCs could return \$4.4T more for LPs

Wealth Women accredited investors have more wealth today and in this pandemic are taking more control of their wealth. It is our time!

It's Time to Invest in Female Founders

Capital Efficient



Private tech startups led by women are more capital efficient than startups led by men, achieving 35% ROI

Performance Driven



Female-run startups generate 78 cents in revenue, compared to 31 cents generated by male-run startups

Higher Revenue



Despite a funding gap, women-led startups generate 10% more in cumulative revenue over a 5-year period

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

VCs could return **\$4.4T more** for LPs, according to Morgan Stanley

Venture Investing = Board Seats

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

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

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

The Opportunity?

Invest and ask for a board seat

Investing Strategically

- 1) Are your investments aligned with your values?
- 2) 5-10% of your investments in venture?
- 3) Are you an accredited investor?
 - a) 200K individual
 - b) 300K family
 - c) \$1M in assets outside of your primary residence

Step Into Your Power, Wealth & Influence

Actions you can take
TODAY

- **Build your network**
- **Prioritize board service if it's on your radar**
- **Become an investor**
- **Be an advocate for others around you**