



# womenfounders represent

November 19th, 2020



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On November 19th, 2020, Women Founders Represent was held as a virtual event showcasing women entrepreneurs accelerating the future of voice technology. A live panel of VC experts deliberated over a series of startup pitches, and awarded winners with life-changing investment opportunities.



# Panelists

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"Diverse leaders hire diverse teams. As a result, the full diversity and breadth of our end customers get served better, and the products and services get better, and are representative of the society at large."



**Kamila Rakhimova**

Head of  
Alexa Startups

"It starts with us listening and empathizing and better understanding where we can have a bigger impact."



**Zain Gulamali**

Venture Investor

"At Amazon we know all meaningful innovations sometimes take years before they are understood and adopted by the market segment. We are actually willing to be misunderstood in the beginning so that we can move forward and prove a different business model or idea. Take a long view of innovation, many of these founders shared the long view of innovation along with us."



**Miriam Daniel**

VP of Echo Devices  
& Alexa Skills Tech







"We're in the early stages that the companies that they are building are not what they want. This is causing people to reflect and engage candidates of different backgrounds to make it better places of work."

**Charles Hudson**

Founder & Managing Director  
Precursor Ventures



"Follow the money. Diversity only matters if it goes up and down the chain. It can't just be at the lower employee level, it has to be at the top of the company. It can't just be in the founder level, it has to be the main founder level. It has to be equitable. It has to go up and down the cycle before the cycle is complete and can stand on its own."

**Dayna Grayson**

Co-founder & General Partner  
Construct Capital



"Diversity is a fact. You need the data. Inclusivity is a choice. Employers choose. Belonging can be enforced by a culture you purposely create. What culture are you creating? Do they feel like they belong and are accepted? If you really care, everyone should be able to bring their best self to work. Can everyone bring their best self and do their best work? Human capital is the most important asset that a company has."

**Laurie Yoler**

General Partner  
Playground Global





"Your leadership will inspire other founders, break barriers and lift more women into positions in power. Representation matters."

**Pam Kostka**

CEO  
All Raise



"As you think about your own business, work to understand the ultimate goal, and capitalize on the opportunities while also working on mechanisms to support your growth. Don't wait for anyone to hand you anything, believe in yourself and go after it. Make that bet on yourself."

**Mimi Swain**

CRO  
Ring



"This is the beginning of a big trend and will take a lot of effort. It is definitely not enough yet. We all understand that diverse companies and diverse teams produce better returns, and better outcomes for investors and society."

**Renata Quintini**

Co-founder & Managing Director  
Renegade Partners



# What Our WFR Founders Said

women founders represent



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**Joanna Smith**  
AllHere

"This year, 25 million students in the US alone failed to attend school compared to 8 million students pre-COVID. Students who do not attend school regularly disproportionately come from underserved context and communities of color."



**Valerie Song**  
AVA Technologies

"1 in 5 people are trying to grow food for the first time due to the pandemic."



**Anya Babbitt**  
Mella Pet Care

"The rise of telemedicine during COVID, and increased pet adoption, on top of the 190 million cats and dogs in the US, has given us a unique opportunity to partner and integrate with

several large telehealth platforms, creating a seamless experience for vets and pet parents."



**Gabriella Silva**  
Esportudo

"There are almost a billion Latinos globally and over half identify as fans of sports, and over 40% of these fans are reading, watching and listening to sports content on a daily basis. That is 345 Million Super fans struggling to keep up with their sports coverage every single day."



**Doll Avant**  
Aquagenuity

"The long term health impacts of poor water qualities are heart, kidney problems, diabetes, Alzheimer's and even cancer usually set in without us noticing, because the way we monitor water quality hasn't changed in 100 years."





**Daniela Izquierdo**  
Foodology

"The opportunity in Latin America is huge. The delivery market is large and expected to double in the next 5 years reaching over \$20 Billion. Most of this growth has been driven by the success of delivery apps, which will continue growing exponentially."



**Pree Walia**  
Preemadonna

"Creativity is a fundamental human need, it is also a lucrative \$135B market that spans categories like beauty, body, and arts and crafts."



**Siqi Mou**  
HelloAva

"We believe there will definitely be another billion dollar idea in the beauty market and

it won't be a single skin care brand, rather it should be an overarching platform that helps customers find their best fits. Personalization is the number one trend in beauty and will be the key driver of this industry in the next decade."



**Mouna Elkhatib**  
AONDevices

"The digital world is overwhelming our senses. Evolution hasn't trained us to process so much information. Losing touch with reality while listening to music could cost us our lives if we are not paying attention to the background sounds."



**Devshi Mehrotra**  
JusticeText

"I was angered by the inequity so prevalent in our criminal justice system and promised to myself that I would try to make a difference."

# What Our WFR Founders Said

# What Attendees Said

Congratulations to all the Founders who pitched today. So impressed with your ingenuity to identify a pain point and come up with innovative solutions. You are inspirations to all of us!

- Daniella

"The future is certainly bright for these startups."

- Rose

"Mobility would promote more frequent engagement as people leave their neighborhoods and encounter new water districts."

- Chris



# What Attendees Said

I think AON will have an incredible market opportunity the more voice adoption happens across the IOT.

- Anna

"Preemadonna has great customer interaction!"

- Casey

"We're moving toward a future where we monitor water quality in real-time."

- Chris

"The impact you are having Joanna is incredible! It will really make a difference in the lives of kids."

- Elizabeth

# Industry Insights

## Water Treatment

“Every year, more people die from unsafe water than from all forms of violence, including war.”

Source: United Nations

## Maker Movement

“5000 BC — Although the exact origin of nail treatments is murky, many sources say it began in India as women dyed their fingertips with henna — a practice that continues to this day.

3000 BC — The Chinese formulated a complex lacquer of gum arabic, gelatin, beeswax, vegetable dyes, and egg whites. Crushed orchid and rose petals helped to produce shades from pink to red, but the solution had to be applied to the nail for hours, and sometimes even overnight, to produce a properly pigmented effect.

600 BC — Aristocrats during China’s Chou Dynasty preferred a showier gold or silver on their lengthy nails. Blinged-out and bejeweled nail guards protected their nails, which were symbolic of wealth and leisure.”

Source: The Illustrated History Of Nail Art by Gloria Chang

## International Sports

“Scientists have found that being a sports fan can be good for your emotional, psychological and social health.”

Source: CNN



## Skin Care Tech

"At a weight of about eight pounds and an area of some 22 square feet, skin is the largest organ of the human body. The skin renews itself every 28 days. Because the human body is made up of about 60 percent water, without our skin, we would literally evaporate."

Source: Baycare

## Gardening

"There is increasing evidence that exposure to plants and green space, and particularly to gardening, is beneficial to mental and physical health, and so could reduce the pressure on NHS services. Health professionals should therefore encourage their

patients to make use of green space and to work in gardens, and should pressure local authorities to increase open spaces and the number of trees, thus also helping to counteract air pollution and climate change."

Source: Royal College of Physicians

## Ghost Kitchens

"According to Euromonitor, ghost kitchens could create a \$1 trillion global opportunity by 2030 by enabling cheaper, faster and more reliable delivery. Segments that could see increased Ghost Kitchens include drive-thru service takeaway foodservice, ready meals, packaged cooking ingredients, dine-in food service, and packaged snacks."

Source: Restaurant Business

## School Absenteeism

"More than 15 percent of all students in the United States are chronically absent. Students in poverty are 45 percent more likely than their nonpoor counterparts to have a chronic disability, 41 percent more likely to have a serious disease, and 85 percent more likely to have a hearing and/or vision problem — the three categories with the highest levels of chronic absenteeism."

Source: Brookings



## Pet Health

“There are many health benefits of owning a pet. They can increase opportunities to exercise, get outside, and socialize. Regular walking or playing with pets can decrease blood pressure, cholesterol levels, and triglyceride levels. Pets can help manage loneliness and depression by giving us companionship. Most households in the United States have at least one pet.”

Source: CDC - Center for Disease Control and Prevention

## Edge Processing

“According to Deloitte, Edge AI portion of a smartphone SoC is only about 5 percent of the total area, about US \$3.50 of the total cost, and would use about 95 percent less power than the whole SoC does. With edge AI chips, machine learning capabilities can be done better, run faster, and use less power.”

Source: Deloitte

## Racial Justice

“People of color are more likely to become entangled in the criminal justice system. Among black males born in 2001, one in three will go to prison at some point during their lifetimes; one in six Latino males will have the same fate. By contrast, only 1 out of every 17 white males is expected to go to prison.”

Source: DOJ