



**Financial
Feminism
Investing
Lab**

Information Session #2

Cohort 7 - April 4th to May 9th, 2024

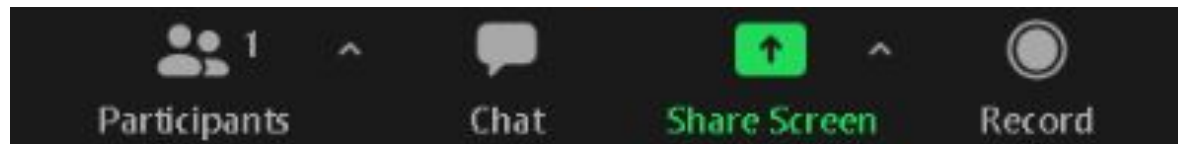
m51

haskayne
School of Business

Before we begin, we would like to know...

A little about you!

Please enter your name and
where you are joining from in the
chat box.



Our Speakers!

Emily McBride

Program Manager, Movement51

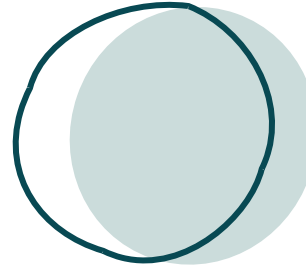
Loriel Anderson

Manager, Learning and Development
Programs, Executive Education,
Haskayne School of Business



Agenda

- a. About Movement51
- b. About Haskayne Executive Education at the University of Calgary
- c. Program Overview
 - i. Key Program Features
 - ii. Program Highlights
 - iii. Participant Journey
- d. Registration Process
- e. Alumni Panel
- f. Common Questions
- g. Next Steps
- h. Q&A



Movement51

We're on a mission to power the full, economic participation of women and gender-diverse people through education and community.

We envision a world where our organization is no longer needed — where gender-specific programming and strategies are a thing of the past, and women and gender-diverse individuals are equally included, funded and championed.

When we get there, we'll know we have reached our vision and achieved radical change.



Why we started the Financial Feminism Investing Lab

We wanted to create an education platform to help activate a more equity-driven financial community.



51%*

of the population are women

63%**

of women led businesses outperform their male counterparts

1.9%***

of all venture capital worldwide was received by women

* Stats Canada (2022) | **First Round (2015) | *** TechCrunch (2023)





Executive Education at the University of Calgary

Integrating advanced research with practical applications, Haskayne Executive Education offers programs tailored to the dynamic landscape of today's business environment.

Dedicated to help you develop the high performance and ethical judgment skills needed to achieve real, sustainable results. Our mission is to enhance management and leadership capabilities, fostering growth and prosperity within our business community.

- **Number 1** startup creator among all Canadian Universities
- **Top 10 business** school
- **Top 5 research** university
- One of the first business schools in Canada to **be AACSB accredited** (held by <5% of business schools)

Program Overview



Financial
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Program Details



5 weeks of virtual classes with **industry and academic experts**



Sessions will be held on Tuesdays and Thursdays for 1 hour



Peer learning
Interact with and learn from high-achieving peers across the country



Value Insights
Gain actionable insights from industry and academic experts to implement into practice



FFIL is for everyone! You don't need to be accredited to participate

Program Overview

5 Weeks of Virtual Sessions

Module 1: The Capital Landscape

Early-stage investing & knowing where you're going

Module 3: Evaluating Opportunities

Due diligence materials and evaluating business models

Module 5: Making it Real

Live Application Session with 2 Female Founders

Module 2: The Math Matters

Investment Vehicles, Valuations and Dilution

Module 4: Protecting Yourself

Economics of the Term Sheet and Legal considerations

Learning Tools & Resources

We want you to leave the lab with everything you need to be successful

Virtual

All sessions are on zoom, meeting info in your calendar

Platform

D2L (Desire2Learn)
– Learning Management System

Learning Pods

Interact with and learn from your classmates

Homework

Each module will have pre-reads and exercises to complete



FFIL Playbook
Your go-to tool during the lab

Building your Playbook

1

Develop a personal **investment thesis**

2

Understand the **key terms** and conversion metrics of SAFEs and Convertible Notes, and be **comfortable with the math.**

3

Learn how to **evaluate an early-stage business** with limited information through a sophisticated lens. Develop your **own personal investment criteria.**

4

Learning the mechanics of **control and economics** and how to **protect yourself** as an early-stage investor.

5

Feel confident in your ability to evaluate an early-stage company and make an **investment directly**, with an **angel group**, in a **SPV**, or into a **venture fund.**



Program Details

Key Timelines

- **Registration deadline:** March 28th
- **Program Kick-Off:** April 4th
- **Core Modules:** Online, 5 weeks
- **In Person Welcome Reception:**
Optional, April 4th

Program Fee

\$999 CAD

Includes: Teaching fees, all academic material, playbook, and access to online course work



Program Testimonials



"The FFIL provided an exceptional academic program to introduce early-stage investing and a platform to learn how to advocate for female founders."

95% NPS

4.6 STAR RATING
out of five

210 Alumni
Across North America

Participant Testimonials



"FFIL takes such a deep look at the fundamentals of angel investing, through a variety of instructors, academic articles, and practical scenarios, and with the gender lens."

Carollynn Schafer
General Partner
OKGN Angels Investments



"The most valuable thing was the way it made early stage investing seem really accessible."

Sajna Massey
Senior Program Manager
Neo Financial



"I became more informed and confident on how to build my investment thesis that best reflects my values."

Nannette Ho-Covernton
Sustainability Leader
Spartan Controls



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Alumni Panel

Our Alumni!



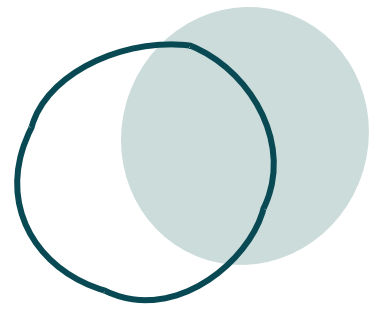
Shelley Li

Director at CIBC Innovation
Banking



Vania Gray

Small business owner &
partner at NOM Investments



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Recap

Join us on a learning journey for 5 weeks featuring the best of early-stage investing education online

Experience an intensive yet flexible curriculum, including:

- In-depth core modules
- Peer learning groups
- Experiences industry and academic experts

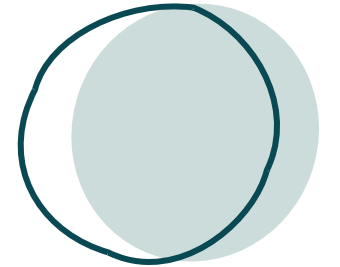
Build a lifelong network of fellow financial feminists and executives

A year **free** of the Financial Feminist Membership



You've got questions, we've got answers!

- Do I have to be an accredited investor?
- I work full-time. Do I have time to take this sprint?
- Can my employer sponsor this for professional development?
- How many courses are offered a year?
- Do I have to attend all of the live sessions in real-time?
- Will I receive a certificate upon completion?
- So there's homework?





Q&A

Thank You

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