

## CAPACITY BUILDING MODEL

### Priority beneficiaries

Mothers + women who are pregnant, homeless, veterans senior citizens, or of color.

### → ENDOW



Grants and entrepreneurship insurance for women so that they can take the risks needed to show a return on investment.

We aim to prove that such investments can enable women to help themselves, their families, and their communities become stronger, wealthier, and healthier.

### → EDUCATE



Ongoing leadership and skill training for funding recipients, as well as larger scale convenings to "Bring Happiness to Entrepreneurship."

We aim to build deep social capital and foster individual resilience and persistence for female entrepreneurs whose journeys foster dignity and equality in the world.

### → ELEVATE



Platform to raise the voice of women entrepreneurs through storytelling and speaking opportunities, giving visibility to their unique successes, challenges, and learnings.

## LOOKING AHEAD

- Raise \$500,000 by the end of 2018
- Impact 100,000 women by the end of 2019
- Vet startups for future investment by Happy Woman Fund

*Mothers are a powerful workforce that, if tapped, would unleash a torrent of intellectual capital, driving our societies and economies forward.*

**Zubaida Bai**



**Catalyzing the next wave of changes that enable women to achieve their entrepreneurial dreams, and wield public influence at a grand scale to create a stronger, happier, and healthier tomorrow for generations to come.**

Women—especially mothers—are underrepresented in the world of entrepreneurship. Yet womanhood and motherhood are assets to the economy, and to society. We need more than empowerment and celebration. We must overcome both internalized and institutionalized bias with real resources and financial support that remove barriers. We need to normalize a new narrative demonstrating the powerful truth that while women are currently underestimated, they're amongst the best startup founders today, doing more with less.

## WHAT NEEDS TO CHANGE

- Seventy percent of current women-owned, small and medium-size businesses in the developing world can't access the financing they need.
- A Princeton study found that when a female professional has a child, she is perceived as a little warmer and friendlier, but a lot less competent than she was before.
- Mothers lose about 7% of their earning ability for every child and are offered about \$11,000 less for a starting salary than identically qualified people without children.

"Tell me who has more resilience and grit than a mother who has rocked a screaming, colicky baby through the night, after months of sleeping no more than two hours at a time, and then gets up in the morning with a spring in her step because that's what mothers do. In short, motherhood makes us ninjas. And ninjas are an asset in any workplace."

Sarah Lux-Lee