

Fourth Annual We Own It Summit 27-28 June 2013 | London

Sponsorship Opportunities

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Summit Overview

The We Own It Summit was established to explore women's participation in high-growth businesses and identify the solutions that move us forward into the decade of the women entrepreneur

We know the **motivations**

We know the **metrics**

We know the **money**

We know the **myths**

We come together to own the **solutions**

Summit Leadership

The Summit is organized by **Astia**, a global not-for-profit organization that propels women's full participation as entrepreneurs and leaders in high-growth businesses, fueling innovation and driving economic growth.

The Summit is planned in conjunction with the **Collaboration**, a group of over 70 organizations around the globe representing a cross-section of entrepreneurs, investors, academia, government, media, non-profit and industry organizations.

Launched in 2010 by the Ewing Marion Kauffman Foundation and Astia, the Collaboration is committed to breaking down barriers for women in high-growth entrepreneurship.

Participants

- By invitation-only to leaders of organizations and institutions advocating, promoting, accelerating and researching women's participation in high growth entrepreneurship.
- Key participants include Lesa Mitchell of The Ewing Marion Kauffman Foundation, Sharon Vosmek of Astia, Simone Brummelhuis of The Next Women, Adriana Gascoigne of Girls in Tech, Shaherose Charania of Women 2.0, Janet Hanson of 85 Broads, Jo Anne Miller of Golden Seeds, Dr. Patricia Fletcher of IBM, and Teresa Nelson of Simmons College School of Management along with more than 70 organizations.
- Past keynote speakers have included: **Cherie Blair**, CBE, QC, United States Treasurer **Rosie Rios**, IBM Fellow Emeritus **Nicholas Donofrio** and Dr. **Helga Breuninger**. 2013 Keynotes include **Helena Morrissey**, CEO Newton, Founder of 30% Club.

Summit Program

A two-day Summit

- The annual gathering of the Collaboration with the stated goals to drive collaboration, energize the global discussion, and create a roadmap for increasing women's participation in high-growth entrepreneurship.
- Comprised of conversations that explore women's leadership of high growth businesses, share recognizable paths to success, and identify the opportunities that move us forward into the decade of the woman entrepreneur.

2013 Format

- Salons** - exclusive designed for the WOI collaboration members to connect in conversation. Smaller group gatherings (4-30). Topics to be set by collaboration members.
- Keynotes** - open to the public. Keynotes are delivered by prominent thought leaders in the sphere.
- Awards Dinner** - open to the public. Celebrating the European VC firms most invested in women-run companies.
- Entrepreneur Competition**- highlighting the most promising women-lead companies ready for VC funding. Judges panel and audience choice awards.



Long Term Summit Goals

The We Own It Summit is designed to energize the global discussion and create a roadmap for increasing women's participation in high-growth entrepreneurship in the second decade of the 21st century.

2010-2020 | The Decade of the Women Entrepreneur

- Increase number of women investors
- Increase number of women high growth entrepreneurs
- Increase likelihood of success of business (growth stage)
- Get more women on public and private boards

Sponsorship Opportunity

- Opportunity to be recognized as a champion of the mission to break down barriers for women in high-growth entrepreneurship.
- Access and exposure to leaders of organizations and institutions advocating, promoting, accelerating and researching women's participation in high growth entrepreneurship.
- Experience long term ROI in the form of increased participation of women in the economy with a resulting growth in job creation and GDP.



2013 Sponsorship Tiers

Anchor Sponsor: GBP 100,000

- Branding as an anchor sponsor
- Unlimited passes to the event
- Speaking opportunities, including opening and closing remarks and introductions of keynotes
- Branding on the event website and in all materials as the anchor sponsor include a full-page ad (or equivalent) in the event program
- The opportunity to participate on the planning committee (including on-going monthly conference calls)
- The opportunity to lead a salon
- The opportunity to use sponsorship of the event in the sponsor's materials

Location Host Sponsor: GBP 60,000

- Branding as the location sponsor
- 5 passes to the event
- Branding on the event website and in all materials including one full-page ad (or equivalent) in the event program
- The opportunity to participate in the planning committee (including on-going monthly conference calls)
- The opportunity to lead a salon
- The opportunity to use sponsorship of the event in the sponsor's materials



2013 Sponsorship Tiers cont.

Premiere Event Sponsor (non-exclusive): GBP 30,000

- Branding as a premier event sponsor (*sponsor will be identified with a specific premium component of the event, i.e. VIP reception or event of sponsor choosing*)
- 5 passes to the event
- Branding on the event website and in all materials including a half-page ad (or equivalent) in the event program
- The opportunity to participate on the planning committee (including on-going monthly conference calls)
- The opportunity to contribute to the design of and lead a salon
- The opportunity to use sponsorship of the event in the sponsor's materials

Entrepreneur Showcase Sponsor: GBP 15,000 (GBP7,500 to support event; GBP7,500 to go to winning company)

- Branding as the Entrepreneur Showcase sponsor at the event
- 3 passes to the event
- Branding on the event website and in all materials including one half-page ad (or equivalent) in the event program
- The opportunity to participate in the finalist selection process (companies will be pre-screened May & June and finalists announced the week prior to the event)
- The opportunity to sit on a winner selection panel during the event
- The opportunity to use sponsorship of the event in the sponsor's materials

2013 Sponsorship Tiers cont.

Event Sponsor (non-exclusive): GBP 6,000

- Branding as an event sponsor (*sponsor will be identified with a specific component of the event, ie Lunch*)
- 3 passes to the event
- Branding on the event website and in all materials including a quarter-page ad (or equivalent) in the event program
- The opportunity to participate in a salon
- The opportunity to use sponsorship of the event in the sponsor's materials

Lunch Sponsor: GBP 3,000

- Branding as a lunch sponsor
- 2 passes to the event
- Branding on the event website and in all materials including a quarter-page ad (or equivalent) in the event program
- The opportunity to use sponsorship of the event in the sponsor's materials

Additional tiers starting at GBP 1,000 available upon request



Appendix: Additional Summit Detail

- The We Own It Summit is an arena where participants can discuss their goals, identify strategies, find opportunities for collaborations, build alliances, share research and findings, and create an agenda that can be pursued by all. **A specific outcome is to define key data to support policy recommendations to directly address the core challenges facing women entrepreneurs in high-growth sectors, and those who aspire to be.**
- Salons will address areas of concern to entrepreneurial women in high-growth businesses such as funding strategies including VCs, angels and non-traditional routes, innovative strategies, lessons learned from failures, translating research into practice on a global scale, the importance of gender diversity for corporate performance, demographic trends on girls and women with a focus on their interest in education pertinent to high-growth industries, the process of commercializing an invention and the importance of women on corporate boards, broadening networks and connecting with government and policy makers.
- We know that bringing together entrepreneurial women, their advocates and leaders in this manner creates new opportunities. How? By launching and solidifying linkages, the kind of connections that result in groundbreaking changes in policy and practice, the kind that generate jobs and increase the GDP of any nation where women establish their companies.
- As an annual event, the summit assembles the tangible measurements of progress. Summit conclusions and specific, measurable objectives for the next year are distributed post-summit so that the ideas generated within the summit are acted upon by policy makers and others who lead change.

Appendix: Statistics

- The motivations: Women are tremendously entrepreneurial and starting new businesses in the United States at two times the pace of men in recent years.
- The metrics: In the US, women account for over 50 percent of graduates from university, and women's participation in business and MBA programs has grown more than five-fold since the 1970s, and the increase in the number of engineering degrees granted to women grew almost 10-fold between 1971 and 2005; 82 percent of women university graduates are working; a venture capital fund with at least one women General Partner is 75 percent more likely to make an investment in a start-up led by a woman. ("Status of Women Academics in the Sciences and Engineering," Clayman Institute for Gender Research 2009; "Closing the Gender Gap," AACSB International 2009)
- The money: Women account for only 6 percent of the high income earners in the Fortune 500. Women CEOs accounted for less than 5 percent of venture capital-backed companies. Fewer than 10 percent of private equity General Partners are women. A woman is more likely to borrow from a bank (or use a credit card) than raise equity.
- The myths: Women lack the ambition to build high-growth companies. Women opt-out of their careers to focus on families. Small business ownership suits women who can't, don't or won't start high-growth companies. Family obligations prevent working women from maintaining or exceeding the pace of men.



Appendix: Collaborating Organizations

85 Broads	Diana Project	Northzone
ACTiVATE	Ewing Marion Kauffman Foundation	PSDNetwork, LLC
Alliance for Community Development	Girls in Tech	She's Geeky
Anita Borg Institute for Women Technology	Golden Seeds	Simmons College School of Management
Arizona State University	Gpbullhound	Smart Girls Way
Astia	Harvard Business School	Springboard Enterprises
Alliance of Women Entrepreneurs	Hatch network	Springworks
Bateau Ventures		StartOut
BioLauncher Ltd.	Illuminate Ventures	SVB Financial
Breakthru Center	Imperial College Business School	The Clayman Institute for Gender Research
Capital Perception	Inforum	The Next Woman
Centre for Women's Enterprise and Employment	International Museum of Women	The Op Ed project
Criterion Ventures	Leah Edwards Consulting	Tier One PR
CSU Northridge	MIT	WeConnect Europe
Delta Economics	NCWIT	Women 2.0
	New York Entrepreneur Week	Women Equity for Growth
		Women President Organization