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.

“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