



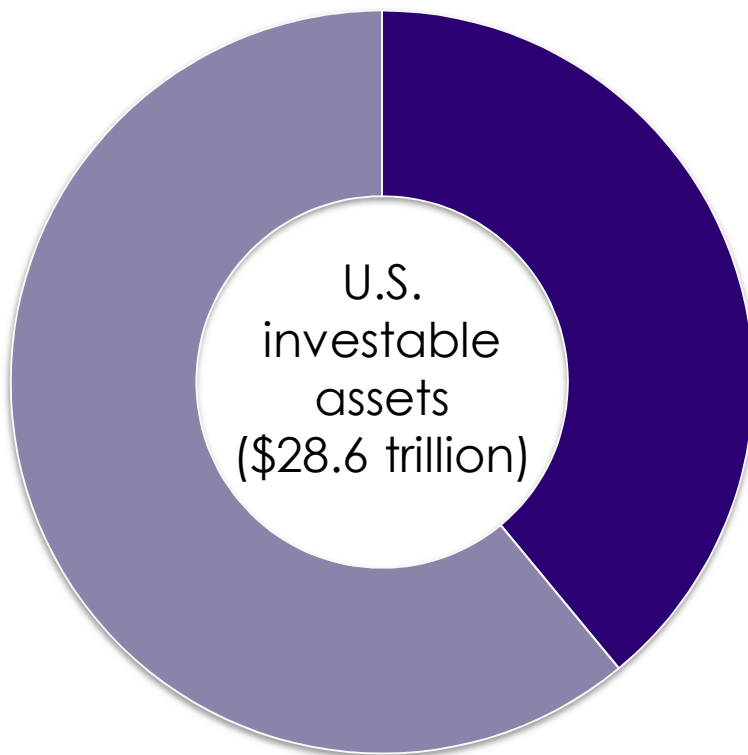
**True Wealth**  
VENTURES

# **The Next Big Opportunity: Women as Investors and Investments**

CFA Society – Dr. Sara T Brand

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

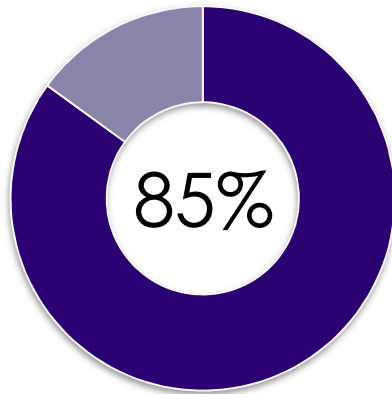
# Women = Next Global Economy



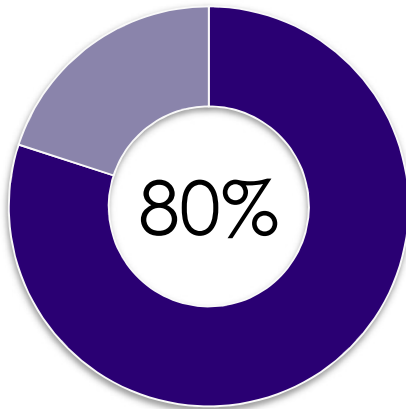
Women control 39%  
(\$11.2 trillion)



Estimated that by **2030**,  
women will control as  
much as **two-thirds of  
the nation's wealth**



**consumer purchase decisions**

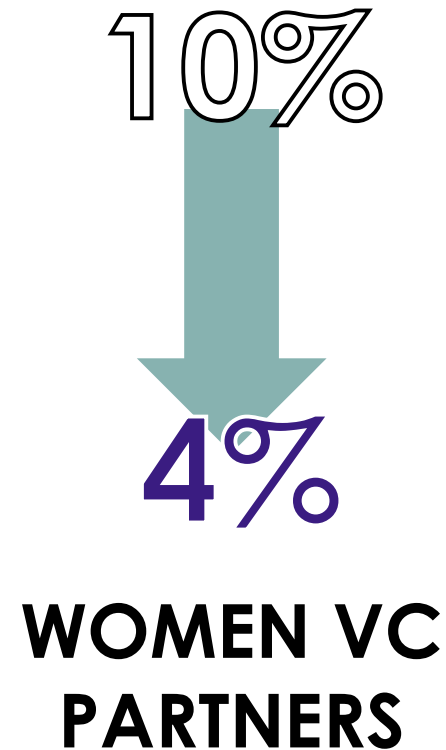
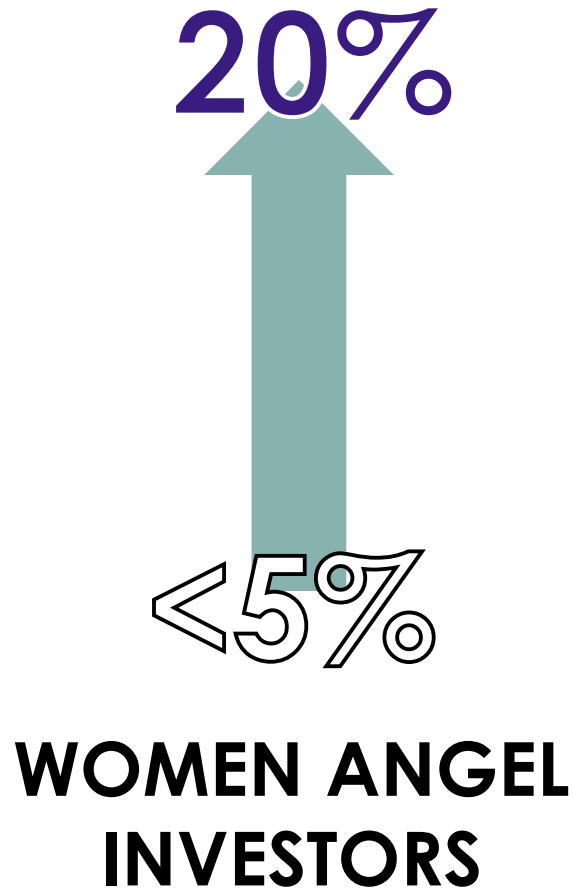


**healthcare decisions**

**...made by women.**

Source: Marketing Zeus, US Dept of Labor, Center for Talent Innovation

# Women Investors, By the Numbers



Source: New Hampshire Center for Venture Research

# Why the Imbalance?

U.S. women are as **financially literate** as men

Yet

**44%** *Less likely than U.S. men to consider themselves knowledgeable*

# **Women Investors Are:**

**Better calculated risk takers**

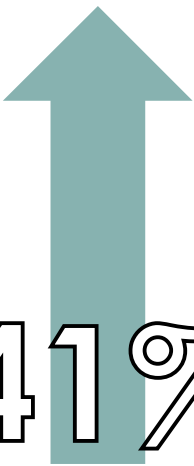
**Less prone to over-confidence**

**More likely to outperform**

Source: *Women of The Street: Why Female Money Managers Generate Higher Returns*




# Large Public Companies



41%

**ROE**



56%

**EBIT  
MARGIN**

Source: McKinsey & Company

# In the Board Room

4.2%

CEOs of Fortune 500  
companies

16.9%

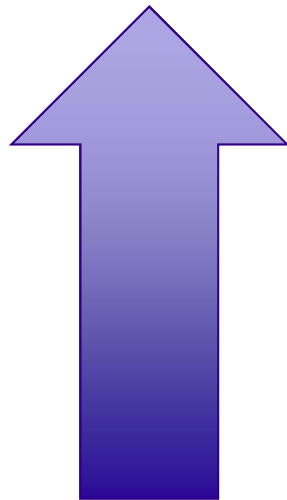
of Corporate Board  
seats

14.6%

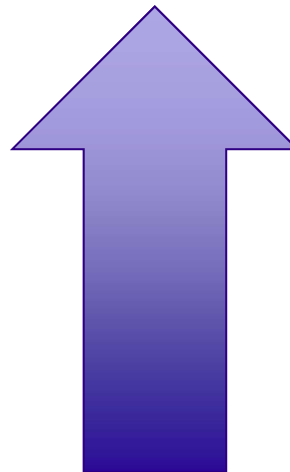
Executive officers  
positions

**...are women.**

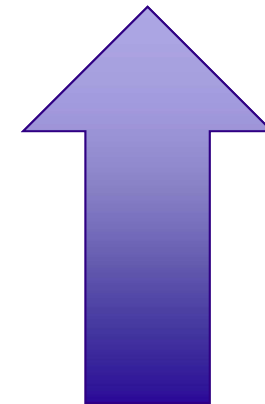
**Despite evidence in recent studies showing outperformance by**



**84% ROS**



**60% ROIC**



**46% ROE**

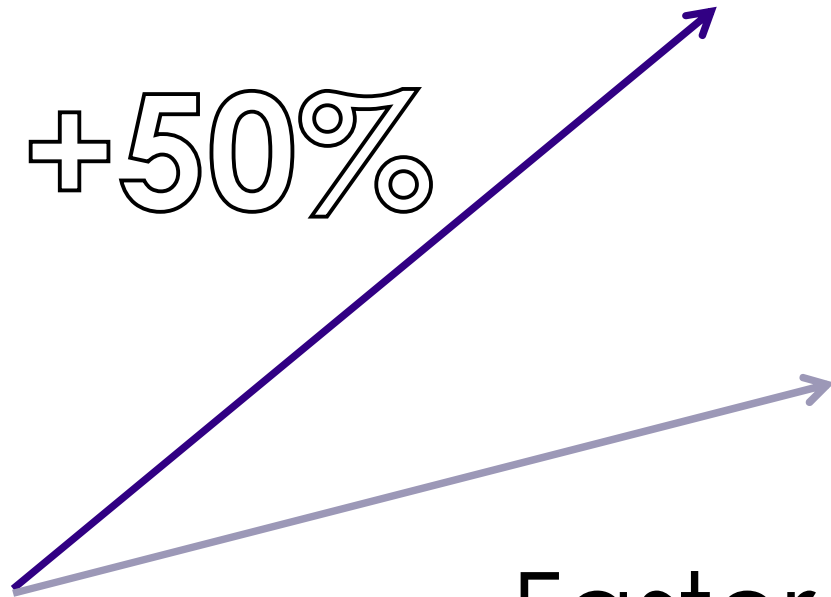


Source: Fortune; Catalyst



# Small Businesses


+50%




Faster revenue  
growth

Source: American Express

# Venture-Backed Startups



35%  
**ROI**



12%  
**REVENUE**

...while using 33% less capital

“I don't have a single company run by a man right now that's outperformed the ones run by women.”

**-Kevin O'Leary of Shark Tank,**

**After asking his staff to see what all of the companies providing returns to his portfolios had in common, and it found they were all led by women.**

# VC Disconnect

<3%

**VC-backed companies  
with a woman CEO**

---

**VC dollars to companies  
with a woman CEO**

# VC Disconnect

1%

Women partners making investment decisions

Source: Fortune



“Venture capital firms with women partners are twice as likely to invest in a company with a woman on the management team and three times as likely to invest in a company with a woman CEO.”

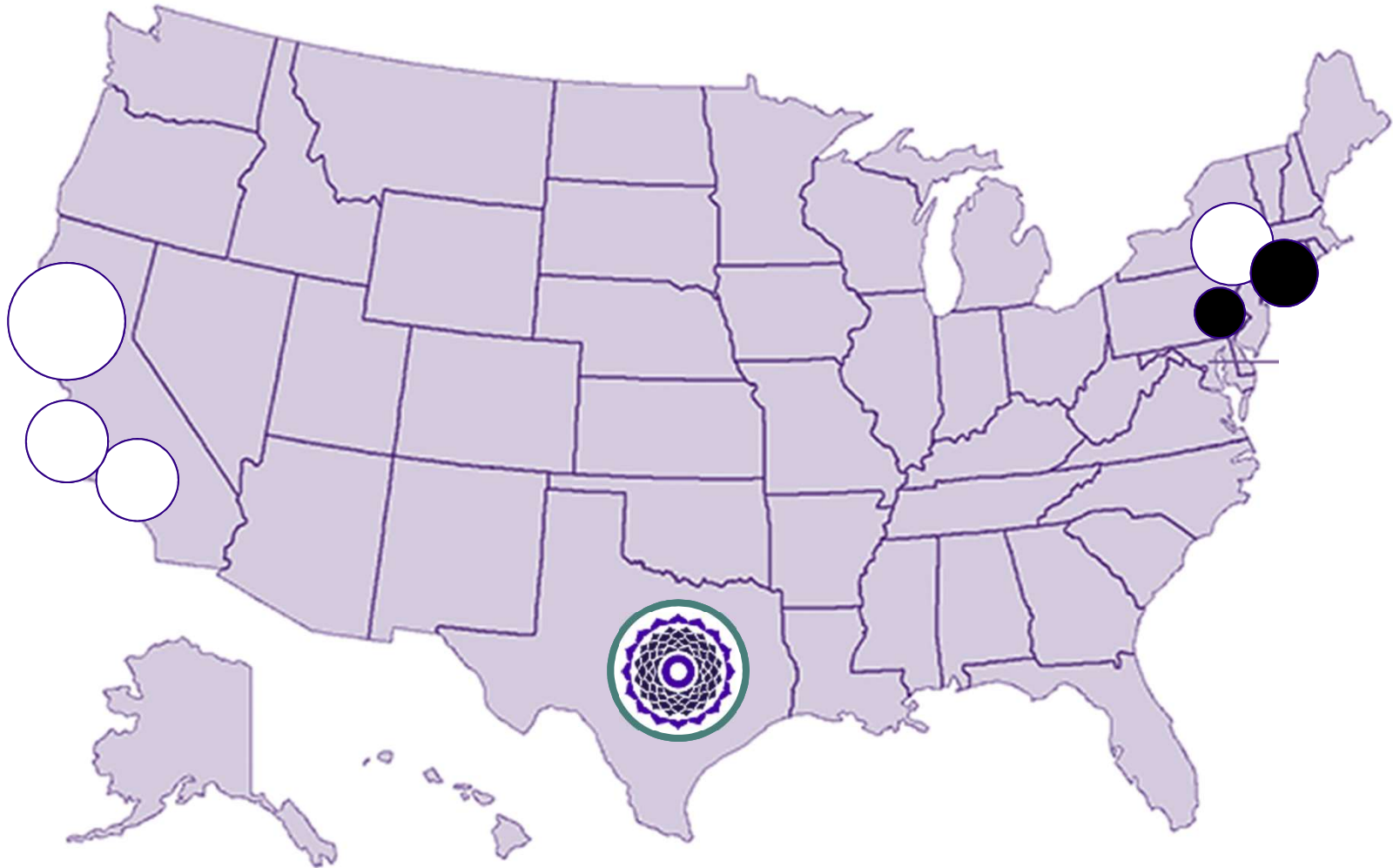
**- *Rock Heal+h***

# When Women Invest in Women

Women-led startups have  
32.1% greater chance of an  
exit when funded by women  
VCs.

*- Harvard Business Review*

# Open Opportunity



Source: Springboard



# Women Entrepreneurs are BIG in Texas

San Antonio is #1,  
Houston is #2 and  
Dallas is #4 in terms  
of the greatest  
number of women-  
owned businesses  
[AmEx]

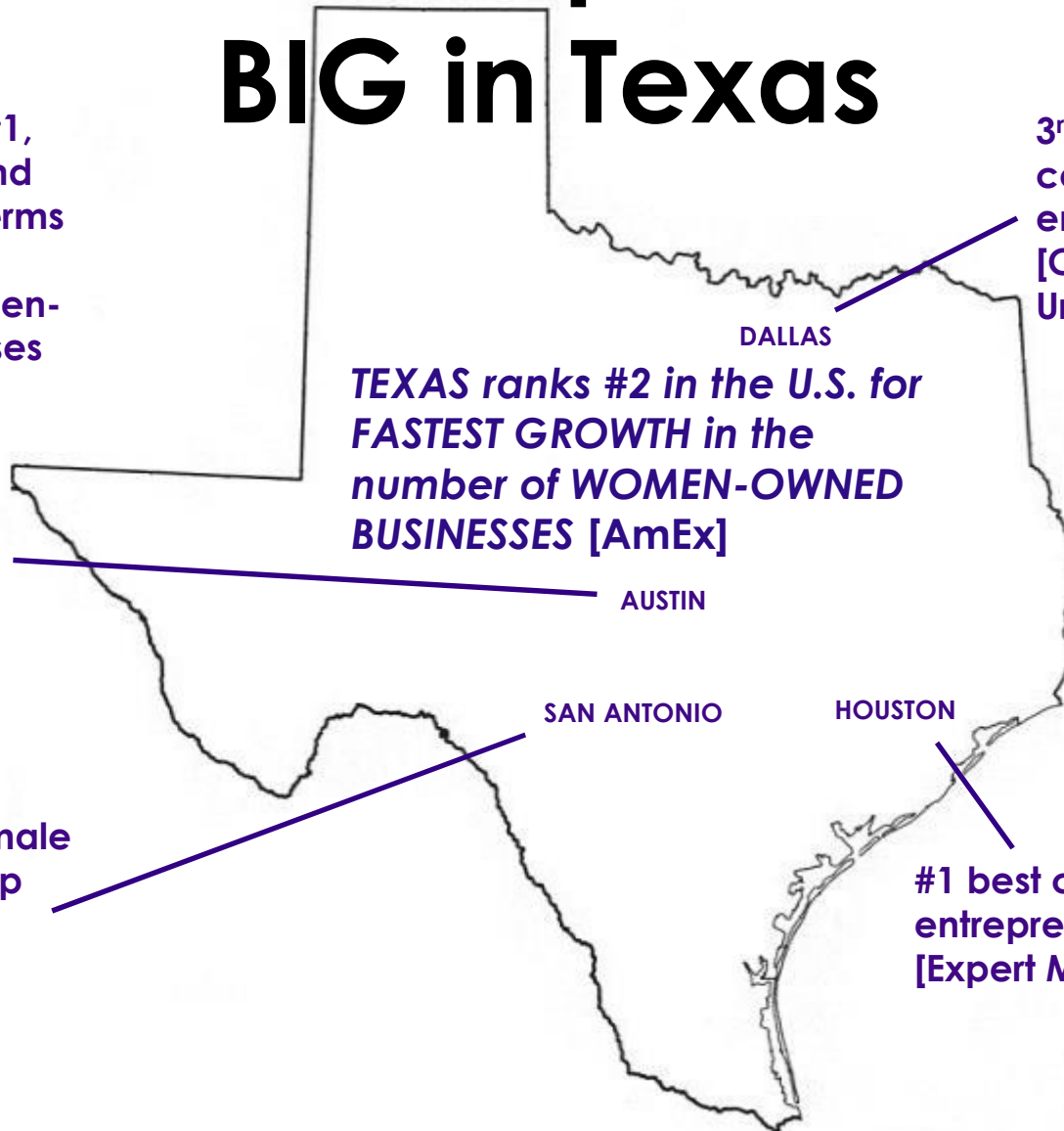
3<sup>rd</sup> best city in the  
country for women  
entrepreneurs  
[Center for an  
Urban Future ]

TEXAS ranks #2 in the U.S. for  
FASTEST GROWTH in the  
number of WOMEN-OWNED  
BUSINESSES [AmEx]

#1 in U.S. for  
startup activity  
[Kauffman]

#1 overall in female  
entrepreneurship  
[Wallet Hub]

#1 best city for minority  
entrepreneurs  
[Expert Market]



Sources: American Express Reports 2014 & 2016, WalletHub, Center for an Urban Future, Kauffman Index, Houston Business Journal

# Why Invest Now?

*“Companies with a female founder performed **63% better** than investments with all-male founding teams.”*

**-First Round Capital,  
Based on 10 yrs of seed-stage VC**

It's the right thing to do and  
economically a great thing to do.



# True Wealth

---

V E N T U R E S

*This presentation constitutes neither an offer to sell, nor a solicitation of an offer to buy, securities and may not be interpreted as either such offer by any recipient of this presentation, irrespective of the manner in which such recipient received this presentation.*



**THANK YOU**