

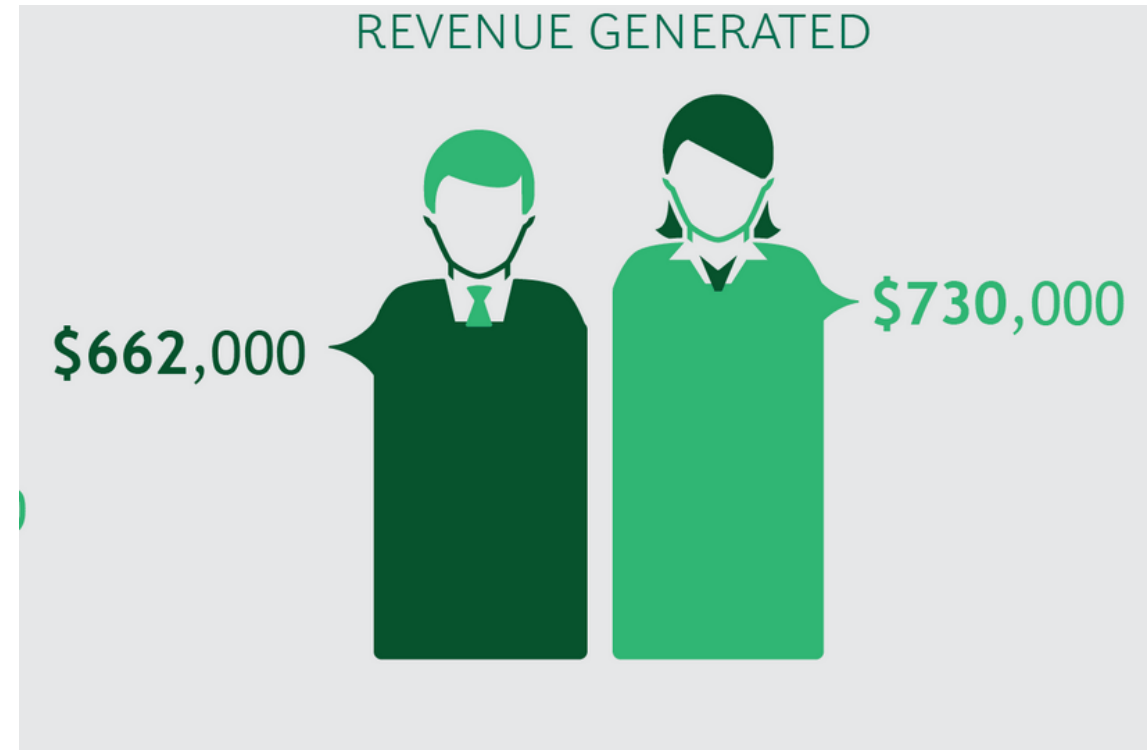


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*Master Investor Q&A
Control the Conversation*

Women Generate More Revenues

- Start-ups with women-founded or women-co-founded generated five-year combined average revenues of \$730,000 compared to men's \$662,000
- "In the MassChallenge sample, additional \$85 million would have been generated over the five-year period studied."



Women Have Improved Investment Efficiency

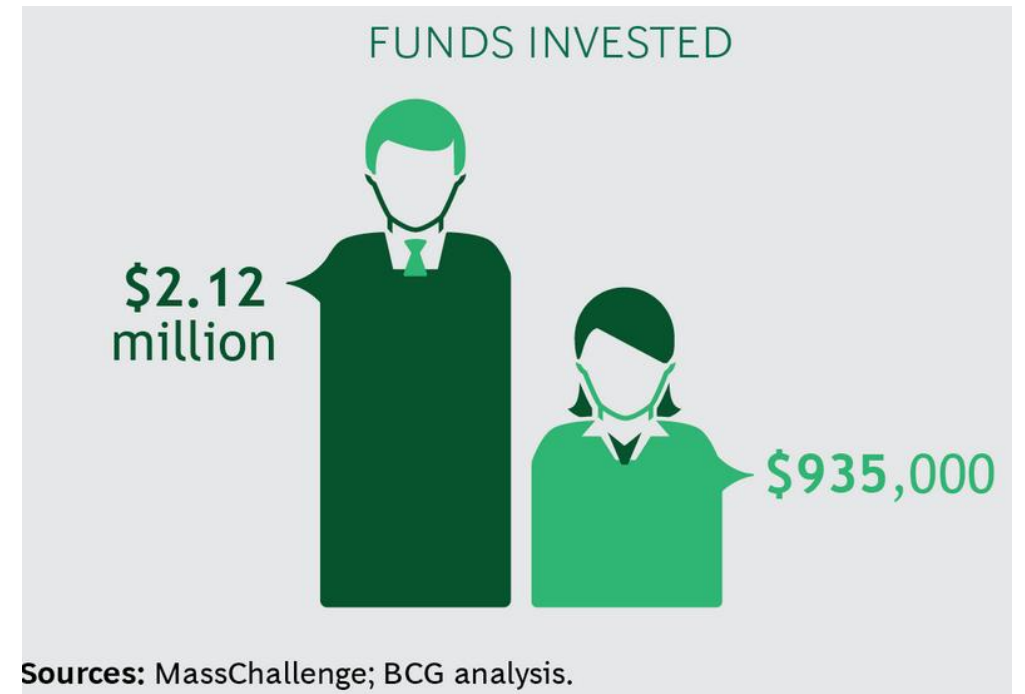
- Women produce 77 cents of revenue for every dollar invested
- Men produce 31 cents of revenue for every dollar invested
- Women are 2.5 X better



Women have Equivalent Exits
when Funded Similarly

But Women Achieve Fewer Financings & Smaller Investments

- Crunchbase reports men received 7 times more investment than women
- UK's Financial Times reports women-only founded start-ups receive 1% of VC finance
- Canada VC industry invests 3.6% in women-led startups



350 companies in sample, 92 with female founders or co-founders; MassChallenge US super accelerator

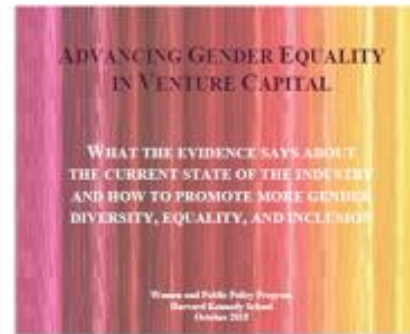
Why is there Such a Discrepancy? It is a Growing Industry Issue

Startup fundraising is the most tangible gender gap. How can we overcome it?

Xiyueo Alvarez @xiyueoalvarez · 4:30 PM AET · November 9, 2021 · 0



Vcs, Founders, and the Performance Gender Gap

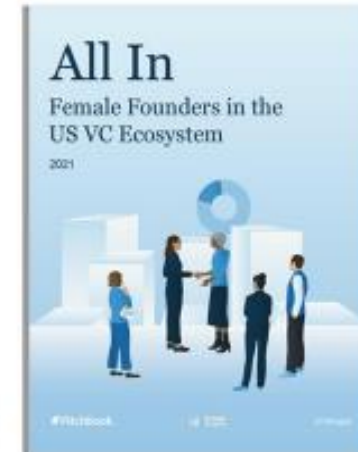


Venture capital firms set aside \$1 billion for women-led startups. Here's how it's going

FORTUNE

Women-Led Startups Received Just 2.3% of VC Funding in 2020

Harvard Business Review



All In report, Pitchbook Beyond the Billion, JP Morgan - Nov 2021

PITCHBOOK.COM

VCs Seek Certain Skills

Investor Q&A is where VCs make their investment decisions

The key to unlocking the door to VC investment is not just a path of innovation

- VCs see hundreds or thousands pitches every years
- They could invest in any of these new products & innovations

VCs have a template of skills they recognize as being venture grade

- They call it the narrative

Evidence has shown that people who have this skill raise millions more over the life of their start-up than those who do not have this skill

These skills are demonstrated during the Q&A conversations (not during the pitch)

Investoready provides knowledge, skills and practice

Using evidence from the world's best research, Investoready built a skills-based program to train founders to enhance the critical winning skills

Practice answering Investor Q&A with scientific feedback develops acumen in specific areas

Investoready provides the training, proven solutions about inherent biases founders cannot change, & immediate, automated feedback

Investoready clients are provided with a place to practise

- A private location to practice with 100 typical VC questions
- Using immediate, industry-agnostic feedback to develop these very specific skills

Investoready Trains Founders to Control Investor Q&A Conversations

VCs need business leaders - not technicians

VCs want founders who weave a story, build the narrative

VCs need founders to discuss concepts that correlate with investment

- Using role-play, founders benefit from one of the world's most effective learning methodologies
- Console delivers immediate, unbiased, industry-agnostic feedback
- Console uses automated role-play to *practice* skills

Investoready - Control the Conversation



Investment decisions are based on the Q&A

Some questions are significantly correlated with investment (most are not)

Women are asked questions that are not correlated with investment

Investoready trains founders how to control the conversation with role play and practice

Raise millions more \$\$\$ over the life of the venture

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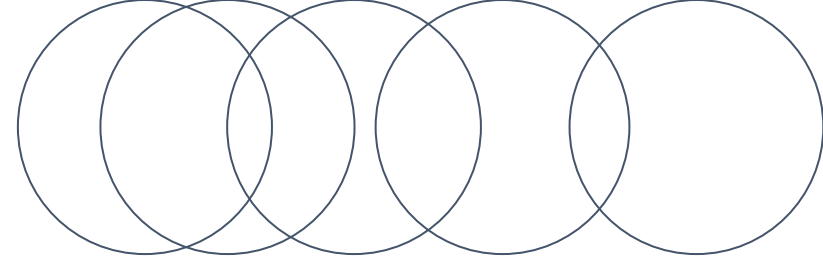
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SIGN UP

Venture Capitalists agree -
Question and Answer is crucial to
secure an investment

What VCs are Saying



You're hitting the nail on the head by helping to develop a skill set critical to fundraising. And it's automated!

Associate, Nova Scotia

I like this approach. I want to help.

Two-time General Partner

"Q&A is critical. They need to weave a story rather than jumping all over the place. It's a performance, unfortunately. They need to weave other aspects into their answer.

General Partner, New York

This is a pretty cool focus on Q&A. It takes self-study to a new level.

Life Sciences VP Investment

Can I have this?

Partner, Montreal

Endorsements from Multiple-Fund VCs

Salutation omitted

Build Ventures has been investing at the seed stage in Atlantic Canada since 2013 and are excited about the role that Investoready can play in addressing the gap that exists for female-led start-ups in the region. The role play based program provides very tangible hard skill training, as opposed to mentoring or coaching, across all aspects of the fundraising process:

- Highlights the importance of the Q&A in the investment decision-making process (not the pitch);
- Emphasizes start-up concepts related to building a business;
- Conveys core fundamentals of VC that are not well-known by founders;
- Provides a safe place to practice answering and working with typical VC questions;

We believe that Investoready is well-positioned to build capacity in the VC ecosystem with female founders and create more investment opportunities for those founders in Canada.

Sincerely,



Patrick Keefe
General Partner
Build Ventures

Salutation omitted

While there is an abundance of content, mentorship, and programming geared for venture backed entrepreneurship. There continues to be a lack of true skills-based training. Investor Ready helps entrepreneurs navigate investor Q&A meetings (which are by-far more important than a pitch meeting), understand the motivations of a VC firm, and apply the start-up concepts that are key to building a venture-grade business. All through a combination of role-play and industry-agnostic, unbiased feedback.

I've known Dr. Ellen Farrell for several years. She has been nationally recognized as BDC's Top-Six Mentors in Canada (twice), has received several awards for her work in education, and runs one of North America's most comprehensive university venture capital programs.

But most importantly, Dr. Farrell is biased towards action. Everything she does has the goal of positively impacting industry, careers, and academia. Having seen Investor Ready, this is no different.

I strongly recommend that the SMUEC & ACOA collaborate to deliver Investor Ready to entrepreneurs in the region. It truly is a unique program that drives impact in a very tangible way.

Please don't hesitate to contact me regarding this letter. I would welcome the opportunity to speak further on the topic.

Sincerely,



Kory Henn
Associate, Concrete Ventures

Thank you! Investoready helped me overcome my worst nightmare, Investor Q&A.



Keys to Founder Success

Building Skills Requires *Practice*

VCs who participated with Investoready's programming endorse its use and recommend it to their own investees. Some VCs value the content and skills training so much they pay for it for their investees.

It "... provides a safe place to practice answering and working with typical VC questions," said Patrick Keefe, a two-time General Partner.

Investoready "is a skills-based program that delivers, immediate, unbiased, industry-agnostic feedback" to venture founders.

Investoready provides a combination of VC research important to investment, robust insights to help founders understand their new role, a safe place to practice called the Console, and immediate feedback.

Up-skill and Multi-skill Founders

Founders need more than the essence of a great innovation – they need to be leaders as well. Most of them are, they just don't know it.

Training takes capable people and makes them accessible to senior positions like founders and co-founders.

This is formal, structured training that is accomplished over a number of months.

VCs see a difference in their founders – often within weeks

Producing immediate results, Investoready clients have won access to bigger prizes and more than \$6.3 M for women who had been looking for VC investment for years.



Unsolicited Testimonials



“I do want to share that I have completed a couple of sessions. Most importantly – between this tool and the accelerator program I attended last week, *I have had a spark of clarity in terms of what I was missing in my pitch in terms of painting the big aspirational vision,* which explains pretty much the feedback that I received all last year.”

Sumati Pundit, Founder Kaitongo

“I love taking short courses. They don’t take over your life and you learn something new. Like working with you.”

Founder raised \$5 million



Investoready: Master Q&A Skills with Online Role-Play





Unbiased, Realtime, Automated Feedback

There is a science to who gets VC funding and it's based on the Q&A – not the pitch

VC language is science-based and you can learn it

Train your clients with Investoready's simulator and get unbiased, realtime, automated feedback

Did we mention it's industry agnostic too?

Become an Investoready certified trainer. Train your entrepreneurs.

Help them raise millions more in funding over the life of their startups

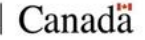
FIND OUT HOW

Trusted Partners



Women Entrepreneurship Knowledge Hub
Portail de connaissances pour les femmes en entrepreneuriat

Funded by the Government of Canada



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Six Bridges Capital



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