



*SheEO*

**Radical Generosity:**  
The New Nexus for Inclusive  
Economic Growth

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In 2015, SheEO set out to prove that a holistic feminist model for women entrepreneurs would produce outcomes superior to stand-alone funding, networking or education models. By applying a feminist lens to all the elements required to support women entrepreneurs, while at the same time incorporating them into a cohesive whole, this Canadian organization has developed a unique, vibrant, robust and sustainable ecosystem for women entrepreneurs that is already making a positive impact on the economic, social and environmental well-being of Canada, as well as other countries.

In the process, SheEO created a scalable, simple framework that goes well beyond a way to fund and support women entrepreneurs. Specifically, they have created a model that could prove to be a solution to one of the most pressing problems of our time, namely, how to achieve inclusive economic growth that benefits all, rather than the wealthiest few.

SheEO is designed with a values-set based on the concept of “radical generosity”. The entire SheEO ecosystem is premised on people - currently, women - being generous, with their capital, with their time, with their network, and with their skills, experience and expertise, to one another.

It is a unique model focused on cooperation, not competition. Radical generosity creates a safe space for women to thrive on their own terms, serving as a catalyst to accelerate inclusive economic growth and the success of all elements and players in the broader women’s entrepreneurship ecosystem. The results speak for themselves.

### In just three short years:

- SheEO has supported over 800 women-owned businesses across Canada, funding 17 of these ventures who have gone on to achieve triple-digit growth rates and 100% payback on loans. A total of 1200 women-owned businesses have been supported globally to date
- The SheEO ecosystem has created opportunities for angel investors, follow-on funding opportunities for knowledgeable investors, and opportunities for women who are seeking innovative ways to support other women
- SheEO’s RadGen program, an education and mentorship programs for young women in high school, is providing the opportunity for girls to learn from leading women entrepreneurs about business ownership
- SheEO is operating in Canada, the USA, New Zealand and Australia and has received requests to launch SheEO in 150 different regions around the globe
- All SheEO Ventures are now exporting and are reaching 60 countries worldwide



## Radical Generosity

Premised on the concept of Radical Generosity, SheEO brings together women (called Activators) who contribute \$1100 each as an Act of Radical Generosity. The money is pooled and loaned out at 0% interest to women-led Ventures who are selected by the Activators. All Ventures are revenue generating with export potential and are creating a better world through their business model, product or service. Loans are paid back over 5 years then loaned out again, thus creating a perpetual fund. Activators support selected Ventures with their buying power as early customers, and their mentorship, coaching, and vast networks. SheEO's goal is to reach 1 million Activators, 10,000 Ventures and a \$1B perpetual fund to support women for generations to come.

SheEO has supported over 1200 women-owned businesses globally (each Venture who applies gets personalized feedback, introductions to Activators who can help, and an online peer-to-peer support community), funding 30 who have gone on to achieve an average of triple-digit growth and 100% loan payback. SheEO also functions as a business incubator and accelerator. It is a fertile ecosystem that is creating jobs, fostering diversity, sparking innovation, and generating social and inclusive economic value on a global scale.

What began as a way to fund, celebrate and support women entrepreneurs has turned into a model that challenges the status quo, and is already demonstrating its potential to generate inclusive economic value on a global scale. We examine this here.

## Everything is Broken

To remedy this, government, policy makers, businesses and thought-leaders are identifying a need for inclusive economic growth rather than economic growth at any cost. We now understand that “trickle down” growth is a flawed concept. Rather than relying on those few at the top to create the jobs and share the wealth, we all do better when growth also comes from the bottom up and the middle out. In other words, when economic growth is inclusive.

What exactly is “inclusive economic growth”? Definitions vary from “growth that is distributed fairly across society and creates opportunities for all”<sub>6</sub> (OECD) to growth that benefits “all people in all countries - in particular groups that are at a disadvantage in the labour market such as women and young people”<sub>7</sub> (G20).

### **In general, economists agree that inclusive economic growth:**

- generates economic value
- is fairly distributed
- is inclusive of all people and sectors and creates opportunities for all
- is sustainable
- includes a focus on the equity of health, human capital, environmental quality, social protection, and food security

## Easier Said Than Done

Defining a solution is one thing. Finding a way to make it happen is something else entirely. Policy makers and labour leaders have some tools at their disposal including the ability to change the tax system and labour bargaining rights in the private sector that can enable workers to earn the wages they need to thrive. Business also can play a role by creating a business environment that attracts entrepreneurs of all stripes and boosts innovation of all kinds.

These things take time to put into place however and are subject to the way the political and economic winds are blowing at any given time. Instead, inclusive economic growth may be better served but leveraging a powerful resource that is readily available, namely, women.

Globally, \$12T GDP is lost due to gender inequality. Men, for example, currently own 50% more of the total wealth in the world than women, due in part to the barriers women face in achieving labour force participation (for those aged 25-54, labour force participation for women is 63%, compared to 94% for men<sup>8</sup>). Lack of access to and control over land<sup>9</sup>, laws that prevent women from working or from working in specific jobs<sup>10</sup>, caregiver duties and more contribute to this lost economic value. According to a report by Oxfam, “if all the unpaid care work done by women across the globe was carried out by a single company it would have an annual turnover of \$10 trillion”, 43 times that of Apple<sup>11</sup>. This unrealized economic value is a compounding loss because research shows that when women have incomes, they invest in their family and their community. In emerging markets, 90 cents of every dollar of women’s income (compared to 30% - 40% that of men’s) is invested in their families’ education, health and nutrition, thereby making their communities stronger<sup>12</sup>.

While there is a tendency to associate these barriers with developing nations, gender inequality affects women across the globe. In the United States for example, single white men own 100 times more wealth than single Hispanic women<sup>13</sup>.

Unsurprisingly, there is also an unbalance between men and women when it comes to entrepreneurial endeavours. According to the Global Entrepreneurship Monitor, “in 40% of economies, women’s early stage entrepreneurial activity is half or less than half of that of men’s<sup>14</sup>”. When women do launch a business, the economic investment they receive pales compared to what male entrepreneurs are able to access. In 2018, U.S. female-founded startups raised just 2.2% of venture capital investment. In 2017, all-women teams received just \$1.9 billion of the \$85 billion total, or 2.2% of the total pot, invested by venture capitalists while all-male teams received about \$66.9 billion—roughly 79%<sup>15</sup>. This is the case despite the fact that women entrepreneurs outperform their male counterparts on several measures<sup>16</sup> including revenue generation, job creation, and business performance and growth.

It’s worth noting that it’s not just women entrepreneurs who have the potential to move the dial when it comes to economic growth; female consumers do as well. Women make 85% of purchasing decisions<sup>17</sup>, and represent the world’s largest emerging market<sup>18</sup>, estimated to be twice the size of India and China combined. And when it comes to investing their money, almost half of women (47%<sup>19</sup>) express their social, political or environmental values through their investment decisions (vs 39% of men).

Clearly, if we are to achieve inclusive economic growth, that generates and fairly distributes sustainable and socially responsible economic value for all and across all sectors, we must look to leading-edge solutions that recognize, support and celebrate innovative women entrepreneurs and all those they serve. Enter SheEO.

## Inclusive Economic Growth: Generates Economic Value

Women-owned businesses present a powerful opportunity for creating economic value. In the United States alone, the number of women-owned businesses increased from 402,000 (or 4.6% of all firms) in 1972 to 12.3 million (or 40% of all firms) in 2018 and in the same time period, employment from women owned businesses rose from 230,000 to 9.2 million, a 40-fold increase. Revenues from these women-owned businesses rose by a multiple of 217 during this time period, from \$8.1 billion in 1972 to \$1.8 trillion in 2018.<sup>20</sup> The growth rate of firms owned by African American women was particularly impressive. According to a report commissioned by American Express, as of 2018, African American women-owned businesses numbered over 2.4 million, or 20%, of all women-owned businesses and “represented the highest rate of growth in the number of firms between 2017 and 2018 of any group”<sup>21</sup>.

**“We’ve set to double our growth from last year in 2018 and so far we’ve hit our targets organically every month.”**

Toni Desrosiers, Abeego

Data from SheEO Ventures supports this. For example, the average revenue growth of the five 2015 SheEO Ventures to date is 300%, with each Venture creating three jobs per year on average. Given the perpetual nature of the Radical Generosity model, this growth will continue as each year more and more Ventures are supported as money from loans is repaid, then loaned out again. SheEO’s current goal is to reach 1 million women Activators and create a \$1B global fund that funds and supports 10,000 female entrepreneurs each year, in perpetuity.

While it can be argued that growth is the ultimate goal of any entrepreneur, there are several aspects unique to the SheEO Radical Generosity model (outlined below) that work together to help to ensure that these women entrepreneurs succeed.

### Riding the Wave of Social and Environmental Awareness

All SheEO Ventures are social innovators who are working towards solving for the UN’s Social Development Goals by tackling major social and environmental challenges ranging from how to better manage ocean resources to how to provide faster and more effective drug discovery for scientists.

**Package-free grocery Nada has not only diverted over 30,000 containers from landfills, unlike other grocery stores, they are responsible for zero food waste being sent to landfills.**

### From Fear to Boldness

A 2018 survey of over 1200 tech founders and VC’s found that 7% of female respondents indicated they chose “To prove to myself that I can do it” as a reason for why they followed an entrepreneurial path. Not a single male respondent chose that same option. If 7% of female entrepreneurs say they are following this path to prove to themselves that they can do it, how many more are sitting on the sidelines? And how much more money would go into the economy if even a fraction of these women could be helped to start the businesses they dream of creating?

The SheEO Radical Generosity model tackles this head-on. From an application process that asks just 12 questions, making it easy for time-starved women entrepreneurs to efficiently get to the heart of

## “I feel more confident as a leader in my community and as a business woman.”

Devon Fiddler, SheNative

things, to a coaching program designed for-women-by-women that takes into account the competing priorities and complexities - from childcare and eldercare to self-confidence issues - that women face, to a rich community of Activators available to share their networks, expertise, and advice 24-7, SheEO has created a revolutionary model for supporting female entrepreneurs of all sizes and stripes.

Even the act of applying to be a SheEO Venture supports women entrepreneurs. SheEO receives 50 applications for every Venture it funds and provides all applicants with specifically tailored feedback, advice and offers of mentorship and assistance. On average, each applicant receives 3 personalized comments and 2 offers of help from women in SheEO's network to help them grow their business.

### Laying the Groundwork for Growth and Scaling Up

Only 10% of high-growth companies in Canada are owned by women<sup>22</sup>. Given that growth and scaling up are critical for job creation and economic value, this is something that must be addressed if we plan to consider the contribution of women entrepreneurs as a driver of inclusive economic growth.

The reasons for women's lack of representation amongst high growth companies are many and complex. Women entrepreneurs often purposely keep their businesses small because that is easier than trying to break into a system that is biased against them in both explicit and implicit ways. The entire process of accessing venture capital, for example, is difficult for women who, receive only 2.2%<sup>23</sup> of venture capital funding in the United States. The nature of their business can also keep women entrepreneurs from even getting in the door. Venture Capital funding is largely focused on technology firms. However 90% of women-led businesses are in service industries. Also figuring in the mix is the fact that women carry the heaviest burden of domestic and child care responsibilities compared to men, particularly in emerging market countries. This proves especially challenging for women on an entrepreneurial path, something which typically involves extensive work loads.

SheEO's holistic feminist model removes these barriers while laying the groundwork to support, and foster scaling for women-led businesses.

Rather than rely on the prevailing Venture Capital model, where decisions about who receives funding are made by a handful of individuals focused on return on investment, SheEO funding goes exclusively to women entrepreneurs who are selected by a network of hundreds of women who know what they want and understand what the world needs.

SheEO is designed as a distributed, global network that makes accessing markets quick and simple. It is comprised of a well-connected and highly diverse group of women representing a broad range of ages, races, and orientations. Many are leading executives, entrepreneurs, public figures and next generation leaders, who are keen to scale and replicate innovations around the world. These women generously leverage not just their capital, but their networks, expertise and time to support SheEO Ventures in helping them get their products and services into new markets.

SheEO Ventures who seek assistance with exporting in order to grow their business have the opportunity to reach out to this community of women directly using SheEO's online tools, seamlessly opening the discussion between a new entrepreneur and an experienced business leader with the contacts and connections that can greatly expedite market expansion. And because SheEO has expanded to countries around the world, entrepreneurs have immediate access to Activators and their networks, as well as customers, in other countries.

## Inclusive Economic Growth: Is Fairly Distributed

When the top CEO's in the United States are paid more than 300 times the wage of a typical worker<sup>24</sup>, 2.225% of venture capital funding in the United States goes to female entrepreneurs, and the top 26 billionaires in the world own as much as 3.8 billion other people<sup>26</sup>, it's fair to say that at present, economic growth is unfairly distributed.

We've reached this current lopsided state for many reasons, not the least of which are the biases, both implicit and explicit, affecting what we value and, by extension, ascribe monetary value to. Frequently, this negatively impacts women. Domestic and caregiver work, for example, the lion's share of which falls to women, is largely unpaid.

The SheEO Radical Generosity model remedies these imbalances and biases. Rather than creating a level playing field, SheEO goes one step further by creating an entirely new field. It accomplishes this in several of ways.

**“There are networks out there to support tech founders, but none like SheEO to support us.”**

Lana Novikova, Heartbeat Ai

### From Return on Investment to Perpetual Funding

The SheEO model is designed to put money in perpetual flow, to benefit all of humanity, now and for generations to come. Rather than investing their money with the goal of a return on investment, SheEO Activators activate their money (\$1100) without expectation of a financial return.

Ventures receive a 0% interest loan that is paid back over a total of five years, in 20 equal payments. A Venture's ability to meet this schedule serves as a kind of early warning system should they run into headwinds. If a payment is missed, we're there with our sleeves rolled up, ready to help.

It also means that 20% of the loan is paid back each year and can be put to work supporting an additional Venture each year. This creates a perpetual fund with capital that is in constant flow.

### Ease of Scaling

To ensure fair distribution and facilitate ease of scaling, anywhere in the world, SheEO has created a new, distributed, global network that is self-sufficient locally and leverages technology to amplify impact. Activators and Ventures self-organize events and co-create our model in real-time. There are no staff “on the ground” in SheEO countries. Rather, it is run by an entirely volunteer-driven community in each country that is committed to building on the framework of radical generosity in order to strengthen their community. While they receive as-needed support from the head office in Canada, and access to the entire SheEO global network, women around the globe are self-organizing, bringing SheEO to their local communities and in so doing, taking the model and making it culturally specific while aggregating local capital.

### A Unique Voting Process

The process of voting for top Ventures is also fairly distributed across the SheEO Activator network rather than being left to a handful of “experts”. Selected by Activators annually, SheEO Ventures are women-owned and -controlled businesses who receive SheEO funding, coaching and mentoring support. Rather than deciding who is chosen by processing the most information or doing the deepest dive, SheEO

Activators instead make their decision based on their ability to quickly identify the factors that matter most. Given that women make the lion's share of the buying decisions, SheEO relies on the intuition of 500 women to know what they want and what the world needs. The Activators who vote think about things like:

- **Would I recommend this product or service?**
- **Does this Venture seek to create a better world through their product or service or in how they do business?**
- **Does this have export potential?**

## Inclusive Economic Growth: Is Fairly Distributed

According to Forbes, of the 2,208 billionaires in the world today, only 256 of them are women<sup>27</sup>. Most of the wealthiest of these wealthy, including Jeff Bezos (Amazon), Bill Gates (Microsoft), Warren Buffett (Berkshire Hathaway) and Mark Zuckerberg (Facebook) are American. With the exception of Mr. Buffett, all of these men have attained their wealth largely due to the disruptive technology they have introduced to the world, an area that continues to receive a great deal of attention.

While innovation of all kinds is critical for moving society forward, pure tech plays, and particularly those related to machine learning and artificial intelligence, receive a disproportionately high amount of attention and funding. This places women, and the businesses they start, at a disadvantage for two reasons.

First, 90% of women-led businesses are in service industries. While no less innovative, their deployment of technology is more likely to be in order to develop new products and services, engage employees, or devise new ways of marketing and selling. Women entrepreneurs do not generally view technology products as their end-goal and their enormous contributions to innovation goes largely unrecognized and unfunded.

Second, women are grossly underrepresented in STEM fields which are typically associated with tech plays. For example, in Canada, women make up slightly more than one quarter (26.%) of students pursuing degrees in mathematics and computer and information science. In 2016, men were almost twice as likely as women to work in science and technology jobs. And women STEM graduates can expect to earn 82.1% of the earnings of their male counterparts<sup>28</sup>.

### Supporting All Women

SheEO takes its commitment to diversity seriously. SheEO Ventures represent a highly-diverse group of women ranging in age from 25-54 years old. 40% of the founders in each of the three SheEO cohorts to date represent either Indigenous women, LGBTQ women, women of color or women who represent racial minorities. In the fall of 2019, SheEO will be launching an Indigenous Women's Initiative in partnership with research, strategy and design firm Lift Collective and The Raven Institute. Founders of SheEO Ventures, such as Magnusmode's Nadia Hamilton, who, was the recipient of the 2018 Harry Jerome Young Entrepreneur Award from the Black Business and Professional Association, have become prominent role models for the girls and young women in their communities.

SheEO's commitment to inclusivity extends beyond women entrepreneurs. Not only do women currently make most of the buying decisions, they are on the cusp of the largest intergenerational wealth transfer in history that will see them be the recipients of 75% of that transfer. In the US alone, "women control more than \$11.2 trillion in investable assets and the number of women with six-figure incomes is rising at a rate three times that of men<sup>29</sup>".

**“The greatest value of the SheEO network is being seen by a mentor who “gets me”.... I have changed from being the ‘weirdo inventor who thinks too big and is all over the place’, to a social leader who invented this vehicle for social change and is changing the world for many people and ultimately shift the whole paradigm of sickcare to healthcare. I am a leader of what is growing into a movement.”**

B Alink, The Alinker

Despite this, women are only investing a fraction of their capital. There are many reasons for this. One is that they lack confidence. 8 in 10 women have experienced negative stereotypes about their investing acumen and their contribution to household finances. Furthermore, they lack knowledge and experience and are stymied by the male-oriented language of investing. This is compounded by the fact that 91% of women believe that materials from financial companies are about selling to them rather than educating them. Despite this, 70% of women are looking for financial products and services that are geared to women<sub>30</sub>.

Recognizing this lack of support for women who want to activate their capital, SheEO has built their model to include and educate them. SheEO Activators are women who activate their money, their networks and their expertise to whatever extent they choose. To become an Activator, women are asked to commit only \$1,100. This is a low-risk way to “get in the door” and in so doing, learn invaluable lessons.

It starts with voting but it doesn’t stop there. Once a year, women entrepreneurs are invited to apply to become a Top SheEO Venture. Activators vote using a simple process. The language is straightforward and intuition is valued. Confidence is built as Activators see their choices move forward through the process. Activators are invited to follow the Ventures as they mature, gain an understanding of the startup world and as well as the Venture’s businesses and markets, and take advantage of opportunities for follow-on funding.

In this way, SheEO mobilizes significant new, untapped, local, private capital sources to fund underserved, promising, innovative women-owned businesses in any country that SheEO operates. Not only are radically generous Activators providing funds for SheEO’s annual funding pool, Activators are also stepping up to fund the financial needs of SheEO Ventures after initial SheEO loans are completed. 70% of SheEO Ventures are raising follow-on funding from SheEO Activators to continue their growth. SheEO Activators have also requested SheEO create a simple, scalable and flexible venture fund for Activators and other parties interested in funding women entrepreneurs.

## **Supporting Innovation**

SheEO transcends the narrow view that equates innovation with technology. While SheEO Ventures do include technology companies (such as Heartbeat AI, an emotion analytics platform, and Magnusmode, a technology company that works with organizations to transform the customer service experience for people with autism and other cognitive special needs), SheEO takes a broader definition of innovation, whether that be product innovations (The Alinker, Abeego, Sleepbelt, Satya Organic Skincare), marketing innovation (Skipper Otto), or supporting Ventures as they expand technology offerings that have developed as an offshoot of their core business (Nada).

## **Tackling the World’s To-Do List**

The SheEO model eschews a “growth at any cost” mindset. Rather, SheEO uses the United Nations Sustainable Development Goals - or what they have dubbed “the World’s To-Do List” - as one of the metrics used to track Venture impact. Currently each Venture’s business is having an impact on at least two sustainable development goals.

## Inclusive Economic Growth: Is Sustainable

The “winner-take-all” mentality that pervades the business world comes at a cost. Often overshadowed by large, global organizations and a “Go big or go home” mindset is the fact that 90% of all economies are made up of small and medium sized businesses who are starved of capital because we have accumulated capital in such a small number of hands. Typically, this comes with a disproportionate focus on businesses that are capable of growing into large-scale ventures. Those that don't meet this criteria often fall by the wayside, starved for capital, perpetuating the detrimental issues that come with placing wealth in the hands of a few. We need another model of growth that creates sustainability and allows ventures to grow at their own pace, on their own terms.

The SheEO model attempts to do this in several ways. While capital is aggregated and loaned out to women entrepreneurs whose business models are focused on making a positive impact in the world, the focus is not on finding the next unicorn and making just a few rich. Rather than being held in the hands of just a few, money from repaid loans is continually rotated and loaned out again, thus creating a perpetual fund to support women entrepreneurs in perpetuity.

Ventures are selected by a community of 500 women from all walks of life who are asked to rely on their intuition while considering if they would recommend a Venture's product or service, if the Venture is seeking to create a better world through that product or service or in how they do business, and if the product or service has export potential. This is radically different from the prevailing venture capital model that is concerned with a return on investment and whether a startup has the potential to be “the next hot thing”.

**“Access to the SheEO community was the greatest asset of this program. We've met mentors, colleagues and friends... all things that money can't buy. ”**

Hayley Mullins, Sleepbelt

Once a Venture has been selected, they receive intense coaching and support from a SheEO Development Guide. Using a by-women-for-women approach, SheEO coaches understand a woman's obligations and aim to help Ventures to succeed with them, rather than require women to find a way to get around them. Ventures, as well as entrepreneurs who have not been selected as SheEO Ventures, are also able to take advantage of periodic online learning labs.

Ventures are also supported by the vast SheEO network, many of whom hold prominent positions and exercise broadly-based economic and social influence in several regions in their countries. They are engaged, active citizens who participate on Boards of Directors, Advisory Boards and Commissions and who proactively engage in consultative processes with all levels government, non-profits, academic circles and the press about their interests in women's place in the economy, entrepreneurship, and leadership. SheEO Ventures are invited to make a monthly #ASK, a process that often results in highly valuable connections to customers, suppliers, and new markets around the globe.

Ventures also benefit in tangible ways just by being part of the SheEO ecosystem. All entrepreneurs who apply to be a SheEO Venture, regardless of whether or not they are selected, receive valuable feedback on their application. Once a company becomes a Venture, the SheEO ecosystem provides an immediate and enthusiastic market for women's products and services.

Finally, SheEO is mindful of sustainability not only from a business perspective, but from a human perspective. As indicated above, each SheEO Venture is working toward contributing to the United Nations Sustainable Development Goals.

## Inclusive Economic Growth: Includes a Focus on the Equity of Health, Human Capital, Environmental Quality, Social Protection and Food Security

- Over 4 million Canadians, representing 1 in 8 households<sup>31</sup>, are food insecure, defined as inadequate or insecure access to food due to financial constraints. Food security is a serious issue that impacts people in every country on the planet. Roughly 795 million people in the world do not have enough food to lead a healthy, active life, with the vast majority of them living in developing countries<sup>32</sup>.



### SucSeed

SucSeed employs at-risk youth to build hydroponic systems to overcome food insecurity.

[www.sucseed.ca](http://www.sucseed.ca)

- Over three billion people depend on marine and coastal biodiversity for their livelihoods yet the 220 million tons of plastic that are produced each year cause the deaths of more than a million seabirds every year, as well as more than 100,000 marine mammals. Overtime, this marine pollution is gathered by oceanic currents and becomes concentrated in areas known as gyres. There are currently 5 of these in our ocean, including the North Pacific Gyre (also known as the Great Pacific Garbage Patch) which occupies an area roughly twice the size of Texas<sup>33</sup>.



### LOLIWARE

LOLIWARE is the world's first Edible Bioplastic Company dedicated to replacing plastic with edible, hypercompostable materials.

[www.loliware.com](http://www.loliware.com)

- In the United States, \$11.4 billion worth of containers and packaging that could be recycled are instead tossed into landfills. If Americans could increase their overall recycling rate from where it stands at around 34.5% to 75%, the environmental impact would be equivalent to removing 50 million cars from U.S. roads<sup>34</sup>.



### Nada

Nada is a package-free grocery store on a mission to cultivate a better world by inspiring people to change the way they shop for groceries.

[www.nadagrocery.com](http://www.nadagrocery.com)

The issues outlined above - zero hunger and food security, conservation and sustainable use of marine resources, and responsible consumption and production - relate to three of the United Nations 17 Sustainable Development Goals. These goals were established in recognition that “ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth.”<sup>35</sup> The SheEO model aims to accomplish all three.

### Making a Positive Social and Environmental Impact

First, in order to be selected as a SheEO venture, applicants must demonstrate that they are creating a better world through their business model or with their product or service. The success stories of women entrepreneurs who are having a positive impact on the environment, people’s health and education are plentiful. SheEO Venture Ananda Devices has created technology that is reducing healthcare costs through faster diagnosis. HigherEdPoints is making education accessible to more by transforming loyalty program points into payment for school. Package-free grocery store Nada is reducing food waste and unnecessary packaging. **The list goes on and on.**



### Reducing Inequality

Second, as has been demonstrated above, the SheEO model reduces inequality but taking the decision about who should and should not receive venture funding out of the hands of a few experts concerned with financial benefit and instead relying on the intuition of hundreds of radically generous women Activators.

Furthermore, through expert business coaching designed by-women-for-women, ongoing access to the networks, knowledge, expertise and advice of the SheEO global community, and support to all women entrepreneurs through feedback and the availability of ongoing business learning, the SheEO model represents an effective and efficient method to support all entrepreneurs.

### Spurring Economic Growth

Finally, the SheEO model spurs economic growth. One example of Ventures is LOLIWARE, the world's first Edible Bioplastic Company dedicated to replacing plastic with edible, hypercompostable materials. LOLIWARE has orders from the world's largest companies for 34 billion LOLISTAWS, has entered agreement with licensing partners that will allow the company to massively scale production in the coming months, and has several other products in the pipeline that will move them toward their goal of eradicating single-use plastics.

Each year, all selected Top 5 Ventures are revenue generating and export-ready, a proxy for scalability. SheEO operates with a distributed global model that is already leveraging the contacts, connections and buying power of women globally. The SheEO network of thousands of radically generous women represents a go-to market for Venture products. This greatly streamlines the process for women entrepreneurs, enabling them to get their products and services to export markets worldwide much more quickly and efficiently. In just three years, the SheEO holistic model has enabled SheEO women-led ventures to reach 60 international markets.

## A New Nexus for Inclusive Economic Growth

SheEO is a highly-innovative ecosystem that supports, finances and celebrates female innovators. This visionary model is emerging as a leading global innovation that is transformative in its potential to make a positive impact on the economic, social and environmental well-being of our world. It recognizes that women are transformative force for economic and social change and in so doing, represents a forward-looking strategy supported by sustainable thinking that is crucial for inclusive economic growth.

The SheEO model carries to potential to help entrepreneurs the world over stay true to their values by providing them with sustainable funding and support that is already making a positive impact on the environment and on society, engaging a whole new generation of women entrepreneurs, and amplifying the innovation that sits just below the surface in the current entrepreneurship ecosystem.

By embracing this model we can co-create an environment for women entrepreneurs, wantrepreneurs and investors to drive significant, sustainable and inclusive global economic growth.



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