

IMAGINE

CREATE

DREAM

**GenHERation™**

BELIEVE



CHANGE  
THE  
WORLD

[www.genheration.com](http://www.genheration.com)

# Problem: The Power Paradigm

- Although women now outnumber men in earning collegiate degrees, gender disparity exists in leadership positions in the United States
  - 18.5% of the seats in Congress
  - 5% of Fortune 500 CEO positions
  - 26% of college presidencies
- The United States currently ranks 75<sup>th</sup> on the list of Women in National Parliaments, behind Rwanda, Iraq, and Pakistan
- Women continue to make \$0.77 for every dollar a man makes
- **Solution:** Girls must be told at an early age they have the ability to become influential leaders before they fall victim to their own self-doubt

Leadership in High School



Collegiate and Professional  
Advancement

# A Female Empowerment Network

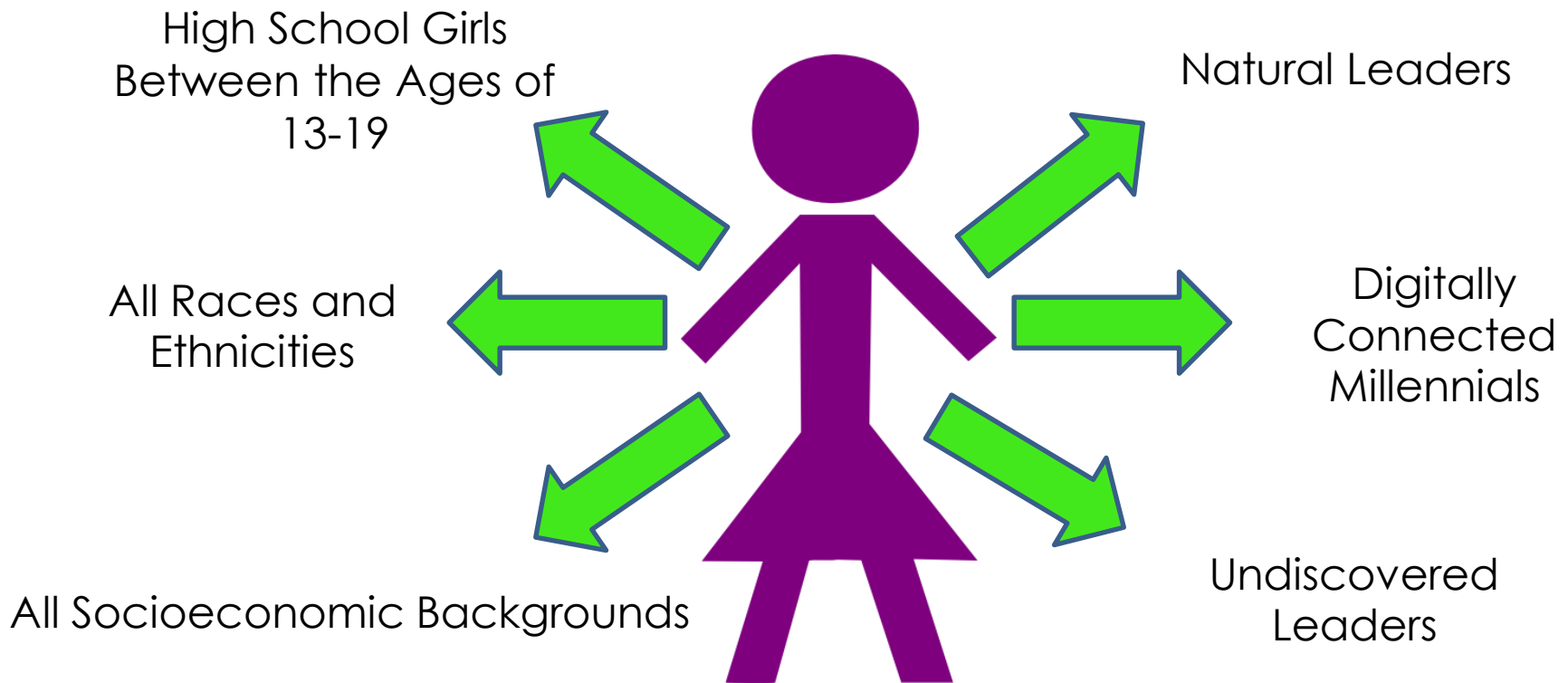
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- GenHERation is a female empowerment network for high school girls that inspires them to become catalysts of social change
- Girls have the opportunity to work with national corporations and nonprofit organizations to launch advocacy campaigns
- This process is supplemented by an online platform that provides access to:
  - Informative content
  - Female professionals
  - Skill-building activities
  - Scholarships



# Target Audience

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- **Market Size in the United States:** 15,000,000 girls
- **Market Research:** Conducted experimental programming with 5,000 girls

# March-August 2015

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- 1. Continue National Expansion
  - Visit schools
  - Recruit sponsors
  - Produce daily content
  - Film videos of female professionals
  - Develop the next iteration of the website
- 2. Plan for the GenHERation Summer Leadership Series 2015
  - Host leadership workshops in 10 cities across the United States to engage the GenHERation community
- 3. Prepare to incorporate program into more schools in the fall
  - Evaluate the data from the summer program to refine our service offerings for the upcoming school year
- Expected Development Cost: \$150,000

# Company Leadership

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- Katlyn Grasso – Founder/CEO
- Senior at the Wharton School from Buffalo, NY
  - Concentrating in finance and strategic globalization
  - Member of Wharton Venture Initiation Program
- Entrepreneur passionate about inspiring societal innovation
- Managing Practice Leader of the Wharton Small Business Development Center
- Co-President of Wharton Ambassadors
- Turner Social Impact Society Fellow
- National Student Ambassador for Women in Toys
- 2014 Wharton Venture Award Winner

