

EQUITABLE INVESTING
PRACTICES FOR
GENDER PARITY

CAPITAL PARITY PROJECT

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MISSION

All women deserve the same consideration as men, no exceptions!

This means whether a woman is fundraising for her next Fund or her next big idea to build a company, she should not face the challenges that are in the market today.

The lack of Female Fund Managers and funding for Female Founders shows an egregious gap in the market with incredible opportunity to support and better the system. The core mission for Parity Capital is to work both from the top down and bottom up to increase capital access.



STRATEGY

Goal

Increase capital access for gender parity across the VC landscape, from fund managers to founders. The program will use data and key stakeholders to identify a core problem that each group faces to reach this parity and a strategy to solve for this problem through programming and insights.

Stakeholders

The Program lead will oversee each of the three projects, targeting the three key stakeholders, the LP community, Fund Managers and VCs, and Founders.

Phases

The first Program will launch with three phases: (1) Establish Working Group; (2) Data Gathering and Defining of Objectives; (3) Launch of LP/GP Commitment.

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EXECUTION

- **Phase 1: Working Group**
 - Establish Working Group
 - Gather key members to setup agreed upon structure
- **Phase 2: Initial Programming Scope**
 - Data Gathering
 - Define the Objectives
 - What is the LP/GP Commitment?
 - How will we measure your progress and success (KPIs)?
 - How will you be able to achieve this commitment?
 - Outline strategy of each program and how it will cover the key roadblocks identified in the Research Phase
 - LPs – lack of data on gender metrics, rethink diligence process to include gender metrics, etc.
 - Fund Managers – lack of funding support to launch, bias in fund diligence process, lack of syndicate support from VC community, etc.
 - Founders – lack of funding support for company, lack of network, bias in pitching /diligence process, etc.
- **Phase 3: Programming Launch**
 - Launch 3 initial programs
 - Programming launch to bring the three communities together with key stakeholders to announce launch of programming

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TEAM STRUCTURE

- **Working Group Lead**
 - Madelaine Czufin
- **Project Lead**
 - Laura McGee
- **Council**
 - TBD
- **Research Lead**
 - TBD
- **Key Partnerships**
 - Academic Research Groups
 - LP Groups
 - Female Fund Managers
 - Female Founders



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