



How Women Invest Impact

2022 Report

How Women Invest is a venture firm born out of a movement to disrupt the unequal landscape for women investors and founders. Traditional capital markets are biased and, as a result of only 2% of all venture funds going to companies founded by women, the economy, wealth creation and equity are impacted. This bias has a significant cost to the US economy and investor returns.

Funding Women-Founded Companies is a Game Changer

The firm thesis and focus on the most under-funded founders in the US, by definition creates impact. As far as we know we are the only US firm focused exclusively on investing in women-founded companies, meaning there are no male co-founders. Why is this so critical? Certainly to address inequity. We know that investing in women founders is how we build companies that represent the diverse cultures and leadership we need. Women return more for their investors. Morgan Stanley reports that we are missing out on \$4.4T of investor earnings by not investing in women founders. They create unique market solutions that solve critical problems—especially those impacting women, families, and communities. Many women founders bring on a male co-founder under duress—women are told they have to have a male co-founder or they can't get funding, and unfortunately, that appears to have some truth in today's biased venture capital environment. The cost of forcing women to bring on male co-founders to the founding team, company growth, and investors is significant.



Our Mission is to disrupt the venture capital industry to create a more equitable playing field for women by:

- Investing exclusively in women-led companies
- Creating a pathway for new women investors to participate in venture
- Leveraging top operators in the industry to help women-led companies scale
- Seeking significant returns for our investors
- Being an example of how venture can be more equitable for historically excluded groups

- Putting the entrepreneurs first in our process by reducing friction in the investment process, investing significantly, minimizing bias in our deal flow and decision making, and supporting and protecting founders as they grow their companies

Activating women investors. When women invest in venture, they are activating their power and influence and growing their wealth. Women are invited onto boards. They are seen as power players. And they are on the cutting edge of innovation in our country.



Impact and ESG

How Women Invest is unlocking the power and impact of great women leaders by providing capital, networks, mentorship, and other resources to drive returns for investors and the teams that lead these businesses. Our mission is to focus on women and women of color founders. We know that women founders have a stronger focus on impact and ESG. This is good for investors and for founders - research indicates that companies that

prioritize ESG (environmental, social, governance) have more scalable, successful startups. Diverse teams have less risk and more innovation. We know that culture is set within the first 30 people and is considered 54% of the total corporate value so supporting companies to set up systems that reinforce strong culture early is a critical success element, they deliver better returns and have less risk over time. Sustainable and ethically driven companies derive numerous competitive advantages including brand loyalty, reputation, talent recruitment, and retention.

We look at our investments within the larger context of the United Nations Development Goals and Principles for Responsible Investing. In addition to the plethora of UN goals around women’s access to capital and equality which is every investment, we seek portfolio performance to the following:

- **Environment:** energy efficiency of the supply chain, general carbon emissions, sustainable sourcing, and sustainable business practices
- **Social:** consumer data protection, cybersecurity, and community relations
- **Governance:** employee engagement and satisfaction, racial and gender diversity of the leadership team, positive corporate culture, and hiring practices

Investments of Portfolio Companies by UN Sustainable Development Goals

SUSTAINABLE DEVELOPMENT GOALS



How Women Invest Venture Firm and its LPs Leadership

This is a female-run venture firm and our investment committee of six is all women, four are women of color, one is an immigrant, and one identifies as LGBTQ. We manage our firm with the following ESG strategies:

1. No physical offices
2. Reduce travel by using Zoom when possible
3. A 2% donation goes back to women's leadership nonprofit How Women Lead
4. Employees have a full suite of benefits, child care and healthcare supports, and paid family leave
5. All employees are paid a livable wage

Experienced VC's Invested in How Women Invest and Serve on our Investment Committee



Inspiring Women's Equality and Wealth

Bringing new investors into the venture ecosystem is one of our goals. We are often told by our network that “no one ever invited me to invest.” In our firm:

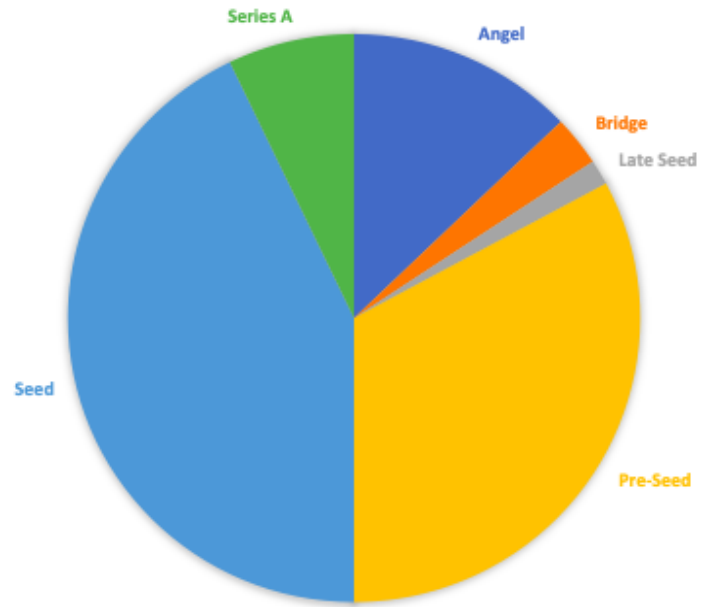
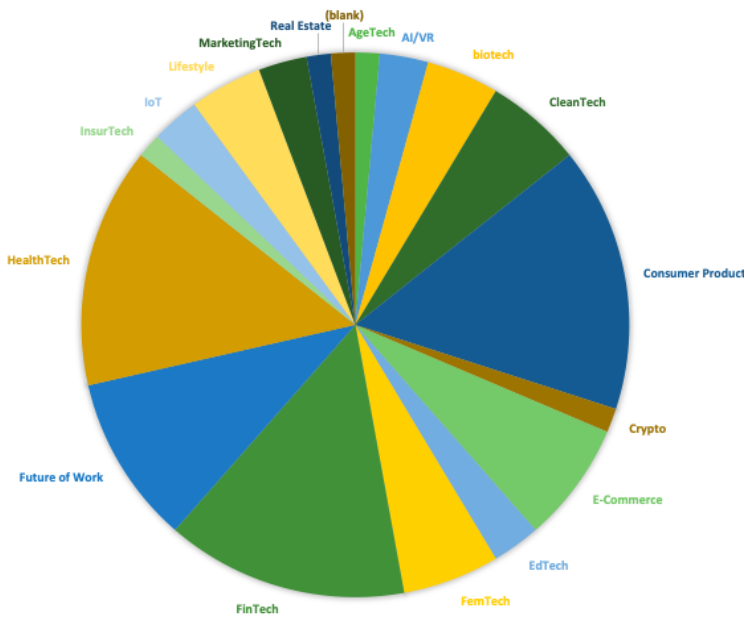
- 85% of the LPs are first-time investors; We have designed our investing process to make it easy for a new investor to get started by offering a \$25,000 minimum investment spread over 4 years making it incredibly accessible.
- ~50% of the LPs are women of color, putting women of color in the center of influence and power and building generational wealth
- Women build their investing confidence and as a result, 30% reported investing in 2-3 other venture firms within the first year
- Our LPs regularly tell us when they share that they invest in venture, they are given new access and invited into opportunities that previously were not available to them



Differentiated Deal Flow Because of our Network:

In 2022, through September, we screened 340 companies that came through our screening portal. The deal flow is robust and right-sized thanks to our diverse network at How Women Lead and LPs; 70% of our deal flow comes from our Limited Partners and extended network.

This deal flow meets our goal of investing in technology-enabled solutions with a strong representation of women of color founders; 54%. Furthermore, we continue to see companies responsive to crucial challenges including those focused on health tech, women's health, and sustainable production. There are critical challenges to be tackled, and it is always inspiring to see so many formidable women tackling them.



How Women Invest Impact at a Glance








14 PORTFOLIO COMPANIES



2 EXITS

Investments by industry focus and impact:

FINTECH	
 <p>HELLO ALICE</p>	<p>A game-changing resource for small businesses, HelloAlice is the greatest collection of small businesses in one place in the history of the US with over a million small businesses on the platform.</p> <p>Acknowledged for their impact, the US SBA contracted with HelloAlice to administer COVID small business grants and forgivable loans during the crisis.</p> <p>The largest users of this platform are African American and a robust partnership with the NAACP reinforces the strategy.</p>
 <p>LONG GAME</p> <p><i>Acq by Truist Financial Corporation</i></p>	<p>Young people are losing wealth and opportunities because they don't have financial literacy. Long Game captures the way young people learn and engage today by creating a gamified finance app to develop financial habits.</p>
FUTURE OF WORK	
 <p>hitch™</p> <p><i>Acq by ServiceNow</i></p>	<p>How do women and people of color get access to the opportunities and growth at work that will help them grow? Historically the bias in management and systems has resulted in broken rungs on the ladder. Hitch solves for this critical part of growing your career and advancing in the workplace by providing a skills intelligence and talent mobility platform.</p>
 <p>inclusively</p>	<p>Companies need to hire great talent today more than ever and Inclusively unlocks the power of a huge population of US workers, those who have a disability or are neurodiverse, in a cutting edge employment platform.</p>
 <p>REVWORK</p>	<p>It is widely recognized that anti-bias training doesn't work. RevWork was designed to solve for changing behavior inside corporations, starting with diversity and inclusion with its learning reinforcement nudge technology.</p>

CLIMATE TECH



How can we decarbonize the power grid in the US? By changing the financial structures and using data to trade and predict power needs. Gaiascope has pioneered wholesale electricity price forecasting resulting in efficiencies and reducing carbon reliance.



Electric vehicles are ubiquitous today and may be part of the solution however the batteries have a significant impact on the environment. Sylvatex is a renewable Nanoparticle Platform for Green Energy Production and Storage Applications - today the solution is using biofuels to build the cathodes in lithium batteries. The result is a significant reduction in environmental harm, 50% faster time to market and cost.



Progressive states have outlawed single use containers and ReDish is here to provide a solution for corporate lunchrooms with a reusable container program to support corporate ESG goals.

HEALTH TECH



Healthcare systems and insurers are missing critical data analysis that helps them ensure that healthcare systems can be efficient and scale. This value-based care, healthcare analytics-as-a-service company focuses largely on analytics for medicare and medicaid providers to ensure these vulnerable populations are well served.






The pandemic became a healthcare crisis beyond the virus, people gained weight and lost their fitness routines as fitness centers closed and felt unsafe. Forte is the white-label, end-to-end streaming platform for fitness studios and gyms that brings daily fitness instructors into your home seamlessly.

FAMILY TECH



Family travel is always a challenge and lugging around baby equipment that is often substandard quality because it is lighter isn't good for families. BabyQuip

	solves this problem for families and today has become the #1 Baby equipment marketplace. Really a two-sided marketplace, BabyQuip has created jobs for over 1300 quality providers who make an average of \$1,000 a month in supplemental income.
CPG	
	Women create solutions for women’s needs and BossaBars is providing a plant based, nutrition packed, organic menopausal bars.
MARTECH	
	The marketing environment is extremely dynamic today and it is tough to know if you are spending your marketing funds effectively and meeting your goals. Most companies can’t afford to hire an analyst and Clickvoyant has a solution with an AI powered data analyst-as-a-service that identifies growth-focused insights.
E-COMMERCE	
	How do you match socially conscious product and service companies with corporations seeking to be responsible in their corporate gifting? PackElephant is a one stop shop with a fully vetted set of providers and an itemized ESG dashboard for corporate procurement offices.

Women Founders Create 6 Times More Jobs for Women - Meet BabyQuip

BabyQuip is the #1 baby equipment rental service and marketplace offering thousands of baby gear items with 1300 providers in markets across the US and Canada. It is one of the highest-paying side gig income opportunities—second only to Airbnb hosts. BabyQuip fits into a rapidly emerging group of “platforms” or “marketplace businesses.” Companies like Airbnb, eBay, and Uber fit into these categories. They create value by facilitating exchanges between two or more interdependent groups, usually ‘consumers’ and ‘producers.’ On average, their Quality Providers earn over \$1000 a month. Some Quality Providers are making \$10,000 a month. In 2018, BabyQuip, in collaboration with Ruby Ribbon and Urban Sitter, surveyed more than 1,000 women for the first multi-company research of women earning money in the gig economy. Here are a few:

- Women are happy with their side hustles. 95% of the women surveyed reported they were fulfilled by their gig work, with 47% saying they found the work “extremely fulfilling.”
- While they gig for numerous reasons, the top three reasons women cited for working in the gig economy were flexibility (44 percent), income (38 percent) and building a business (25 percent).
- Side hustles aren’t new to women. A quarter of respondents were gigging before the term “gig economy” was coined in 2009 and over 41 percent have been doing this work for more than six years. Most respondents expect to gig for at least five years, with almost a third (32 percent) reporting they plan to gig forever.
- 54% of respondents reported making \$500 per month or more from their side jobs. Nearly 60 percent report that they are using the extra income to pay for “household needs” including mortgage or rent, car or food costs.
- Women reported they prefer to have an independent relationship to their chosen companies versus working for that company as an employer. (Sixty-one percent said they prefer to be independent, 12 percent said they would want to be an employee of the company for which they gig.)
- They are most likely to prefer that their work be called a “side hustle,” and most frequently have just one (42 percent of respondents) or two (38 percent) side hustles.



BabyQuip Providers Are Smart, Motivated Entrepreneurs



BabyQuip Providers are a distinct and unique group, primarily defined by the fact that most of them are parents with small children at home. Their level of education gives us some clue as to why so many of them build a successful baby gear rental business, benefit from the sales, marketing, and social media training BabyQuip provides, are highly collaborative, and readily step up to help new providers launch their businesses.

- When asked about employment:
 - 47% of BabyQuip Providers indicated that they are Stay-At-Home Moms, by far the largest group.
 - 29% indicated that they have part-time employment and 25% are employed full-time.
- The largest group, 62%, are in their 30's, 16% in their 20's, and 14% in their 40's. 8% are age 50 or older.
- Not surprisingly then, 98% are parents with 81% having children 5 and under at home.
- And a highly educated group! 77% have earned at least a college degree with 20% with a graduate degree.

Moms are gigging on the BabyQuip platform to launch and build a business that gives them the freedom to spend time with their children on their own terms. Overall, flexibility, entrepreneurship, income, and variety are important to Quality Providers.

****Women in the Gig Economy 2018: BabyQuip's Amazing Women Entrepreneurs****

<https://www.babyquip.com/blog/women-gig-economy-2018>

Women-Founded Companies Solve Societal Problems:

[Climate tech/disruption](#) is one of the most critical areas of economic opportunity in the US, according to market leaders. Today there are 3000 climate focused companies in the US. 20% of our portfolio investments, 3 companies, specifically address climate impact.

[Gaiascope](#)

The best way to drive investment in, and return from, clean power projects is to make those assets as profitable as possible. Gaia's focus is the electric grid of the future: building the 'brain' for, arguably, humanity's most complex invention to date. They provide our customers the capability to optimize returns of their renewable and energy storage assets with price forecasts and bidding strategies tailored to their needs.

Every day, Gaiascope forecasts more than 3.8 MILLION individual data points on the electric grid. Each hour, we forecast 700 price points, 967 generating units, 4,413 bus-level loads, and 9,840 line & transformer flows. For 24 hours a day, 7 days a week, that's 1.4 BILLION data points forecast each year!

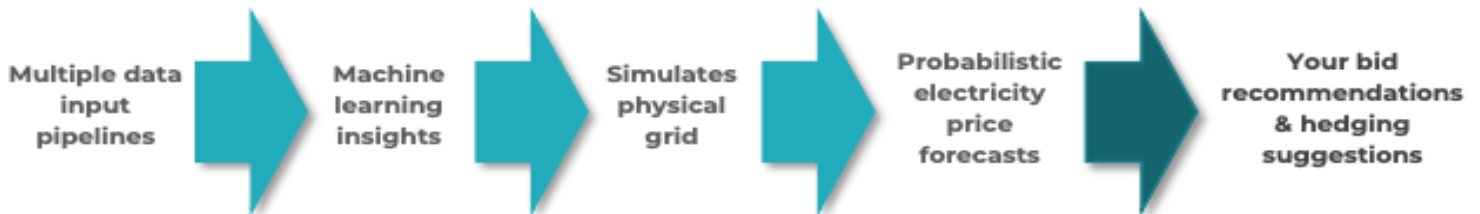


Gaiascope ('Gaia') is dedicated to maintaining planetary balance and combating climate change.

Gaiascope empowers customers to achieve bid and trading optimization for their power assets on the grid, enabled by our industry-leading artificial intelligence software coupled with their unique approach to modeling the physical grid.

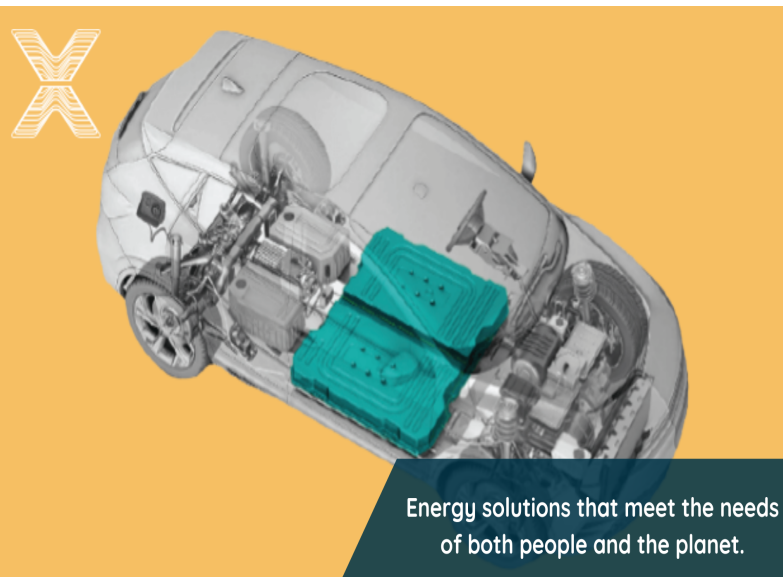


Gaia utilizes leading-edge AI to unlock the insights from multiple data sources, coupled with our unique approach of scenario analysis of physical grid models to ensure that our bid recommendations and hedging suggestions consider the current state of the ever-changing grid. In this way, Gaia optimizes your renewable and energy storage assets amid the volatility and complexity of rapidly changing wholesale markets.



<https://static1.squarespace.com/static/5c434471c258b4167da7509f/t/62bed41119b4b94841f8b1e3/1656673298431/Gaia+One-Pager.pdf>

Sylvatex



In response to climate change, the world is looking to batteries to move away from fossil fuels.

Driving the energy transition, electric vehicles (EVs) provide a promising path to reduce carbon emissions, but require lithium-ion batteries that are very expensive and energy intensive to produce.

The automobile industry has committed to a rapid increase in EV production that will take 1000's of GWh's to achieve.

A major breakthrough is needed as current solutions are not economically or environmentally feasible.

Lower Cost, Lower Capital, Lower Carbon.

SVX is an advanced materials technology company working with leaders in the EV battery value chain to tackle the largest cost and carbon footprint driver in EV batteries: the cathode.

Our proprietary waterless process to produce cathode active material (CAM) scales much more efficiently, massively reducing capital needed to build battery plants and operating expenses.

Why Cathode Active Materials (CAM)?

CAM is by far the largest part of the EV battery cost and is the bottleneck to scaling the energy revolution.

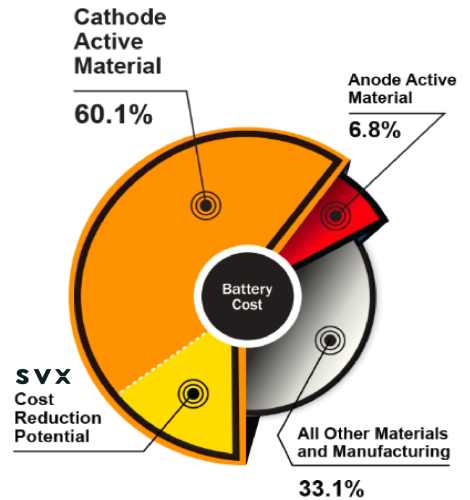


SVX process enables:

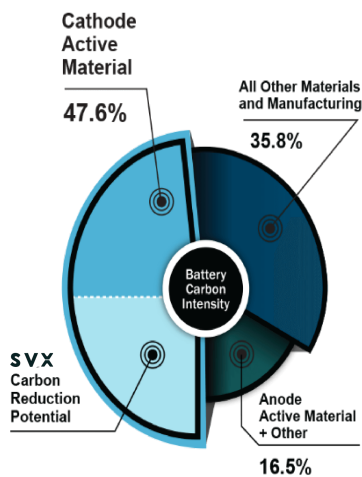
- Lower capital requirements
- Lower manufacturing cost
- Smaller reactors for scalable production
- A broader range of input materials, e.g. ability to use recycled metal oxides

Which unlocks:

- Much lower cost batteries for EVs
- Greater adoption and sales of EVs
- Closed loop manufacturing of critical minerals
- More flexible regional production



We must enable sustainable solutions



CAM also constitutes the largest carbon footprint of the lithium-ion battery and thus, the electric vehicle.

If we are to realize the clean transportation future we envision, we must enact sustainable solutions from materials-to-wheel.

SVX process enables:

- No water needed
- Massively reduced energy use
- Chemistry agnostic
- Broadens range of feedstock with less processed minerals

Which unlocks:

- 20B+ gallons of wastewater saved annually
- Decreased supply chain risks
- Ability to produce NMC, LFP, NCA, etc.
- A path to net zero EV with using recycled materials

****Future-proofing manufacturing for decades to come.****

<https://sulvatex.com/solutions/>

Re:Dish Reusable Container and Dishware

We all want to support sustainability. That's a given. But companies are challenged to find a simple, seamless, and affordable way to reach their environmental goals. Re:Dish brings the solution right to your enterprise, tackling food service waste with a reusables program that eliminates single-use disposable.

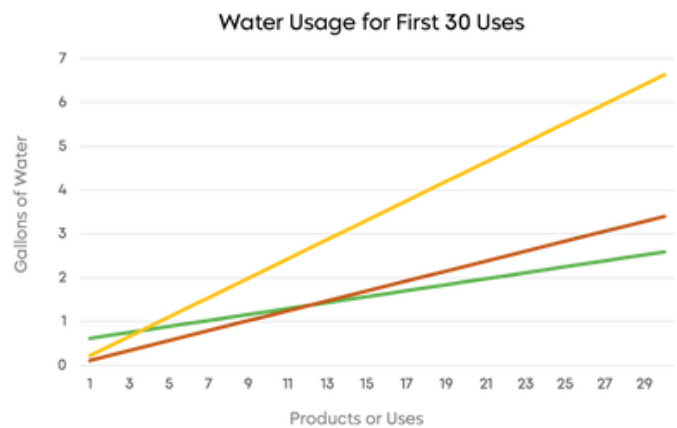
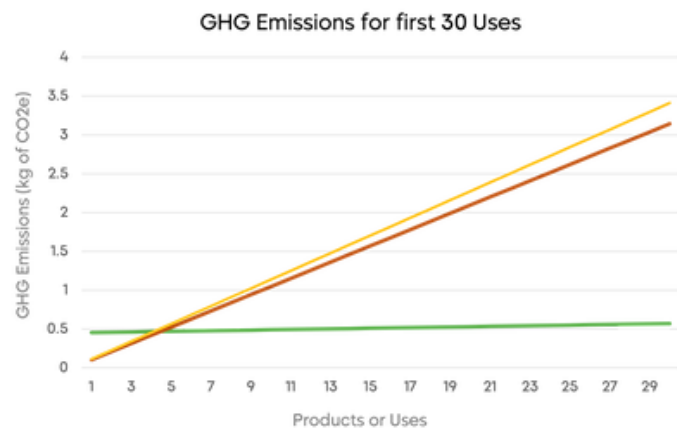
The Linear Foodservice Packaging Model is Unsustainable.

Every year in the United States an estimated **one trillion** single-use food service products become 9 million tons of waste after being used only as long as it takes to finish a meal or drink a coffee. Only a small fraction of these products are recycled or composted according to the EPA. Most are landfilled and incinerated, and too many end up littering our communities, clogging storm drains, and polluting our marine ecosystems. Re:Dish is replacing this broken linear system with a circular model in which products are reused over and over again before they are recycled at the end of their useful lives.

How Reuse Wins

While litter is a visual reminder of the broken linear system, the less visible and lesser known story is that the journey from raw material to ready-to-use disposable product requires substantial amounts of energy and water and results in emissions of greenhouse gasses and other harmful chemicals.

On the other hand, delivering a clean Re:Dish product, collecting it after use, and washing it for reuse, generates fewer greenhouse gas emissions and uses less water than making a new single-use product each time. Eliminating the need to manufacture new containers with each use means Re:Dish is environmentally favorable after only the first few washes.



Re:Dish Single-Use PP Plastic Single-Use Molded Fiber Compostables

The Environmental Benefits of Re:Dishing Add Up

An organization using an average of 500 compostable molded fiber products per day, five days per week, disposes of 125,000 single-use products in a year (250 days). Replacing those compostable products with Re:Dish's service reduces the organization's Scope 3 greenhouse gas emissions by 77% and results in 67% less water use.



9,452
LBS OF WASTE DIVERTED
125,000 containers



1,088
CARS OFF THE ROAD FOR A DAY
13,709 kg of CO2e



144,919
BOTTLES OF WATER SAVED
19,134 gallons of water

Sustainability Plays a Key Role in Re:Dish Products

Re:Dish products are made in the USA from FDA-approved food-grade polypropylene that is free from the harmful chemicals BPA and PFAS. NSF certification means they are designed with ease of washing in mind, which translates into less water and energy needed to achieve Re:Dish's high standards of cleanliness.



Ecolab has certified the products for up to 1,000 washes using commercial equipment, which speaks to their durability and ability to be used many times without needing replacement. When they do need to be replaced, Re:Dish products are ground into flakes and used to make new products, which reduces demand for virgin plastic material.



****Re:Dish Environmental Impact****

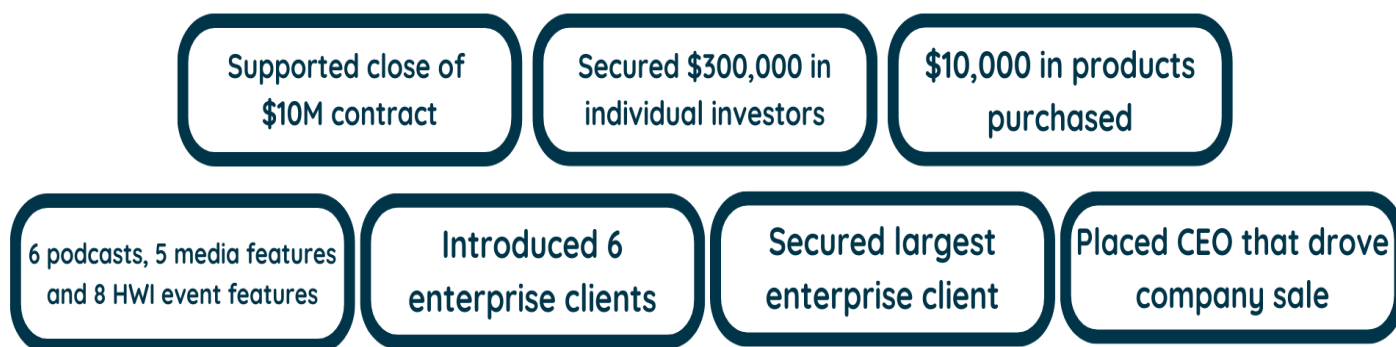
<https://www.redish.com/our-impact>

The climate crisis is advancing sooner and faster than the most aggressive models predicted and the devastating effects of delayed action are now upon us. Just as the U.S. passes its most historic climate legislation, Hurricane Ian made history as one of the most damaging hurricanes in the U.S. and apocalyptic flooding in Pakistan rendered 30 million people homeless in a matter of days. To avoid the worst impacts of climate change, there is an urgent need to cut greenhouse emissions and evolve to a net zero future.

To achieve the net zero goal alone—there is an annual funding gap of \$3.8 trillion. It will take the collective power of government, private capital, and philanthropy to address this gap with urgency. Impact investing and philanthropy have an essential role to play in filling the funding gaps that traditional investors and government cannot address.

The Impact of a Women’s Ecosystem Supporting Women Founders

Our greatest differentiator as investors is the power of the How Women Lead ecosystem and the commitment of our limited partners to support the portfolio companies with access. Historically women and people of color have been largely hindered by a lack of access to power and influence. Our LPs and our network are committed to the success of the founders. They serve as subject matter experts as we evaluate companies, and they serve as advisors and board members for portfolio companies after investment. And together we have:



Summary

The impact of bringing together women investors to invest in female founders has a tremendous multiplier effect. Jobs, leadership, climate solutions, wealth creation, and solutions we need are just the start of the impact we realize at How Women Invest.

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Articles/Studies

- <https://www.thecorporategovernanceinstitute.com/insights/news-analysis/companies-with-good-esg-perform-better/>
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- <https://www.thecorporategovernanceinstitute.com/insights/news-analysis/companies-with-good-esg-perform-better/>

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