

An Open Letter from SheEO Founder Vicki Saunders:
SheEO Kicks Off US Program for Women Lead Activators and Ventures
The global initiative to radically transform how we finance, support, and celebrate female entrepreneurs is rolling out in the US after successful 2016 pilot program

For over 25 years I spent most of my professional career being the only woman in the room. As both a serial entrepreneur and former venture capitalist I've frequently wondered why only 4% of venture funding goes to women and how to change that. I've experimented broadly trying to solve this problem over two decades. The reality is, the vast majority of women don't need venture financing. We need a different model of support and funding. One that is designed specifically to tackle the kind of challenges female entrepreneurs face. Women are chronically under-financed, under-supported and under-celebrated in the business world. These are facts.

Recognizing that women-led businesses are significantly underfunded by current models, I launched [SheEO](#) in 2015 in Canada to take advantage of women's economic and social power. Women make 80% of purchasing decisions and are set to inherit 75% of the largest wealth transfer in history. We have resources and influence like we've never had before.

The SheEO model brings together 500 women (called Activators) who contribute \$1100 each as an Act of Radical Generosity. Women do not get their money back. In the US, they receive a tax receipt for their contribution. The money is pooled together and loaned out at a low interest rate to five women-led Ventures selected by the Activators. All Ventures are revenue generating with export potential, as well as creating a better world through their business model or their product and service. The loans are paid back over five years and then loaned out again, creating a perpetual fund which we will pass on to our daughters, nieces and granddaughters. The 500 women become the defacto 'team' for the five selected Ventures bringing their buying power as early customers, their expertise and advice, as well as their vast networks to help grow the businesses.

The goal is to reach 1 million women Activators and create a \$1B global fund. At our current growth rate we'll reach that target by 2025.

Our radical redesigned model to finance, support and celebrate female entrepreneurs has received global attention by capturing the hearts and minds of women around the world. Over 150 regions from Asia-Pacific to Latin America to Europe and North America have applied to replicate the model in the two short years since we launched.

Our Ventures range from retail to artificial intelligence, and our founders range in age from 30-56 years old so far. They are creating new mindsets, new models and new solutions and exporting them globally to create a better world.

SheEO Activators are corporate executives, successful entrepreneurs, emerging women leaders, students, mothers, grandmothers, daughters ranging in age from 14 – 92. Our diversity of age, stage, culture and experience makes SheEO a highly coveted and unique community.

Coming to the USA

After two successful funding cycles in Canada and a pilot program we ran last year in the US, we are excited to open our Radical Generosity initiative to American entrepreneurs and interested Activators. We have been traveling non stop to spread the SheEO message. Going to places like Los Angeles, New York, Boulder, Denver, Portland, Seattle, Washington DC and San Francisco. [We are just getting started.](#)

Upcoming SheEO Dates

November - Top 25 Ventures are announced
December - 2nd round of application
January 2018 - Top 5 ventures are announced
March 2018 - SheEO Summit and gala

Venture applications are being accepted until November 1st. We expect to receive applications from ventures in all sectors, of all ages. The kinds of companies women are running are highly inspiring. Check out the list from our past 3 cohorts, [here](#).

Every woman I know, myself included, is nowhere near reaching her potential. We believe that in the right environment - one designed by women for women to thrive on their own terms - we can dramatically increase our positive impact in the world. We are so much more than we think we can be. And we won't become our potential until we come together and lift one another up. We are social beings. We need each other in order to thrive. Imagine how you would dream differently if you were surrounded by radically generous women committed to supporting you?

Today, SheEO is calling for an Act of Radical Generosity to start the journey toward a better world. We hope you'll join us.

How to become an Activator

Activators contribute \$1100. US-based Activators contributions are tax deductible and they will receive a tax receipt. Activators have access to our online community to connect, self organize and support one another. Activators receive monthly "asks" from the ventures in the form of a summarized email. If you can help with their needs (marketing support, introductions to a manufacturer, network connections, etc) you simply respond in the email. If not, no worries as we have a 100-1 ratio and ventures are getting exactly what they need within 24 hours of the

ask going out. Activators are also invited to a Summit & Gala where the selected companies are announced. For more info visit: <https://sheeo.world/activators/signup/>

How to apply to be a Venture

We have radically redesigned the application process. It is only 12 questions and has no pitch decks, no attachments and no jargon. Everyone who applies to SheEO gets personalized feedback on their application and a may receive connections and offers of mentorship and advice from Activators who voluntarily offer it up during the voting process.

Ventures need to have at least \$50,000 in revenue in this fiscal year and be majority woman-owned, woman-led and be able to articulate how they are creating a better world.

For more details and to see past examples, check out our website:

<https://sheeo.world/ventures/apply-to-be-a-venture/>

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As an Activator you can...



Select the Ventures.



Attend a Summit and Gala where we announce the Top 5 Ventures each year.



Engage with Ventures and Activators in our Online Community.



Support Ventures through their monthly asks.

SheEO is radically transforming how we finance, support and celebrate women-led Ventures that are creating a better world.



500+ Activators
make a radically
generous contribution of



\$1100
to create a perpetual
fund to be invested into



5 Ventures
who will get the funding
as a low interest loan



Paid back over 5 years
and reinvested
into new Ventures