



## Financial Feminism Investing Lab

**Providing early-stage investors with the capability and confidence to activate their capital to drive innovation and advance the Canadian economy while improving gender equity.**

THE  
51



UNIVERSITY OF CALGARY  
HASKAYNE SCHOOL OF BUSINESS



### The Vision:

The financial feminism investing lab will build an early-stage investing capacity that appreciates the role of women-led startups in our society for economic and social impact. This transformative program will embolden early-stage investors who understand that investing in women-led startups is not just a right but a smart thing to do.

### The Program:

Starting in February 2021, the financial feminism investing lab is a 6-week program, delivered virtually through a combination of both synchronous and asynchronous sessions, supplemented by participatory workshops with guest speakers and self-paced learning modules. Backed by the latest research and experiences of successful mentors from the Haskayne School of Business and The51, this program will demystify early-stage investing. During the program, participants will design their unique investment thesis with a gender-smart lens to rethink early-stage investment opportunities for economic and social impact. Aspiring investors who aim to unlock the power of capital to fund women-led startups will develop investment strategies to realize financial returns while effecting social change in our society. Throughout the program, participants will explore the role of gender and associated barriers that often impact how women-led startups are evaluated, funded, and governed.

At the end of the 6-week program, participants will have the skills and strategies they need to start navigating the early-stage investing context to foster innovation and effect change in our society. Furthermore, participants will become a part of a vibrant community that shares ideas and lead the change in Canada's early-stage investing landscape. Women-led startups generally struggle to secure capital as compared to their counterparts. We invite you to join us in the drive to have women-led startups catch up to their counterparts and receive the necessary funding to achieve growth and scalability.

**Objective:** Over six weeks, participants will learn to navigate the early-stage investing context through a gendered lens.

**Participants:** Professionals, mid to senior-level professional women, including accredited investors (even those who may not be aware they meet the requirements); Could be reasonably expected to become accredited investors within the next five years; Financial advisors or family office staff interested in developing gender-based investing strategies.

**During the program,** participants will look at the typical challenges of early-stage investing, such as evaluating early-stage startups that are demonstrating their product's viability and need. Participants will also become familiar with the investing process, legal and governance structures and resources necessary to start investing for growth and managing risks. Exploring how women-led startups are bringing exciting changes to our society will also be a part of the program. Participants will examine the role of gender and associated barriers that prevent women from securing the capital to grow and scale their businesses.

Experts from UCalgary and The51 will discuss early-stage investing and the role of gender from investors' and entrepreneurs' perspective. Together, we will create gender-smart investing strategies to fuel women-led startups' ambitions for growth and profitability while improving gender equity in our society.

Contact [courtney@the51.com](mailto:courtney@the51.com) for more information.