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**Media Contacts:**

Cordelia Meacher , +44 7961 311080, [cordelia@fieldhouseassociates.com](mailto:cordelia@fieldhouseassociates.com)  
Victoria Pettibone, +1-917-482-4733, [vpettibone@gmail.com](mailto:vpettibone@gmail.com)

**Fourth Annual We Own It Summit Returns to London to Highlight and Explore  
Women's Participation in High-Growth Enterprises June 27-28**

*Sallie Krawcheck, Helena Morrissey, Nicola Horlick, Ruth Owades, Janneke Niessen to  
offer keynotes and VC Awards & Global Pitch Winners Announced*

**(LONDON, UK)** 11 June 2013 – The number of women starting new companies is growing and yet less than 5% of VC funding is invested in women-led companies. Women's participation in business and MBA programs has grown more than five-fold since the 1970's and yet women account for only 6 percent of high income earners in the Fortune 500 and only 16.6% of their boards.

"However, those female entrepreneurs who are successful at accessing networks and capital perform on par with their male counterparts," commented Sharon Vosmek, Astia CEO. In an ongoing commitment to women high-growth entrepreneurs, a global collaboration of women and men, named We Own It, seeks to address the barriers facing women high growth entrepreneurs and identify the paths to success for women in all stages of high-growth business: from new entrepreneur to CEO to corporate board member.

"Despite ample evidence that greater diversity in senior management and on boards is good for business, the progress of women in business has plateaued," commented Sallie Krawcheck, owner of 85 Broads and former senior bank executive and dinner keynote for this year's Summit. "The We Own It Summit tackles this issue from the angle of women high-growth entrepreneurs, highlighting what I believe to be a key factor to progress: increasing investments in women."

Now in its fourth year and in London for the second time, the We Own It Summit ([www.weownitsummit.org](http://www.weownitsummit.org)) on June 27<sup>th</sup> and 28<sup>th</sup> convenes visionaries, thought-leaders, idea generators, game-changers and disrupters to identify paths of success for women high-growth entrepreneurs.

**Keynotes include:**

**Sallie Krawcheck**, former President of Global Wealth & Investment Management for Bank of America US Trust. Frequently included on Forbes' and Fortune's *Most Powerful Women in Business* lists who recently acquired 85 Broads, a global network of over 30,000 women.

**Helena Morrissey**, CEO of Newton Investments and Founder of the 30% Club. Named the Financial News 'Most Influential Woman in European Asset Management' in 2010, recently appointed chairman of the Royal Academy's Corporate Board.

**Ruth Owades**, Entrepreneur, CEO and Corporate Director, Founder of Calyx & Corolla and Gardner's Eden, lauded by Business Week as "Best Entrepreneur" for revolutionizing the fresh flower distribution business.

**Nicola Horlick**, Chairman of Rockpool Investments, LLP, innovator in new investment vehicles, particularly for the film industry.

**Janneke Niessen**, Co-Founder/CIO Improve Digital, Online Media Woman of the Year 2011, Top 25 Hottest Women-Led Global Start-ups 2012, The Next Women top 100 most successful business women 2013.

Keynote Panel Moderator: **Jonathan Moules**, Enterprise Correspondent, Financial Times

"We Own It is a unique opportunity to connect with accomplished entrepreneurs, aspiring entrepreneurs, and individuals in all fields who are passionate about helping women entrepreneurs reach their goals," said Ruth Owades. "It is an honor to be part of this global gathering of smart, accomplished, dynamic individuals who share the same objectives."

The agenda includes 15 round table discussion "Salons" around specific challenges and opportunities facing women in high-growth businesses along with 4 one-on-one conversations around similar themes. A **Global Pitch Competition**, organized by Astia & TheNextWomen will showcase five startups selected from an international application pool of over 100 companies who are competing for a cash prize sponsored by the UK Technology Strategy Board, Microsoft and Astia Angel. The finalists are:

**Eniware (US)**

Portable, power-independent, low-cost medical instrument sterilization device will be used in developing countries and disaster response.

**iLost (Netherlands)**

iLost returns lost property to the owner. 5 times greater chance that a lost item is refund and takes away the lost & found hassle for organizations.

**Optensity Inc. (US)**

AppSymphony enables data scientists to build big data analytics and execute across multiple clouds creating an App Virtualization layer.

**SEaB Energy (UK)**

Patented, award-winning, automated micro anaerobic digestion system in a 40' container, which converts organic waste into energy on any site.

**Virtual Proteins (Netherlands)**

Virtual Proteins BV helps (neuro)-surgeons plan and perform better and more safely on complex interventions. The product *VP Reveal* is on the market and ready to go global.

Said Simone Brummelhuis, Founder at The Next Women: "Female entrepreneurs need access to capital and the appropriate networks to achieve their high growth aspirations. With the Global Pitch Competition, we increase the visibility of these exceptional women founders towards the investor eco-system, which - we know- increases their possibility of successful funding rounds."

The Thursday night **Tipping Point Awards Dinner** will celebrate the European VCs that have made the most investments in women-led or founded companies in 2012 according to Dow Jones VentureSource. The winner for Venture Capital Firm is **High-Tech Gründerfonds Management GmbH** and for Corporate Venture is **Telefonica Digital Venture Capital and Wayra, the Accelerator of Telefonica**.

"Thomson Reuters is proud to sponsor the We Own It Summit and to support its vision through participation, information and insight on a topic of such importance to the global business community," said Kimberley Cole, Global Head of Marketing Operations, Financial & Risk, Thomson Reuters.

The We Own It Summit is hosted by convening organization Astia and sponsored by Platinum Sponsor Thomson Reuter, Silver Sponsor Dentons; and Bronze Sponsor Bloomberg. The We Own It Summit Global Pitch Competition is sponsored by Gold Sponsor Technology Strategy Board, along with Partner Sponsors Gust, Astia Angel, and Startup Weekend. Media Partners of the We Own It Summit are The NextWomen and FieldHouse Associates and the Hotel Partner is Grange St. Paul's Hotel.

**Venue and Registration:** June 27<sup>th</sup> and 28<sup>th</sup> at the Grange St. Paul's Hotel, 10 Godliman Street, London. See [www.weownitsummit.org](http://www.weownitsummit.org) for full schedule details and to register. Tickets: GBP 370 for two day summit. A la carte tickets available for Thursday morning Global Pitch Competition (free to qualified investors, suggested donation for public), Thursday Lunch & Keynote Panel with Nicola Horlick, Janneke Niessen, Ruth Owades (GBP 35), Thursday Tipping Point Awards Dinner with Keynote Sallie Krawcheck (GBP 100), Friday Lunch Keynote with Helena Morrissey (GBP 35).

#### **The We Own It Collaboration:**

The We Own It Collaboration includes: 85 Broads, ACTiVATE, The Alliance of Women Entrepreneurs, Angellab, Astia (Founding Member), Astia Angel, Bailey Fisher Executive Search, Bateau Ventures, BioLauncher Ltd., Center for Entrepreneurial Studies at Stanford University, The Center for Women's Entrepreneurial Leadership at Babson College, Delta Economics, Enterprising Women, Entrepreneur Weekend, Ewing Marion Kauffman Foundation (Founding Member), FYSE, Girls in Tech, Global Invest Her, Golden Seeds, Illuminate Ventures, Imperial College Business School, Inforum Center for Leadership, IOME Group, Lucas Point Ventures, Maryland Center for Entrepreneurship, Mutual Benefits, NACUE, National Center for Women & Information Technology (NCWIT), PSDNetwork LLC, Simmons College, Slalom Consulting, Societal Organisation for Feminine Impact & Achievement (SOFIA Foundation), Springboard Enterprises, Springworks, Startup America Partnership, Startup Weekend, The Clayman Institute for Gender Research at Stanford University, The NextWomen, The Story Exchange, Tier One Partners, Train 2000, U.S. Black Chamber, Inc., Women 2.0, Women 4 Technology, Women on Boards, UK, Women Presidents' Organization.

**About Astia** (Convening Organization of 2013 We Own It Summit)

Astia ([www.astia.org](http://www.astia.org)) is a global not-for-profit organization with a distinct focus and mission – to propel women’s full participation as entrepreneurs and leaders in high-growth businesses, fueling innovation and driving economic growth. Guided by a proven philosophy that gender diversity is an essential element of innovation, Astia works with startups around the world as they access capital, grow their businesses, and hone the leadership skills of their founding teams.

The Astia model of engaging a community of over 4,000 experts to the benefit of the select startups it serves has resulted in an exceptional success rate: since 2003, over 60 percent of companies that have participated in the Astia Investor Forums have secured funding or achieved an exit within one year of presenting, totalling more than \$1 billion raised and 29 exits, including two IPOs. Headquartered in San Francisco, Astia delivers programs for entrepreneurs in Silicon Valley, New York, London and India. Astia is generously supported by the following sponsors: The Ewing Marion Kauffman Foundation, The Three Guineas Fund, Fenwick & West, Dentons, Silicon Valley Bank, Moss Adams, Microsoft, SAP, Lowenstein Sandler, Cisco, AOL, Wells Fargo, The Althea Foundation, Gust, Salesforce, ideaSpace, Andreessen Horowitz, Prolog Ventures, Golden Seeds, Illuminate Ventures, Alloy Ventures, Opus Capital, AOL Ventures, SAP Ventures, Asset Management, StarVest Partners as well as the generous support of individual donors. For more information, visit [www.astia.org](http://www.astia.org) and follow the organization on <http://www.linkedin.com/company/astia> and <http://www.facebook.com/astiaglobal> and <https://twitter.com/astiaglobal>

#### **About The Next Women**

[TheNextWomen.com](http://www.thenextwomen.com) (<http://www.thenextwomen.com>) is an international online magazine, cross-media business development platform about women in business reaching more than 100.000 women leading, investing or founding start-ups and growing businesses in the US, UK, India and Europe. Since 2009 and across Europe it has been organizing numerous Pitch events benefitting more than 2000 women-led companies to gain contacts with and advice & funding from investors, experts and experienced entrepreneurs with excellent results. The Pitch events have been nominated and shortlisted by the European Training Foundation as best practice training for access to capital for female entrepreneurs. TheNextWomen is supported by Dell, Microsoft, ABNAMro, the Ministry of Economic Affairs of the Netherlands, Orrick law offices, XS4All, and many more. Membership to The Next Women is possible for non-paying and paying subscribers, dependent on the information and services required. Via <http://www.thenextwomen.com>, all social media channels are available.

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