



the Built By She formula

CONCEPT ▶ BUILD ▶ LAUNCH ▶ GROW



**BUILT BY
SHE**

BUILT BY SHE COMMUNITY

BUILT BY SHE is a community of talented entrepreneurs, side-hustlers, and second career Women looking to build businesses, share knowledge and strengths with other Women founders, and discover an amazing network of people who understand you.

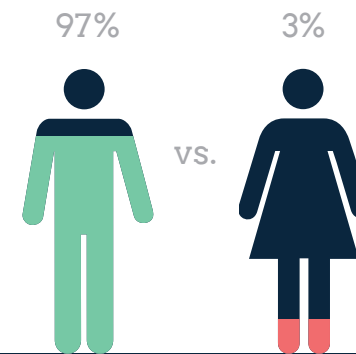
WE CAN SHOW YOU HOW TO:

- Grow your side hustle into a legit business
- Grow and scale your established business
- Get your pie in the sky idea onto a launchpad



WHY WOMEN

We started Built By She for a simple reason, because less than 3% of companies that received venture capital have a Women founder or CEO. 86% of venture-funded companies lack even just one Woman on their executive team and 97% of venture – funded businesses have male CEOs.



CHANGE THE NUMBERS

If you think this stat is beyond ridiculous, you're not alone. We're proven leaders. Girls run the world.

HERE'S THE TRUTH

Women entrepreneurs are more successful and more ambitious than men in business¹. Women take calculated risks, we're organized, we're not hasty in execution, and we take a long term view of things².

A study released in 2015 stated that Women were performing as well if not better than their male counterparts with less funding³.

A study released in 2016 shows that Women are better at soft skills (emotional intelligence), guiding leadership, coaching, mentoring, and organizational awareness⁴.



WHAT'S GOING ON?

#1 Women aren't competing for money. We experienced this personally when we held pitch events and less than **5%** of the participants were female.

#2 Partners in Venture Capital firms are Men far and wide. Men don't necessarily know how to market the types of products that are at times brought forth by Women. They can't see the potential. Even worse, only **7%** of the full-time investing Partners at the top 100 venture firms are Women. This has a profound effect on deciding who is getting money, Men or Women.

HOW CAN BUILT BY SHE HELP?

Built By She offers live and digital roundtable discussions by industry where we take a look at your business challenges and solve them together. We have live workshops and digital web-shops, so that you can join wherever you are, whenever you want! We will school you to pitch to anyone at any time.



You will learn how to model your business using the fail-fast method. No more spinning your wheels or wasting time and money. We can coach you 1:1 for your specific needs. You will emerge more confident and more prepared than your male counterparts. **We are hands-on and here to help.**

SO WHAT CAN WE ALL DO ABOUT IT?

Launch your business. Be a success. Level the playing field.

*Start by Joining the Tribe to **Concept - Build - Launch - Grow** your business through the Built By She network. Get support and access to resources to turn your one person army into a profitable business.*

ALL GOOD THINGS

Built By She is a place where you go to get energized and refreshed. Women come here to unify around the common goal of owning their own profitable business. As an active member of the community you can learn the ropes, share your unique skills or both.

Built By She will also utilize what we learn to build a membership-based platform where Women Founders can access key tutorials for what you need and want to learn to be successful at any level.

We are partnering with expert service providers to offer you a one-stop-shopping way to expand your team while you are boot-strapping. Need a graphic designer, a copy-editor, a full-stack developer, SEO, advice on social media, a lawyer or an accountant? Just sign in. We've got your back.

Our mission is to support Women. Our goal is to level the playing field and create even more opportunities for innovation and to make the world a better place.



BUILT BY SHE OFFERS



- ✓ Live Events
- ✓ #Web-shops
- ✓ 1:1 Advice Sessions
- ✓ Daily tips to help you grow or start your business.



YOU'VE GOT QUESTIONS?

WE'VE GOT ANSWERS!

Join the Tribe

@builtbyshe / builtbyshe.com



Footnotes:

¹ 2016 BNP Paribas Global Entrepreneur Report: Based on one of the largest international surveys ever carried out, polling almost 2,600 multimillionaire entrepreneurs in 18 countries 2015

² Professors Brush, C., Greene, P., Balachandra, L., Davis, A 2014 Diana Report, Women Entrepreneurs 2014: Bridging the Gender Gap in Venture Capital

³ 2016 BNP Paribas Global Entrepreneur Report: Based on one of the largest international surveys ever carried out, polling almost 2,600 multimillionaire entrepreneurs in 18 countries 2015

⁴ New Research Shows Women Are Better at Using Soft Skills Crucial for Effective Leadership and Superior Business Performance, Finds Korn Ferry Hay Group 2016



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