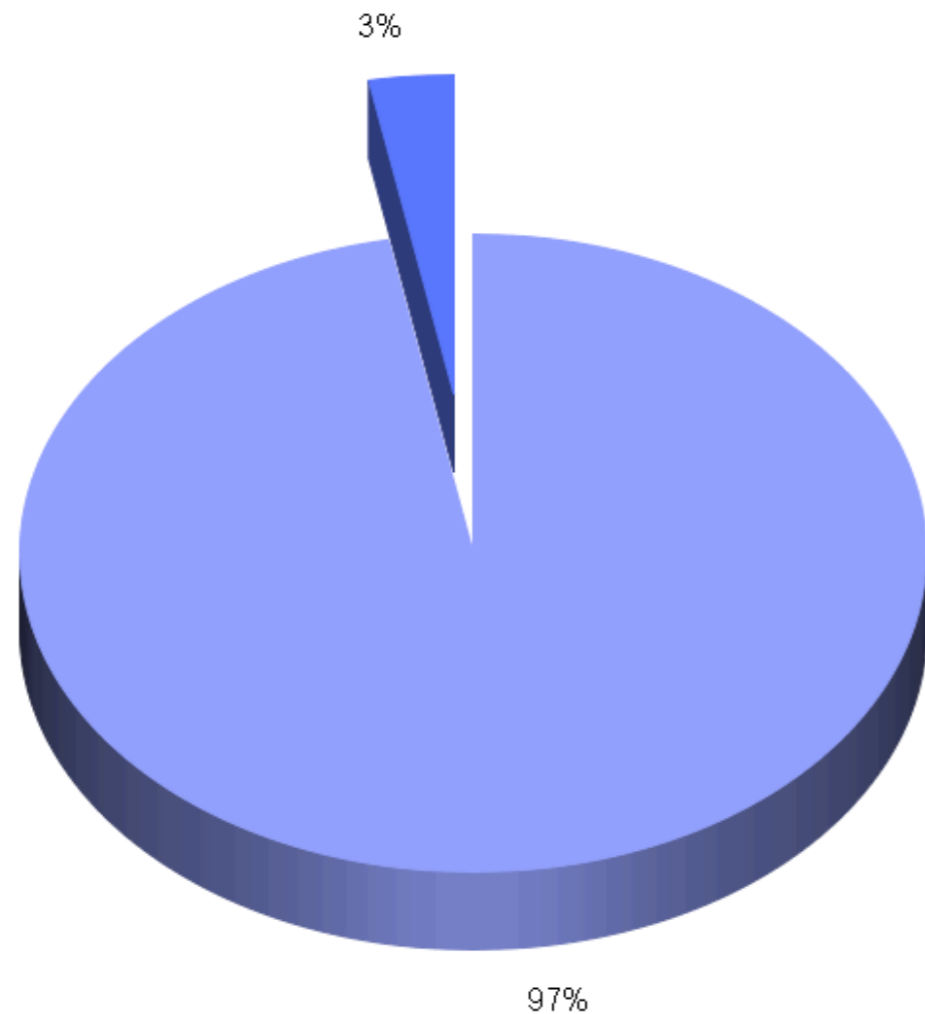




Kristen Cooper, CEO & Founder

Kristen@TheStartupLadies.org

Women receive LESS than 3% of VC Funding.



- In 2018, venture capitalists in the US invested \$1.3 billion into startups. Female founders received 2.9% of that funding.
- “If there aren’t more women who get funding, fewer will seek it,” says Lisa Schiffman, global lead EY.



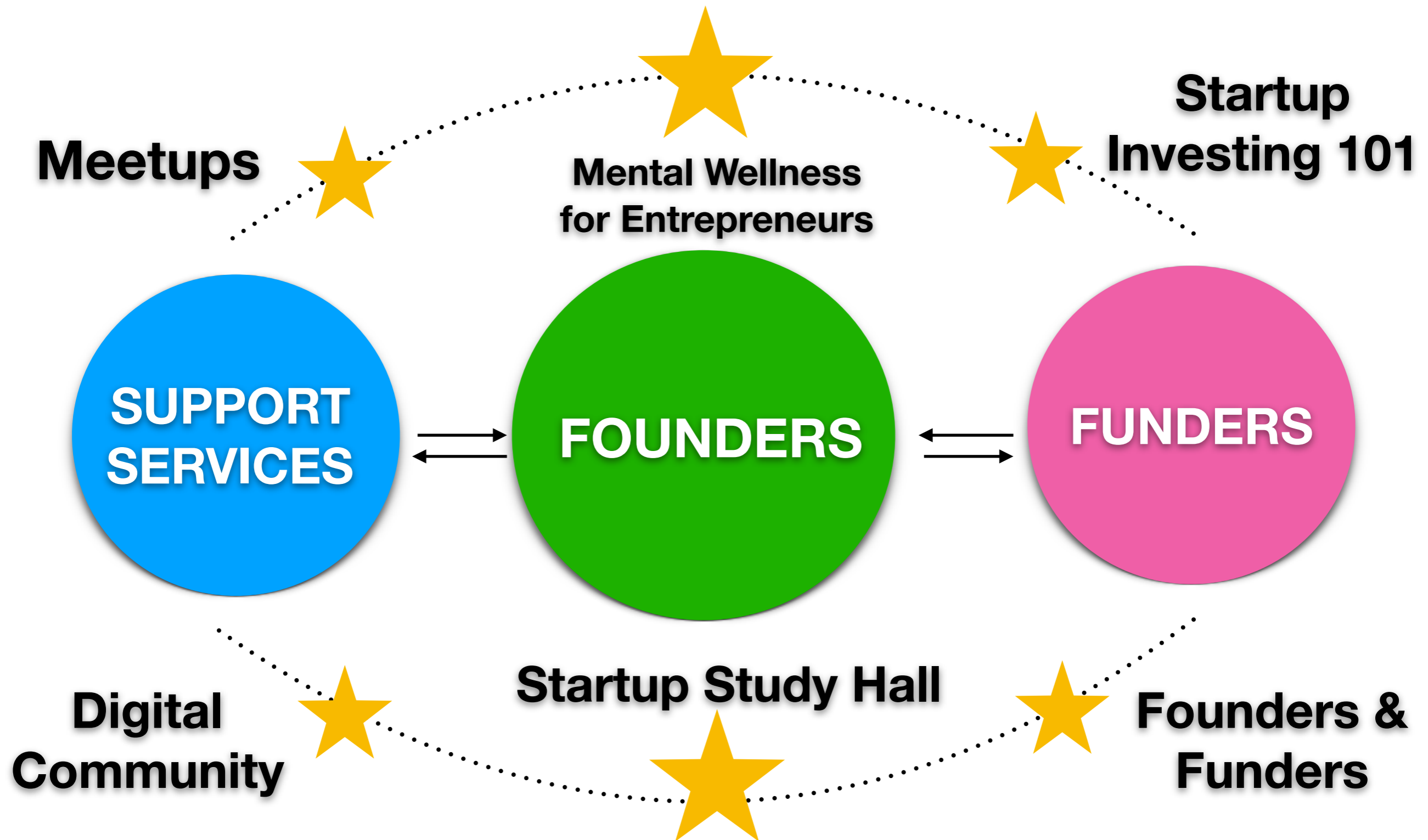
MISSION:

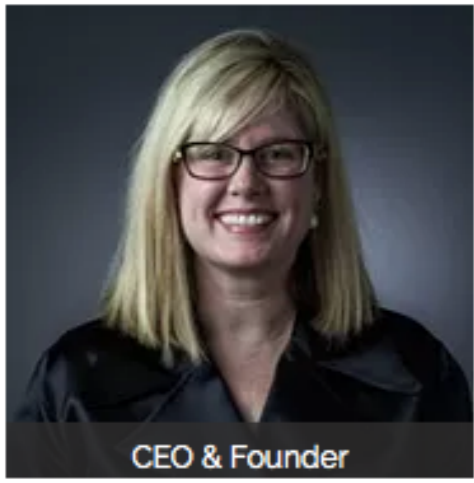
The Startup Ladies is a for profit, professional membership organization addressing gender disparity in the startup space. We identify, educate, connect and increase investment in women entrepreneurs starting up and scaling businesses.

Problems we solve

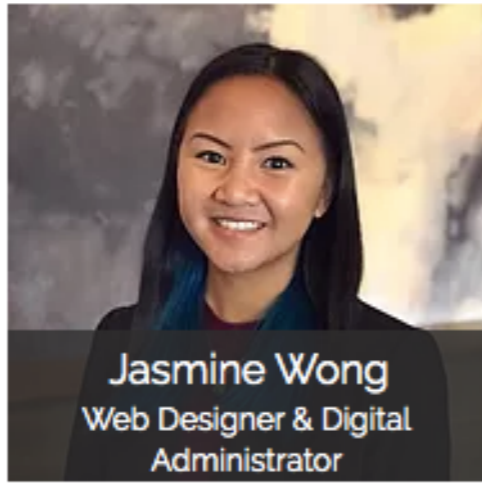
User	Problems	Solutions
Entrepreneur	"I need a community of entrepreneurs, investors, and experts supporting me year-round."	Annual Membership
Entrepreneur	"I'd like to meet new founders like me, possible investors, and, companies I can hire to help me."	Meetups
Entrepreneur	"This is my 1st startup. I don't know how to go from: idea -> market -> growth."	Startup Study Hall
Entrepreneur	"I didn't have time to make it to Startup Study Hall, but need the info right now!"	Startup Study Online
Entrepreneur	"I feel stressed and sometimes depressed. Starting up a company gives you emotional whiplash."	Mental Wellness for Entrepreneurs
Entrepreneur	"I don't have a network of rich people who can write checks. Where do I meet investors?"	Founders & Funders
Investor	"I'd like to invest in a startup, but I don't know how and I don't know who to invest in."	Startup Investing 101
Support Service	"I'm always looking for qualified leads. I'd like to do business with startups and help them grow."	Startup Study Hall, Meetups, Founders & Funders, FB Page
All	"I need a referral!" "I just won a big contract!" "Ugh, I have a problem and need quick help!"	Private Facebook Page

Startup Ladies Ecosystem

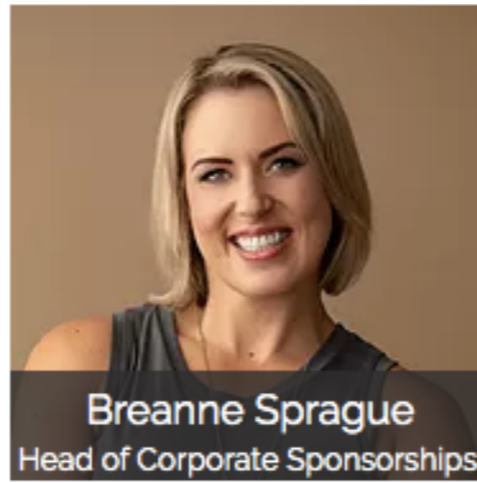




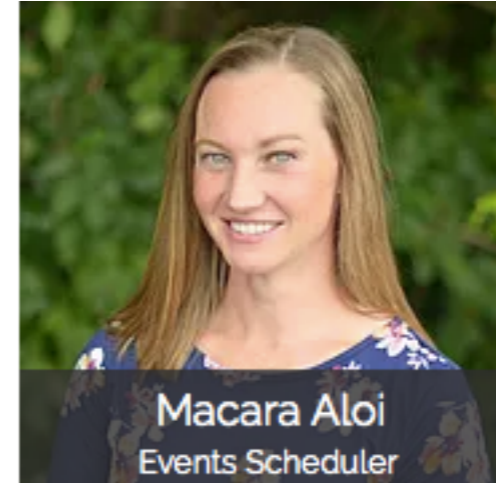
CEO & Founder



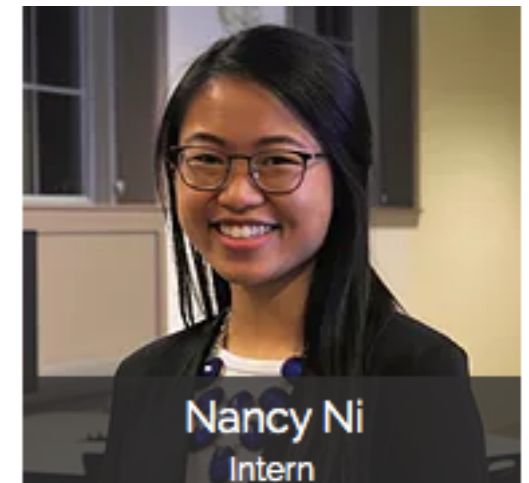
Jasmine Wong
Web Designer & Digital
Administrator



Breanne Sprague
Head of Corporate Sponsorships



Macara Alo
Events Scheduler

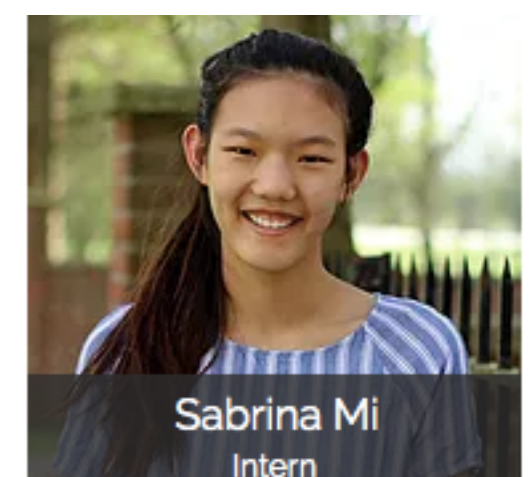


Nancy Ni
Intern



Josiah McMiller
Video Education Intern

Team Awesome!



Sabrina Mi
Intern



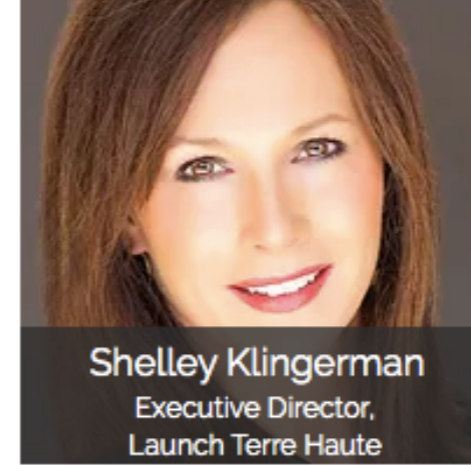
Barb Alder
Director of Engagement, Purdue
University



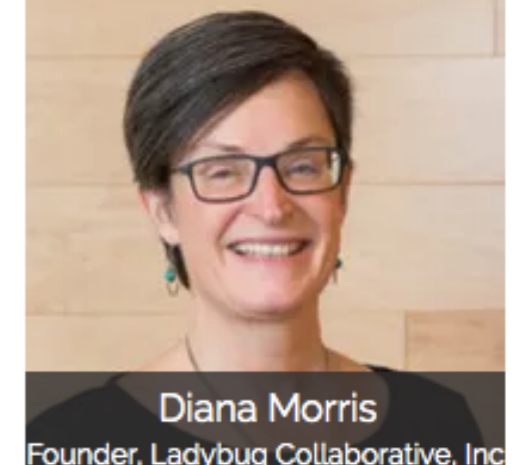
Barb Cutillo
Managing Partner, NextLevel



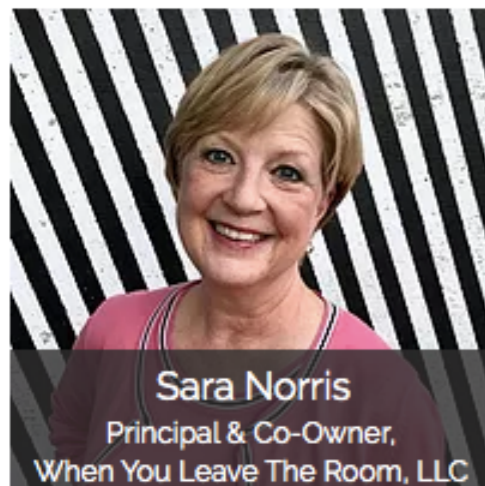
Dr. Lynn Hynes



Shelley Klingerman
Executive Director,
Launch Terre Haute



Diana Morris
Founder, Ladybug Collaborative, Inc



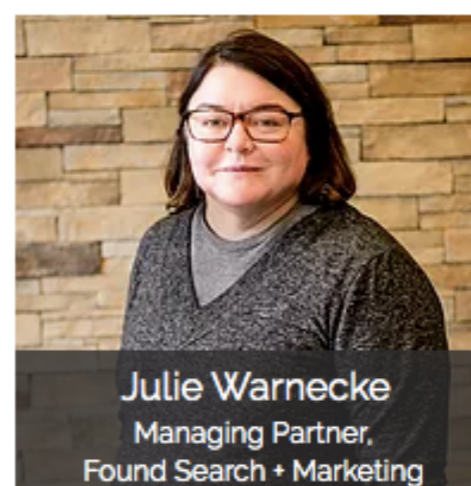
Sara Norris
Principal & Co-Owner,
When You Leave The Room, LLC



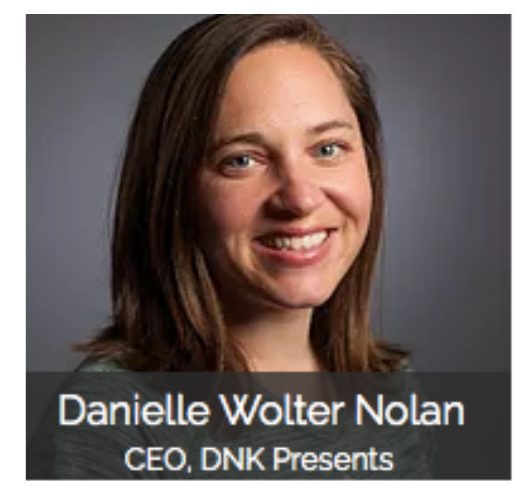
Dr. Kim Saxton
Clinical Associate Professor of
Marketing, IUPUI Kelley School of
Business



Angie Stocklin
COO & Co-Founder, One Click
Ventures



Julie Warnecke
Managing Partner,
Found Search + Marketing



Danielle Wolter Nolan
CEO, DNK Presents

3-Year Milestones



- **\$125,000+** in Revenue since 2017
- **140+** members
- **\$250,00+** invested in our members
- **3** Chapter Cities
- **Hundreds of thousands of dollars** of business generated for Support Service members
- **Renewal rates:**
Entrepreneurs = **70%**
Investors = **85%**
Support Services = **90%**
- Awarded **\$3,500** in pre-seed grant money to entrepreneur members

Market Size



\$1.2 Billion

TAM



\$450 Million

SAM

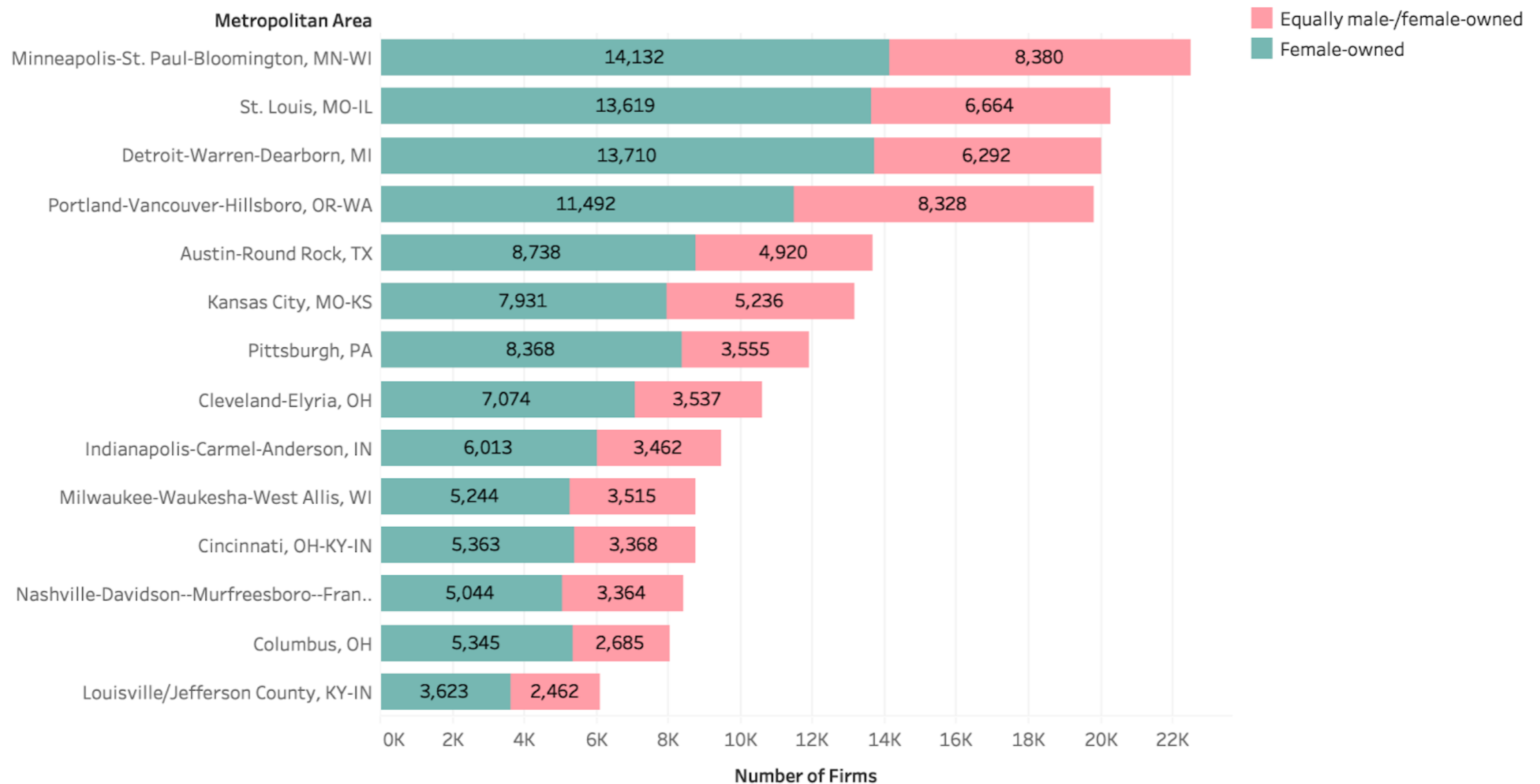


\$23 Million

SOM

CHAPTER TARGET MARKETS

Women Owned and Women/Men Owned Businesses (2016 Annual Survey of Entrepreneurs)



Sum of Number of Firms for each Metropolitan Area. Color shows details about SEX.display-label. The marks are labeled by sum of Number of Firms. The view is filtered on Metropolitan Area, which keeps 14 members.

Factors influencing selection of NEW Chapter Cities

SUPPORT SERVICES

- Enough companies want to do business with startups?
- Can enough companies afford \$1,500 annual membership?
- Are there enough companies who have a presence in cities where we do biz?
- Are there companies creating innovation funds/divisions to identify new streams of revenue?

FOUNDERS

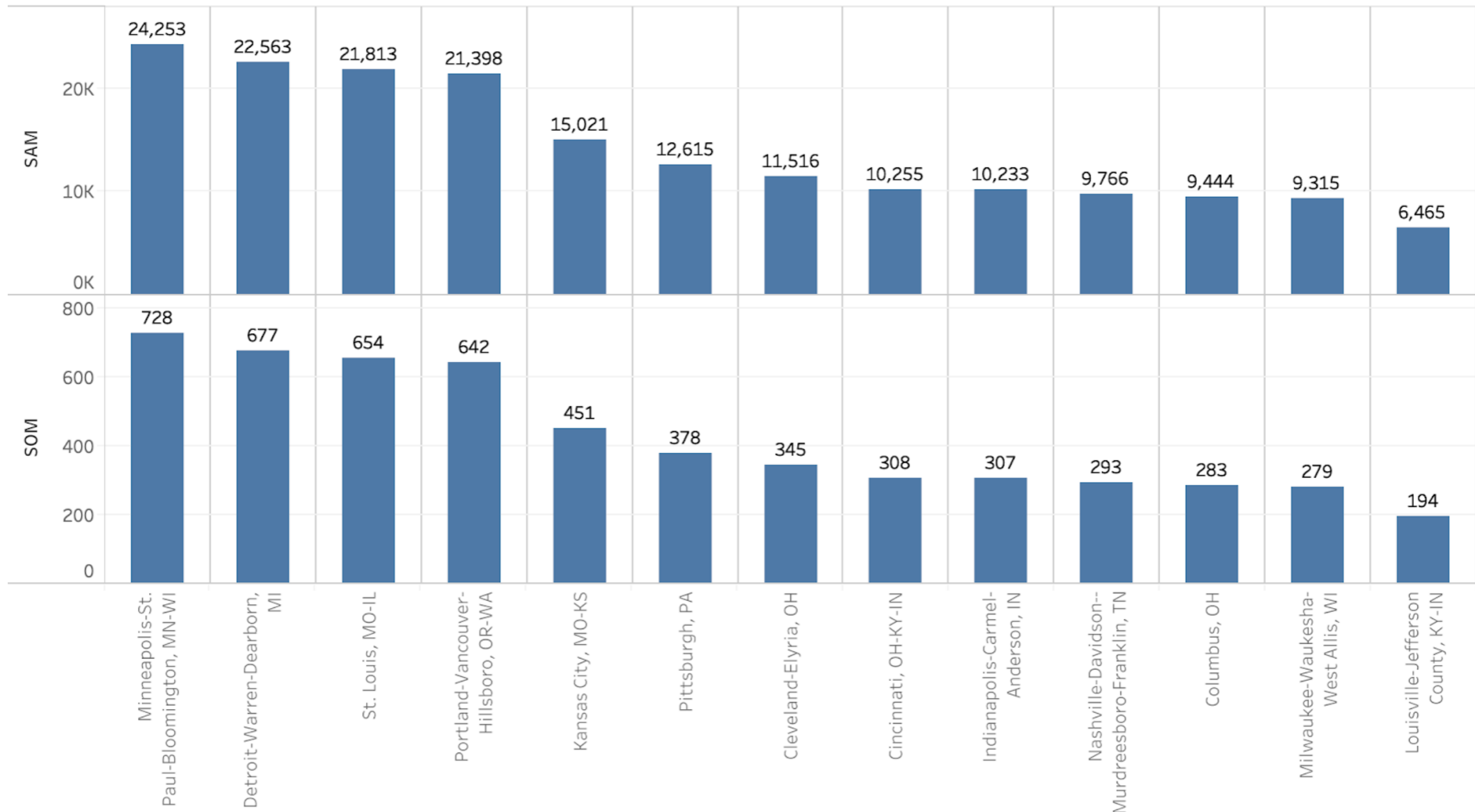
- Companies with at least 1 female founder who started up a company within the last 3 years
- Existing startup ecosystem?
- Are women in leadership positions in the ecosystem?
- Founders outside of sophisticated startup ecosystems are targets for our online membership

INVESTORS

- Are there enough millionaires in the region?
- Between 2010 - 2015 private wealth held by women grew from \$34trn to \$51trn. By 2020, women are expected to hold \$72trn,
- Most of the private wealth that changes hands in the coming decades is likely to go to women.
*Boston Consulting Group
- What enterprise companies are being led by women?

SAM/SOM: Entrepreneurs

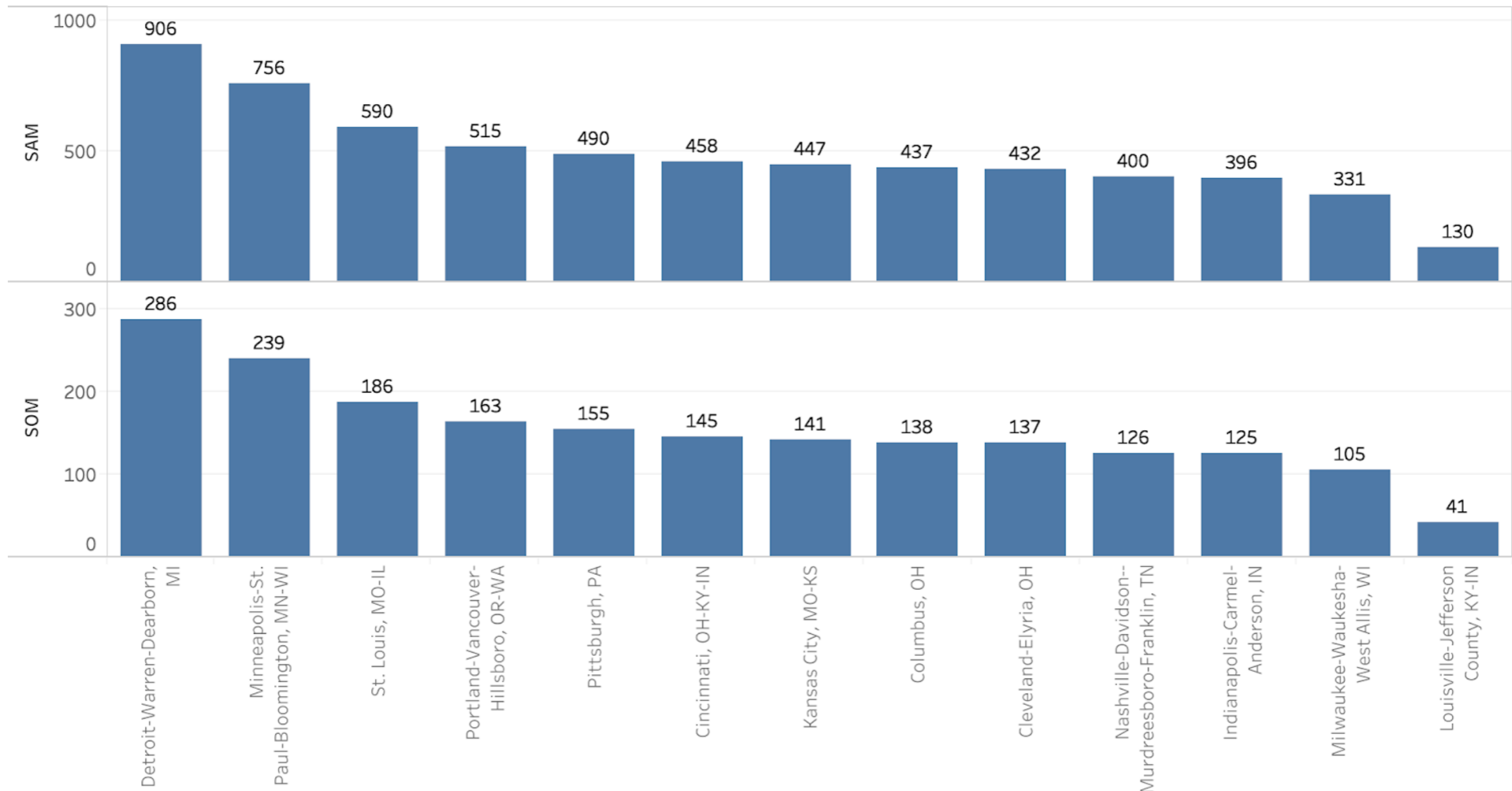
Serviceable Available Market (SAM) and Serviceable Obtainable Market (SOM) for Entrepreneurs



Sum of SAM and sum of SOM (1 year member) for each National Targets. For pane Sum of SAM: The marks are labeled by sum of SAM. For pane Sum of SOM (1 year member): The marks are labeled by sum of SOM (1 year member). The view is filtered on National Targets, which excludes USA.

SAM/SOM: Support Services

Serviceable Available Market (SAM) and Serviceable Obtainable Market (SOM) for Support Service Members



Sum of SAM and sum of SOM for each National Targets. For pane Sum of SAM: The marks are labeled by sum of SAM. For pane Sum of SOM: The marks are labeled by sum of SOM.

Membership & Revenue Goals

By chapter city based on SOM

Type	# of Members	Revenue
Entrepreneurs	400	\$140,000
Investors	150	\$75,000
Support Services	75	\$112,500
Hub to Hub	10	\$50,000
Ticket Sales	75	\$1,875
Consulting Packages	TBD	\$5,000
Video Packages	2	\$20,000
Sponsorships	10	\$100,000
Totals:	722	\$504,375

Enormous Opportunity to grow Online Memberships

\$10,000 is earmarked for:

- **Social Media Market plan to rural areas outside of chapter cities to attract for Online Membership**
- **Once the strategy is build email campaigns will be important to: raise awareness, educate and convert**
- **Companies with an interest in using Hubspot will be interested as we are a channel partner and can offer a discount of 30%-90%.**

EXPANSION PLAN

SWEET SPOTS

- Midwest
- Cities with a population of \$2M+
- Cities with established startup ecosystems.
- Cities where women are not securing startup funding at the rate of their male counterparts and need community.
- Cities where there is a lack of programming to train new investors how to invest.
- **Chapter cities launching in 2020:**
Columbus, OH and Nashville, TN

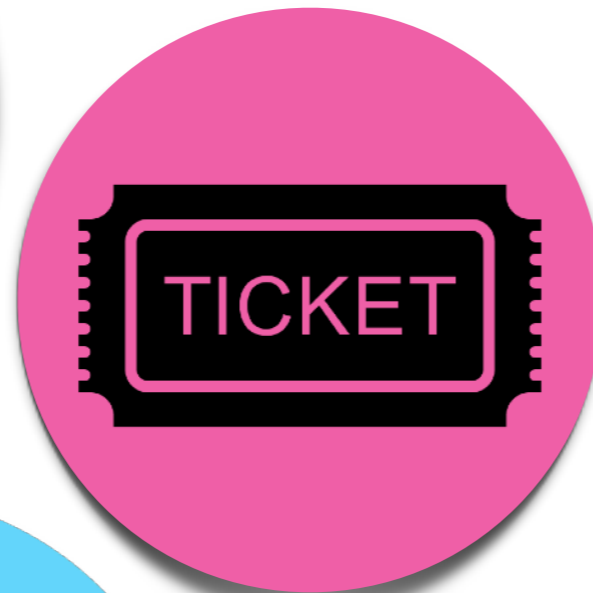
TARGET CITIES

1. Nashville, TN
2. Columbus, OH
3. Cincinnati, OH
4. Cleveland, OH
5. Pittsburgh, PA
6. Detroit, MI
7. St. Louis, MO
8. Minneapolis, MN
9. Louisville, KY
10. Madison, WI

COMPETITION

Competitors	Startup Education	Networking	Access to Seed Capital	Access to Pre-Seed Capital	Community Online & Offline	Mentall Wellness Support
The Startup Ladies	X	X	X	X	X	X
Local startup programs: Venture Club, Vision Tech, Powderkeg	X	X	X			
National startup programming for women: Tory Burch, iFundWomen, MergeLane, and women-directed angel groups	X	X	X			
Accelerators: gBeta, Techstars, Foundry	X	X	X			
Education: Universities, Coursera, Udemy, SCORE, Small Business Administration, LinkedIn Learning	X	X				

How do we make money?



Membership Type	Annual Cost
Student	\$50
Online Member	\$300
Startup & Learn	\$450
Startup & Scale	\$599
Investor	\$500
Support Service	\$1,500
Hub to Hub	\$5,000

Marketing & Sales Goals

MARKETING

- 10/19 - Program Hubspot for automating: onboarding sequence, newsletters, and renewals
- 2/20 - Launch Indy Marketing Campaign
- 2/20 - Plan launch event in Columbus, OH
- 3/20 - Launch awareness campaigns in Columbus OH, and Nashville, TN
- 5/20 - Launch Columbus, OH
- 6/20 - Launch awareness campaigns in Columbus OH, and Nashville, TN
- 9/20 - Launch Nashville, TN

SALES

- 10-12/19 - Continue direct sales in Indy Market for Support Services, Hub to Hub & Sponsorships
- 11/19 - Build regional sales plans for 2020
- 10/19 - Plan 5th year anniversary event for 1/20
- 1/20 - PT Indy Sales goes full time with focus on Support Services and Sponsorships
- 4/20 - Hire Columbus, OH Sales person
- 7/20 - Hire Nashville Sales person

SALES INSIGHTS

- **Sales cycle** = 3-5 months for Support Services, Hub to Hub, and sponsorships
- **Annual contract value** = \$1,500/Support Service, \$5,000/Hub to Hub, \$5k-10k/sponsorship
- **As of 9/19:** we have 15 Support Service deals and 2 Hub to Hub deals in solicitation
- **Conversion** = 90% when Kristen solicits, 60%-70% when Bre solicits
- **Pipeline of 400+ prospects** with executive contacts in: Indy/Bloomington/Terre Haute
- **Fall membership renewals** will continue.
- **New Investor member campaign** launches this fall in Indy.

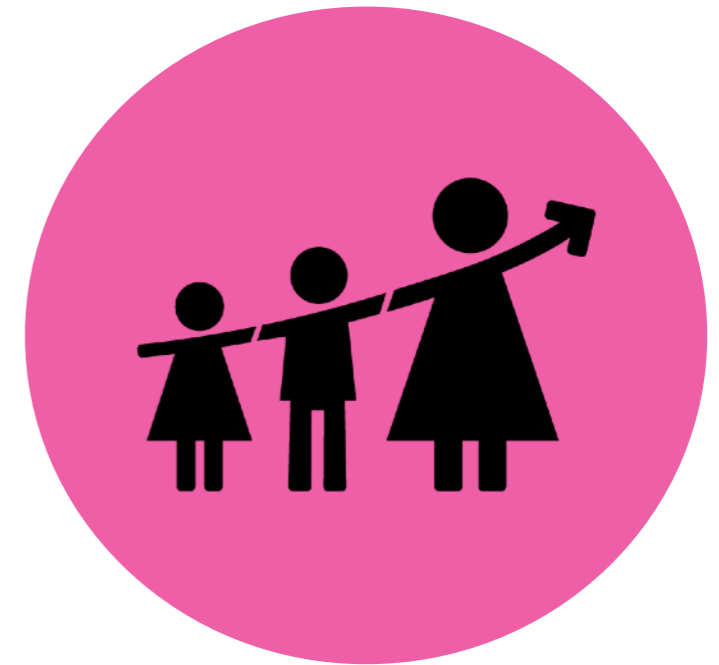
Intellectual Property



**Startup Study
Hall Online**



Curriculum



**Network
Expansion Process**

5 Year Forecast

Five Year Forecast					
	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue					
Recurring Revenue	227,658	1,008,780	2,378,891	4,443,761	7,275,706
Adhoc Ticket sales	7,500	7,500	8,100	8,100	9,000
Total Revenue	235,158	1,016,280	2,386,991	4,451,861	7,284,706
Cost of Goods Sold					
Direct Expense	80,896	161,870	276,485	378,662	534,268
Contract Labor	20,224	40,468	69,121	94,666	133,567
Technology	15,168	30,351	51,841	70,999	100,175
Total COGS	116,288	232,689	397,447	544,327	768,010
Gross Profit	118,870	783,591	1,989,544	3,907,534	6,516,696
Gross Margin %	51%	77%	83%	88%	89%
Expense					
Salaries	484,667	891,083	1,177,917	1,582,250	2,121,917
Bonus & Commissions	75,840	151,754	259,205	354,996	500,876
Benefits & Payroll Taxes	121,167	222,771	294,479	395,563	530,479
Total Compensation	681,673	1,265,608	1,731,601	2,332,808	3,153,272
Comp as % of rev	290%	125%	73%	52%	43%
Professional Services	18,000	24,000	48,000	60,000	120,000
Education & Training	12,000	22,800	32,000	42,700	56,000
Facilities	30,000	58,800	74,000	90,700	144,000
Technology	9,000	22,800	32,000	42,700	56,000
Travel & Entertainment	24,000	68,400	112,000	213,500	331,900
Marketing & Advertising	50,560	121,403	241,925	378,662	534,268
Other General Expenses	25,280	70,818	138,243	236,664	434,092
Depreciation	19,140	24,600	28,280	32,560	37,880
Total General Expenses	187,980	413,621	706,447	1,097,486	1,714,140
Total Expenses	869,653	1,679,229	2,438,048	3,430,294	4,867,412
Earnings Before Interest & Taxes	-750,783	-895,637	-448,504	477,241	1,649,285
EBIT %	-319%	-88%	-19%	11%	23%
Interest	-	-	-	-	-
Taxes	-	-	-	-	-
Net Income	-750,783	-895,637	-448,504	477,241	1,649,285

Financing & Milestones

Round	Closing	Runway Through	Amount	Status	Milestones
Seed	Q4 2019	Q4 2020	\$450K	Open	Build team, marketing, Indy market penetration, \$15K MRR
Series A	Q4 2020	Q4 2021	\$1.5 M	Future	Expand throughout Midwest, build team, marketing, \$100K MRR



Use of Funds

Expenses

Sales	\$215,000.00
Marketing	\$120,000.00
Chapter Leadership	\$90,000.00
Tech	\$25,000.00
Total:	\$450,000.00



Growth Roadmap

- 12/19 - Raise \$450,000
- 1/20 - Hire Indy team
- 2/20 - Launch Indy Marketing Campaign
- 3/20 - Launch awareness campaign in Columbus OH
- 4/20 - Hire Columbus, OH Team
- 5/20 - Launch Columbus, OH
- 6/20 - Launch awareness campaign Nashville, TN
- 7/20 - Hire Nashville Team
- 9/20 - Launch Nashville, TN



**Ready to discuss investment terms?
Email me with meeting availability.**



KRISTEN COOPER

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p: 317-645-6494

t: @KristenCooper23

t: @IAmAStartupLady

Thank you!