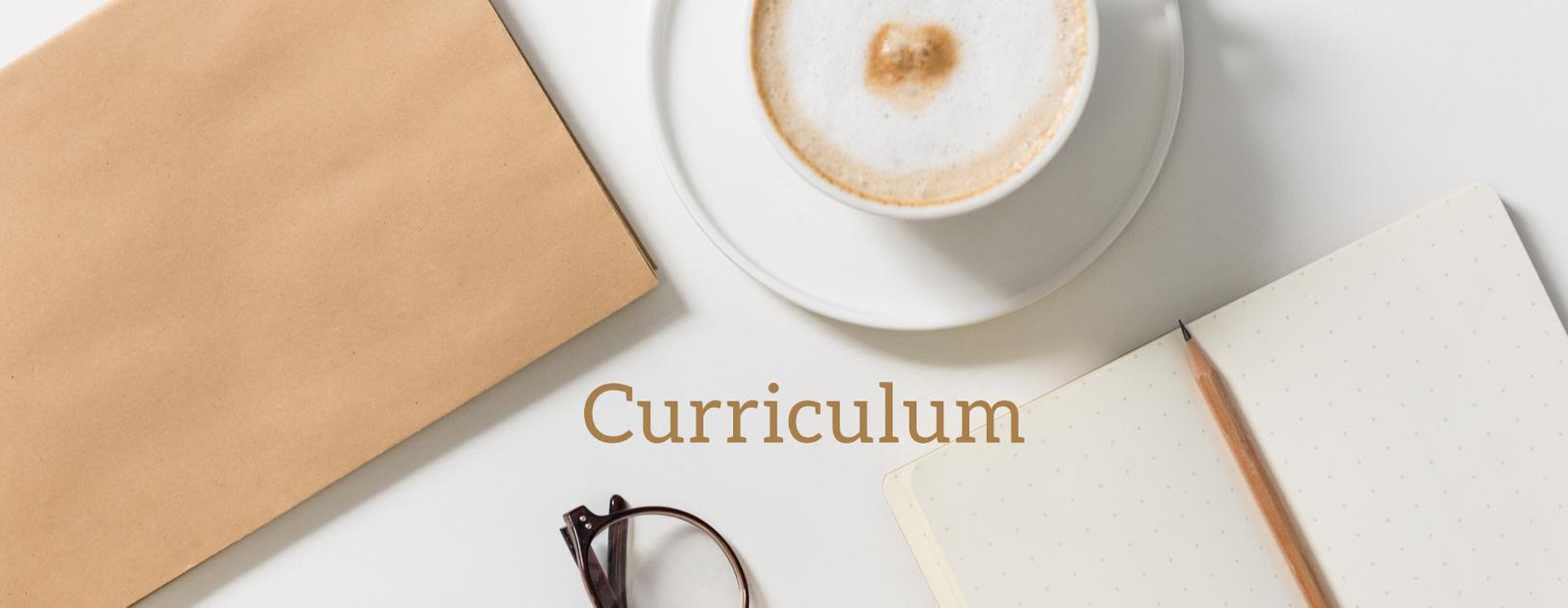


# GUILD<sup>TM</sup> Academy

# CURRICULUM





# Curriculum

## **Part 1** **Validate Your Idea**

The first part of the program is focused on validating your idea. Set goals for the program and answer questions about why you want to embark on this journey. Learn from your users. Use GUILD templates to prioritize your ideas and sort your user feedback. Test your idea for the first time and iterate on it. Find your accountability partner and get your first round of “yes-and” feedback.

### **Module 1    Introduction and Idea Validation**

Learn how to validate your idea. Get ready for this journey. Find your Academy Circle. Share your idea.

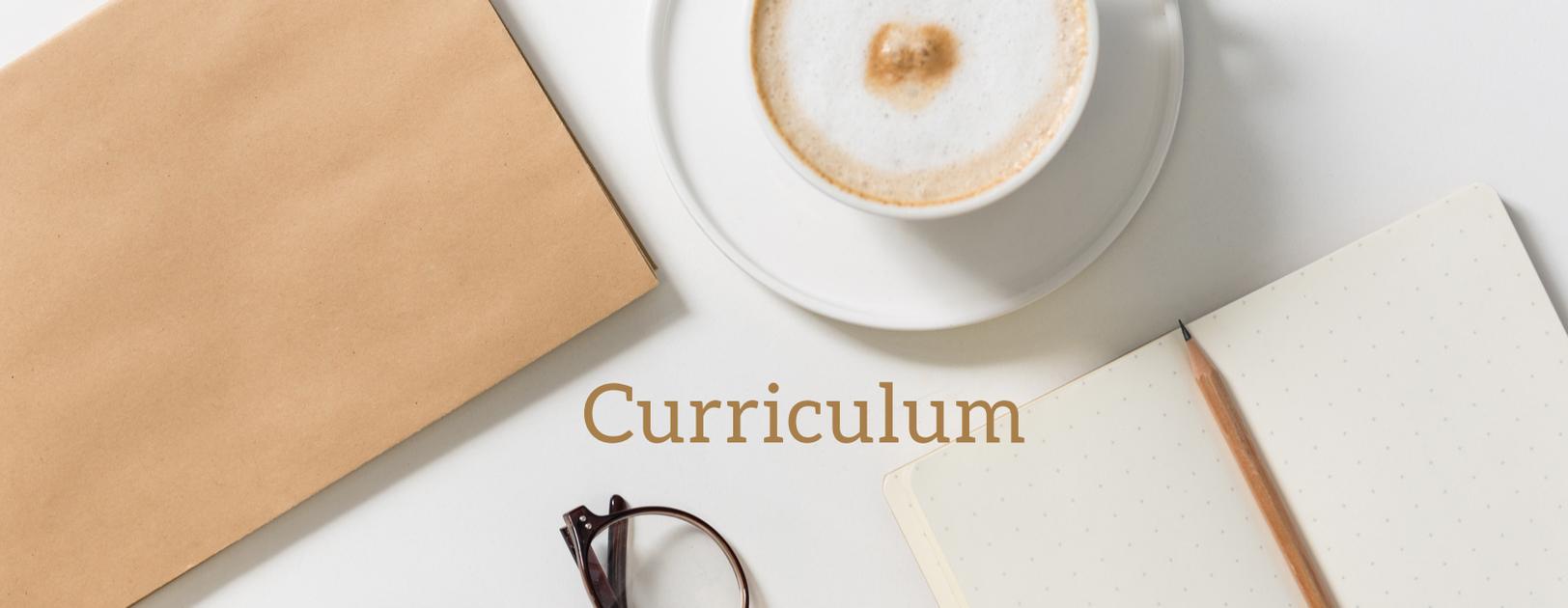
### **Module 2    Prototyping and User Interviews**

Introduction to rapid prototyping. Understand the problem, solution, your target audience, and how to test your idea.

### **Bonus        Survey Canvas**

Learn the art to design a survey to get insights, not just answers.





# Curriculum

## Part 2

### Build Your MVP and Brand

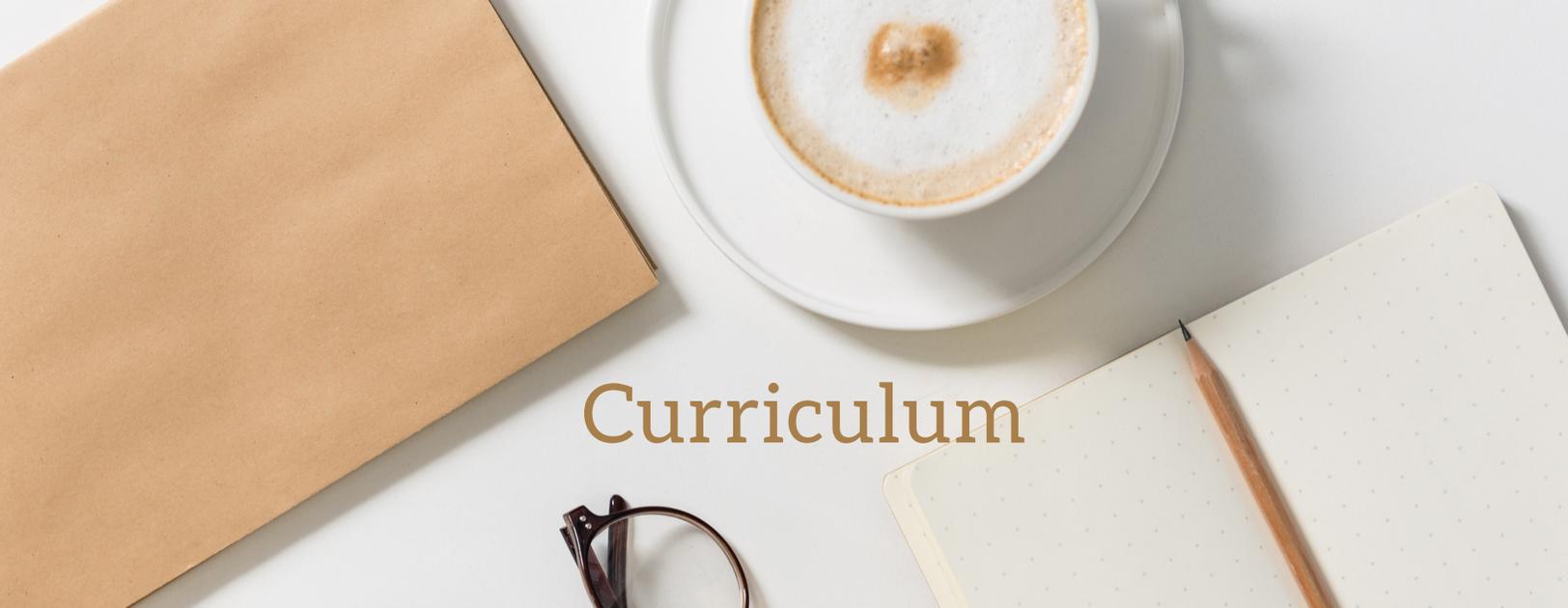
In the second part, you focus on building your Product Promise Landing Page, your values and your MVP (Minimal Viable Product). We introduce you to the tools you can use to prototype without any coding experience and immediately test your idea with users and find answers before you start spending \$\$\$\$. You learn to make decisions based on your data.

**Module 3**    **Product Promise**  
Learn how to prioritize product features and build your product promise landing page. Define your Call To Action.

**Module 4**    **Branding & MVP**  
What does your company stand for? Learn how to create a brand that is irresistible and stands out. Unlock the MVP toolbox; Which tools to build and design your user friendly MVP.

**Bonus**      **Market + Metrics**  
Build your company dashboard and start making product and business decisions grounded in metrics. Research your market.





# Curriculum

## Part 3

### Business Model & Go To Market Strategy

Next up, in part three, it is time to talk about your business model and how you bring your product to market. We connect your customer segments with your offer and your value. You will identify your target market, who to partner with, how to launch your product and which channels to focus on. We add marketing tools to your toolbox and equip you with the skills to start acquiring your first customers while testing if and how much they pay for your product.

#### Module 5 **Business Models**

Explore the different options to align value, target market and revenue for your business.

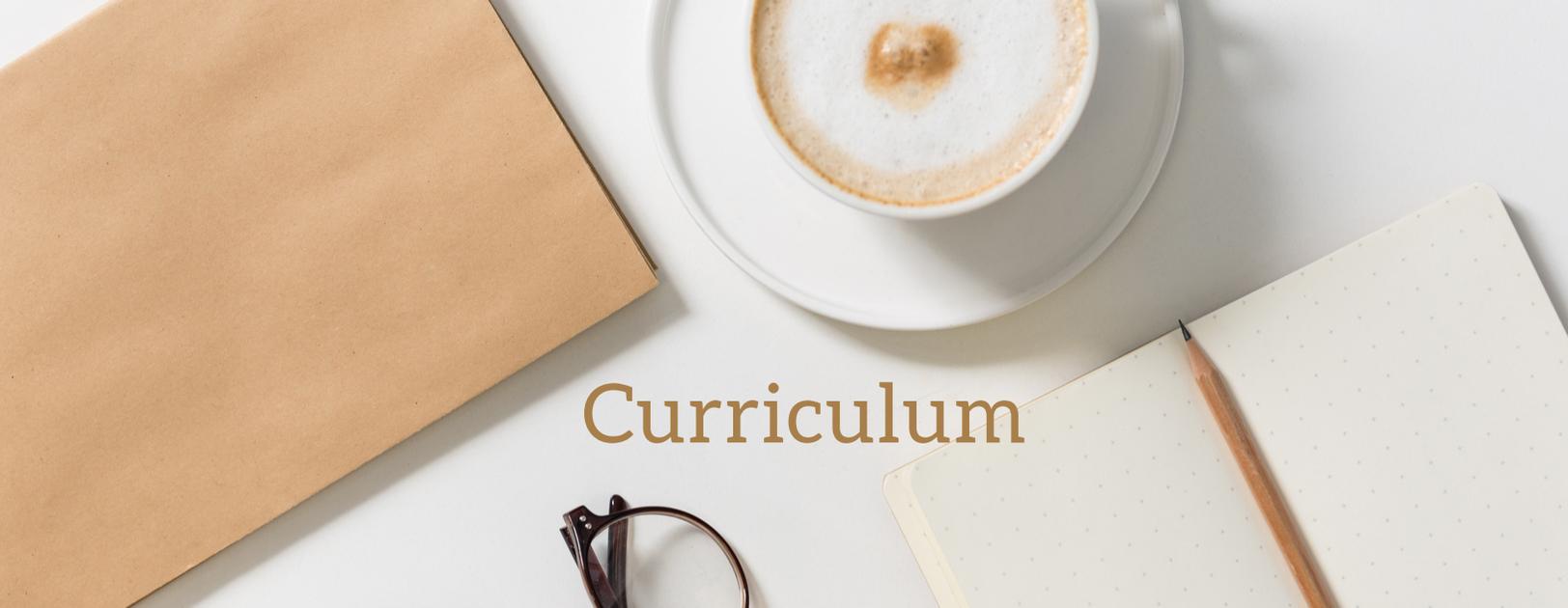
#### Module 6 **Marketing Strategy**

Create a marketing strategy, channel strategy, and evaluate your market. Run your first campaign.

#### **Bonus** **Basic Business Financials**

Learn finance fundamentals and create your financial forecast so you know if you have a winning business.





# Curriculum

## **Part 4** **Funding**

We discuss funding options from bootstrapping all the way to Venture Capital. There are many different ways to launch a successful business. We help you understand the pros and cons of bootstrapping, crowdfunding, revenue share, grants, bank loans, angel investment and Venture Capital (VC). In our final module you will learn how to craft a pitch that leads to follow on meetings and we help you understand the investor mindset to prepare you for the next GUILD Showcase with investors.

### **Module 7    Fund Your Business on your Own Terms**

Learn about different types of funding available to your business and how to unlock them.

### **Module 8    Storytelling**

Tell your story, craft an enticing pitch and summarize all parts of your business in your final pitch deck.

### **Bonus        Build Your Team**

Gain insights on how to find talent, co-founders, vendors, investors, advisors and a winning team.



# Pricing - Self-Paced

Get access to the 8 module program + 4 bonus modules at an incredible discount.

self paced

**\$495 instead of \$1,995**

## **Enjoy lifetime access to**

- GUILD Academy Course (8 modules)
  - 4 Bonus Modules
  - All video content
- Updated resources (Toolbox)
  - Workbook
- DARE TO LAUNCH e-book

Submit 8/10 tasks and pitch at the next GUILD Academy showcase with investors



# Pricing - Super Charge

Get access to the 8 module program + 4 bonus modules at an incredible discount.

super

**\$1495** instead of **\$4,995**

**GUILD Academy Course (all self-learner benefits)**

+

**Signed copy of DARE TO LAUNCH**

+

**10 x 60 min startup advice**

group sessions with Anne  
within the first 12 months

+

**8 weeks 24/7 access to our team**

to get answers within minutes

Example topics for the group sessions: pitch feedback, business model review, financial forecasting, tech advice, fundraising pipeline, go-to-market strategy, equity, ...



# The Content

## self-paced

8 Modules with short video masterclasses in each module full of advice by world experts in building successful businesses (no blah blah)

Read-Set-Go Startup Templates (Examples: Idea decision matrix, user interview templates, business model canvas, co-founder checklist, fundraising pipeline, ...)

Get an accountability partner

Your personal Workbook with practical exercises, self-care exercises and accountability prompts

Highly curated content libraries with up-to-date articles, podcasts, recordings, books and tools to dive deeper

A Toolbox and recommendations with the best software tools and solutions for your journey as a builder and founder

Complete all tasks and pitch to investors at the next GUILD Startup Showcase.

Chance to win \$\$\$ in prizes from our partners

## super

We recommend to set aside **5-10 hours a week** to complete either program if you want to pitch within 8 weeks

Weekly live session with Anne to ask your questions and meet the other entrepreneurs

Get your questions answered within 24 hrs (and many times within minutes) right in the course activity feed or group chat and join office hours

Guaranteed small group sessions of <25 participants

Certificate of Completion



# TESTIMONIALS

Here is what the founders said who went through the program.

*"In just eight weeks I went from idea to launching a public benefit corporation ..., all thanks to the GUILD Academy and Anne Cocquyt's fantastic coaching"*

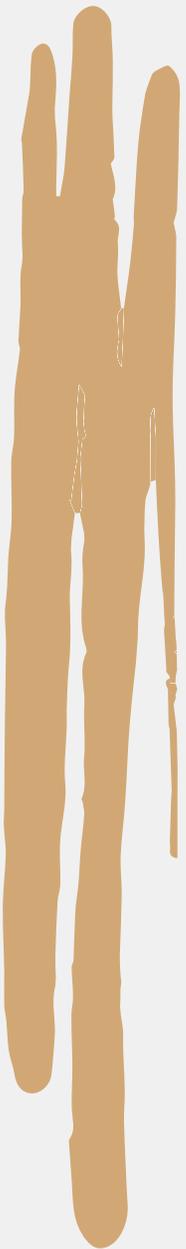
*"Terrific resources, tools, and weekly challenges that push me to take actual steps and help me to get closer to my dream. Plus the opportunity to ask questions and receive support anytime :-)*

*"This program is truly one of a kind - it's nothing short of extraordinary. One of my favorite aspects of the academy is the weekly live sessions where I can ask individual questions and make a connection with them"*

*"I just want to thank you for your awesome course - it was a game-changer and it made us pivot in the right direction and raise funding."*

*"As someone with no experience in business or entrepreneurship, the academy has been the blueprint I needed to make my idea a reality. Thank you GUILD Academy."*





# The GUILD Academy Experts

Launch Your Business Silicon Valley Style  
with some of the best in entrepreneurship.

The GUILD Academy is building a direct bridge to startup experts in Silicon Valley and beyond. In this program you get the opportunity to learn from the best in entrepreneurship and get practical hands-on advice tailored to YOUR needs.

Imagine building your entrepreneurial confidence and network alongside an actual prototype which you will launch within 8 weeks.

Meet entrepreneurs who have just been there, done that, who raised funding recently or IPOed their business. Connect with entrepreneurship professors, VCs, marketing experts, CTOs, best selling business model authors and get access to investors who will review your pitch.

I'm your guide for this 8-module journey and can't wait to introduce you to my network I built during a decade in the heart of entrepreneurship pioneering founder funder events at women-focused conferences and having a chance to meet hundreds of experts that I now introduce you to.

I can't wait to launch you on your journey to entrepreneurship!

Warmly,



# Experts

We assembled some of the most reputable entrepreneurship experts to share their top insights with you and give you feedback and advice. You will meet these experts either in the engaging 15 min video segments each week, through recordings from past webinars, live Ask Me Anything sessions or at the virtual pitch event at the end of the program.



**EMILY HEYWARD**  
Co-founder and  
Chief Brand Officer,  
Red Antler



**CHELSEY GLASSON**  
Qualitative User  
Researcher Facebook



**SONYA PELIA**  
CMO, Startup Advisor,  
Limited Partner HWI



**JUSTIN LOKITZ**  
General Manager  
Business Model Inc.  
Bestselling Author



**TASH JEFFRIES**  
Entrepreneur in  
Residence 500  
Startups



**PAUL BRASSARD**  
Pitch Advisor  
Volition Canada



**ANNE DEGHEEST**  
Angel Investor  
HealthTech Capital



**JESSICA KORTHUIS**  
Co-founder & CEO of  
Her Brand & Co.



**TARA VISWANATHAN**  
Co-Founder / CEO at  
Rupa



# Experts



**CHERYL EDISON**  
Founding Partner &  
CEO  
Edison International



**MERCEDES BENT**  
Partner  
Lightspeed Venture  
Partners



**CHRIS YEH**  
Co-Founder  
Global Scaling  
Academy



**HA NGUYEN**  
Founding Partner  
Spero Ventures



**JONATHAN LITTMAN**  
founder and CEO  
SmartUp.life  
Best Selling author



**NANCY HAYES**  
Angel Investor



**TORSTEN KOLIND**  
Co-Founder & CEO  
YouNoodle



**MERRY  
CONSTANTINO**  
Founder,  
ProductLogic LLC



**EILEEN BREWER**  
Angel Investor  
Golden Seeds



# Experts



**J LI**  
Managing Partner  
Prototype Thinking  
Labs



**ANKE HUISKES**  
Angel Investor  
Aletta Angels



**DR. JIN LEE**  
Digital Health  
Advisor/ Investor /  
NeuroPsychologist



**JANNEKE NIESSEN**  
Co-Founder  
Capital T (NL)



**SAHAR PAZ**  
Personal Branding  
Expert



**OLIVIA OWENS**  
Business  
Development,  
iFundWomen



**SHERYLE BOLTON**  
Serial Entrepreneur,  
Professor of  
Entrepreneurship  
Hult



**JENNY KASSAN**  
Author of "How To  
Raise Capital On  
Your Own Terms"



**DONNA GRIFFIT**  
Pitch Coach,  
Corporate  
Storyteller



# Experts



**ASHLEY REESE**  
UX UI at Google



**DAVA GUTHMILLER**  
Founder and Chief  
Creative Officer  
Noise 13



**MAAIKE DOYER**  
Business Model  
Strategist  
Angel Investor Epic  
Angels



**MAREN KATE**  
Founder AVRA  
Talent Parnters



**KELLY COYNE**  
Founder and Partner  
at Grit Ventures



**HAYLEY TALBERT**  
Patent Attorney  
SeedIP Law Group



**EVE BLOSSOM**  
Advisor, Mentor,  
Investor, Care by  
Design Podcast



**FAZ BASHI**  
Investor Portfolia  
Boston Millennia  
Partners



**SYDNEY THOMAS**  
Principal  
Precursor Ventures



# Experts



**DEEPA  
VIVEKANANDRAN**  
Founder, Mixlife



**MAYBAR DURST**  
Founder, OfCourse!



**DAVID RIEMER**  
Author and Startup  
Pitch Expert



**BREEN SULLIVAN**  
Cofounder The  
Fourth Floor



**SUSAN KIMBERLIN**  
Angel Investor



**JOANNE WILSON**  
Angel Investor  
Gotham Girl



**SAUNDRA  
PELLETIER**  
CEO Evofem  
Biosciences



**GLORIA CHOU**  
Small Business PR  
Expert



**NELLY YUSUPOVA**  
Startup Tech  
Advisor



# Experts



**CHANTELL  
PRESTON**  
Angel Investor



**DR. JULIE HAKIM**  
Co-Founder  
FemTech Focus



**LIZ KLINGER**  
Foudner and CEO  
Lioness  
Medical Devices



**DR. BRITTANY  
BARRETO**  
Co-Founder of  
FemTech Focus



**RACHEL BRAUN  
SCHERL**  
Marketing Strategist,  
Best-selling author,  
Board Member



**JENNIFER  
NEUNHOFER**  
Co-Founder and  
Managing Partner  
Jane VC



**KATE TORGERSON**  
Founder and CEO  
Milk Stork



**DR. LYNDSLEY  
HARPER**  
Founder and CEO  
Rosy



**KENDALL WISE**  
User Experience  
Researcher Google



# Experts



**LAURIE FELKER  
JONES**  
Entrepreneur In  
Residence -  
TechStars



**MARIE SMITH**  
CIO Data360, Data,  
AI, ML Specialist



**GERI STENDEL**  
President Ventuneer  
Writer Forbes  
Female Startups



**ANNE COCQUYT**  
Founder and CEO  
The GUILD



# Investors and VCs who attended past GUILD events

**SILICON FOUNDRY  
MIGHTY CAPITAL  
OMIDYAR NETWORK,  
SAMSUNG NEXT  
DAY ONE VENTURES  
GOLDEN SEEDS  
MAVEN VENTURES  
NEXT WAVE IMPACT FUND  
PLUM ALLEY  
SAND HILL ANGELS  
WEFUNDER  
COTA CAPITAL  
GRIT VENTURES**

**TERRI MEAD  
NANCY HAYES  
JAMES CURRIER  
MADELINE DUVA  
RACHEL SHEPPARD**

**CHAI ANGELS  
UNCORK CAPITAL  
BLUERUN VENTURES  
ALETTA ANGELS  
MASCHMEYER GROUP VENTURES  
EMERGENCE CAPITAL  
MAVEN VENTURES  
ANTHEMIS GROUP  
EDISON INTERNATIONAL  
BULLPEN CAPITAL  
SPERO VENTURES**

**DR. ALICIA CASTILLO  
JESSE DRAPER  
JEFF CLAVIER  
NIKHIL BASU TRIVEDI  
MYTHILI  
SANKARAN**

AND MANY MORE



**GUILD**<sup>TM</sup>



## Anne Cocquyt Founder of The GUILD Your Program Host

Anne is a serial entrepreneur and former corporate innovator with a passion for helping people discover their innovation mindset and launch their dream ventures. After a career in the corporate world of IT (UK), finance (Switzerland) and digital health (US), she developed and sold startups in consumer products, pet tech, and eventually founded the GUILD ([letsguild.com](https://letsguild.com)) in San Francisco. The GUILD is a community of entrepreneurs and innovators from 50+ countries to connect and learn together. In the past two years Anne helped over 150 entrepreneurs in the best-in-class GUILD Academy programs launch their business and raise funding ([letsguild.com/academy](https://letsguild.com/academy)).

She mentors, advises and invests in startup founders from across the globe. Her specialties include rapid prototyping, business strategy, fundraising, investing and growth.

Anne ran Genentech's first global startup competition, she partnered with Silicon Valley's largest technology companies to advocate for gender equality and continues to offer founder funder programs and virtual summits to change the odds for female entrepreneurs and women leaders.

In her book best selling "Dare To Launch - Mini-MBA for First-Time Entrepreneurs" she translates her network and aha-moments from a decade in Silicon Valley as a mentor, advisor, founder, and investor into an actionable blueprint.

Anne loves to bring her energy to teaching entrepreneurs, sharing the latest funding and technology trends as well as relevant methodologies pioneered by Stanford, University of San Francisco, Berkeley, Y-Combinator, IDEO, and the GUILD Academy.





## Dr. Lyndsey Harper CEO of Rosy

Dr. Lyndsey Harper is an OBGyn, Associate Professor at Texas A&M College of Medicine and the founder & CEO of Rosy. Rosy is a sexual wellness app for women in the US with decreased sexual desire. Dr. Harper saw patients in private practice for seven years and now is a hospitalist. Dr. Harper is also a Fellow of The American Congress of Obstetricians and Gynecologists, and a Fellow of the International Society for the Study of Women's Sexual Health.



## Kate Torgersen CEO and Founder of Milk Stork

Kate Torgersen is CEO and Founder of Milk Stork. The first and only breast milk delivery service for business traveling moms. They provide refrigerated overnight shipping of your milk to your baby while you are away. Milk Stork is on a mission to help moms continue to nourish their babies while they continue to nourish their careers. In 2015, Milk Stork was recognized as one of Business Insider's "19 Coolest New Businesses in San Francisco" and has shipped over 3.6 million ounces of breast milk.





## Olivia Owens iFundWomen

Olivia Owens is the Business Development & Partnerships Manager at iFundWomen, and is on a mission to increase access to capital for female entrepreneurs. iFundWomen drives funding to startups and small businesses through a flexible crowdfunding platform with a pay-it-forward model, expert startup coaching, professional video production, and a private community for entrepreneurs to talk openly about the challenges and the wins.

Olivia creates thoughtful programming from start to finish that provides the experiences, resources, and content that entrepreneurs need to succeed. She is also the co-host of OJ: We Got The Juice, a podcast where she and her co-host Julia discuss the nuances and challenges and joys of navigating life in their mid-twenties. Olivia previously held positions at Under Armour and received her undergraduate degree in Journalism from the University of Maryland.





## Emily Heyward

### Co-founder and Chief Brand Officer, Red Antler Author, OBSESSED: Building a Brand People Love From Day One

Emily Heyward is the Co-founder and Chief Brand Officer at Red Antler, the leading brand company for startups and new ventures. Emily works closely with founders to develop purposeful, strategic visions for their startups and has led branding efforts for top companies such as Casper, Allbirds, Betterment, and Prose.

After beginning her career in advertising, she started Red Antler along with her co-founders to directly apply consumer insights and brand positioning to launching and growing new and beloved businesses. In 2018, Red Antler made Fast Company's list of Most Innovative Companies in Marketing and Advertising and was dubbed the "cult brand whisperer".

Emily was named among the Most Important Entrepreneurs of the Decade by Inc. Magazine, and has also been recognized as a Top Female Founder by Inc. and one of Entrepreneur's Most Powerful Women of 2019. As a brand strategy expert, Emily is frequently interviewed by the press, with commentary appearing in Forbes, Bloomberg, Inc., Fast Company and Adweek. She's also been a featured speaker at TechCrunch Disrupt, 99U, and the Fast Company Innovation Festival.

Her first book, Obsessed: Building a Brand People Love from Day One, was published by Portfolio, a division of Penguin Randomhouse, in June 2020. Emily graduated Magna Cum laude from Harvard University, where she studied postmodern theory and consumer culture. Born and raised in New York, she currently lives in Southampton with her wife, son, and Brussels Griffon Sprout.





## Jennifer Neundorfer Co-Founder and Managing Partner Jane VC

Jennifer is an operator turned investor who has backed over 50 early stage startups. She is the Co-Founder and Managing Partner of Jane VC, where she invests in visionary female founders building the next great tech companies. She believes the next decade's unicorns will be founded by a different, increasingly female, set of entrepreneurs and is positioning Jane to be the fund of choice for exceptional women at the early stage.



## Rachel Braun Scherl Entrepreneur, Speaker, and Author.

Rachel Braun Scherl is an entrepreneur, speaker, and author. She successfully built and grew Semptrae Laboratories, a venture-backed women sexual wellness company. Semptrae Laboratories developed topical products to help heighten women's feelings of desire and arousal. She published her book in 2018 titled "Orgasmic Leadership: profiting from the coming surge in female health and wellness".





## Cheryl Edison Founding Partner & CEO Edison International

Cheryl Edison is a serial entrepreneur & global business development leader based in Silicon Valley, California. Quoted by USA Today, NPR and CNN, with articles reporting on her most recent work in FastCompany, the Business Times and Yahoo Finance, Edison serves Start-ups, Fortune 100 corporations, property developers, investors and civic leaders to achieve milestone success through innovation acceleration, go-to-market strategy and strengthening ecosystems through placemaking.

Her work spans fifty-seven industries, and five continents. Edison loves new category launches and discovering new ways to deliver on the triple bottom line for profit, people and planet. For more information about services including highlights from the 167 workshops and keynotes provided in 2019, with kudos from leaders from International Embassies, U.S.Congress, Nissan, Revlon, Lufthansa, Carrefour, Warner Bros, and the Urban Land Institute go to [www.CherylEdison.com](http://www.CherylEdison.com).





## Mercedes Bent Partner Lightspeed Venture Partners

Mercedes Bent is a Partner at Lightspeed Venture Partners, a venture capital firm based in the Bay Area. Previously she served as an executive at a VR startup and a General Manager at General Assembly where she oversaw a multi-million dollar business lines during periods of explosive growth. She has a MBA and Masters in Education from Stanford University and an AB



## Chris Yeh Co-Founder Global Scaling Academy

Chris Yeh is the co-founder of the Global Scaling Academy, which teaches individuals and organizations how to plan for and execute on hypergrowth. Chris has founded, advised, or invested in over 100 high-tech startups since 1995, including 9-figure companies like Ustream (investor, advisor, CEO) and UserTesting.com (advisor).

He is the co-author, along with Reid Hoffman, of "Blitzscaling: The Lightning-fast Path to Building Massively Valuable Companies", and the co-author, along with Reid Hoffman and Ben Casnocha, of the New York Times bestseller, "The Alliance: Managing Talent in the Networked Age". Chris earned two degrees from Stanford University, with distinction in both, and an MBA from Harvard Business School, where he was named a Baker Scholar.





## Ha Nguyen Founding Partner Spero Ventures

I'm a founding partner at Spero Ventures, an early stage venture capital firm that invests in the things that make life worth living: our well-being, work & purpose and human connection. I lead the firm's investments in startups led by underrepresented founders. I advise portfolio CEOs and product leaders on design-thinking, org design, product strategy and hiring. I also lead our firm's marketing, branding & network building efforts. I care deeply about designing products with empathy.

I give talks around the globe on design-thinking and how to build products that customers love. I believe in building community and elevating women in tech. I'm on the Board of Women In Product (non-profit organization of 16k female product builders) and co-founded the Product Leader Summit (invite-only conference bringing together founders and VP-level product leaders). I previously was a product executive at several early and mid-stage startups. I started my product career at eBay during a period of hyper-growth. I received my MBA from Harvard and BS in Economics from the Wharton School at the University of Pennsylvania.





## Jonathan Littman

### Author, Founder & CEO

### SmartUp.life

Jonathan Littman is the founder and CEO of SmartUp.life, The Innovation Hub, and the co-author of two international bestsellers on innovation, *The Art of Innovation* and *Ten Faces of Innovation*, which have sold more than 750,000 copies, and are each published in 12 languages.

An adjunct professor of Innovation and Entrepreneurship at the University of San Francisco, Mr. Littman is the author or co-author of ten books, and is currently writing *The Entrepreneur's Faces* with his colleague Susanna Camp. He is an Entrepreneur in Residence at Schoolab SF, the California hub of the Paris-headquartered consultancy and incubator.

Mr. Littman is an internationally known expert on innovation, entrepreneurship and tech ecosystems. He leads seminars and delivers keynotes on entrepreneurship, startups, and innovation in the US, Europe and China, and has recently given talks on those topics in Beijing, Shanghai, Lisbon, Aveiro, Amsterdam, and San Francisco.

Jonathan leads innovation and design thinking immersive labs for executives and MBA candidates from Italy, Spain, France, Germany, Canada, Turkey, Portugal, Brazil, Korea, Kazakhstan, and China. Several components of his labs and training curriculum have been translated into Chinese. Jonathan's ten books, four of which have been optioned for film, include two classics on computer hackers, *The Fugitive Game* and *The Watchman*.

Jonathan is a New York Press Club winner. His nationally recognized journalism and reportage has appeared in *Forbes*, *The Los Angeles Times Magazine* and *Playboy*, where he was a Contributing Editor. Jonathan holds a B.A. in Rhetoric from the University of California at Berkeley.





## Milena Bacalja Co-Founder Menstrual Health Hub

Milena Bacalja Perianes is the Co-Founder & Chief Innovation and Research Officer at the Menstrual Health Hub, a network and social impact business that strengthens collective innovation, investment and impact around female health. With ten years of experience in gender-lens investing, women's economic empowerment and public health her passion lies in translating human experiences into improved products, programmes and services that can close the health gap for underserved populations.



## Eve Blossom Advisor, Mentor, Founder/co-host of Care by Design Podcast

A seasoned advisor, mentor and expert in technology, healthcare, digital health and women's healthcare, Eve Blossom builds and invests in ventures that transform how we define, access and interact with care. Her focus is spearheading investments, strategy and business operations that solve health care's most critical challenges. Eve has been active in startup and growth companies for the last two decades nationally and internationally. Eve is an Associate at Creative Destruction Lab.





## Susanna Camp

### Author, Entrepreneur, Instructional Designer

Co-Author, The Entrepreneur's Faces (<https://theentrepreneursfaces.com>)

Entrepreneur in Residence at Schoolab SF

Ghostwriter. Write and post thought-leadership articles and social media posts on LinkedIn, Twitter, Medium and elsewhere for CEOs and executives looking to build their voice and reach.

+ditor-in-Chief of SmartUp.life: The Innovation Hub+Speaker, Moderator, Workshop Leader in innovation, entrepreneurship, and ethics

Career highlights include:

- Wired Magazine, where I helped launch the website and was an early community leader.
- The GUILD, a professional women's networking site, where I led the creation of a unique voice on entrepreneurship and the startup scene.
- Outside Online, where as Director of Production of Technology, I brought the print content online, managed production staff, built the website and won a Webby award for the subsequent redesign.
- SFSU, M.A. in Education with a focus on equity and social justice & public policy





## NANCY HAYES

### Angel Investor

Nancy Hayes is an active angel investor focused on women-led companies and serves as advisor to female entrepreneurs.

She has been a senior executive of the IBM Corporation, CEO of two nonprofits, Dean of the College of Business at San Francisco State University, CFO of the university, cofounder of a crowdfunding site and Managing Director of Golden Seeds angel group.



## Maren Kate

### Founder

### AVRA Talent Partners

Maren is an entrepreneur who has been focused on the talent space for over a decade. She scaled her first venture-backed startup to over 400 people by leveraging a distributed workforce and focusing on a culture-first approach. Maren now helps employers find the perfect fit for their open roles by matching them with highly vetted remote professionals through Avra Talent.





## Vanessa Liu

### VP SAP.iO

Vanessa is the VP of SAP.iO, a global organization responsible for building an ecosystem of startups around SAP. In her role, she is overseeing SAP.iO's North American Foundries in New York and San Francisco, including programs devoted to women and diverse-led B2B enterprise tech companies.

Vanessa was most recently the Chief Operating Officer at Trigger Media Group, a \$22MM digital media incubator. In her role, she co-founded, incubated and oversaw business operations and strategic initiatives of Trigger's portfolio companies: InsideHook (the essential digital lifestyle guide for adventurous and discerning men) and Fevo (SaaS technology bringing friends and networks together for group experiences at live events). Vanessa currently serves as a board observer of Fevo and is an advisor or investor in start-ups including Bounce Exchange, Grata Data, GroundSignal, Knotel and Narrativ. She mentors female founders through Declare's Lead Program.





## Jenny Kassan

### Founder Jenny Kassan Consulting

### Author 'Raise Money on Your Own Terms'

Jenny has almost 25 years of experience as an attorney and advisor for mission-driven enterprises. She has helped her clients raise millions of dollars from values-aligned investors and raised over \$1.5 million dollars for her own businesses. She is the author of *Raise Capital on Your Own Terms: How to Fund Your Business without Selling Your Soul*.

Jenny earned her J.D. from Yale Law School and a masters degree in City and Regional Planning from the University of California at Berkeley. She co-founded and manages the Force for Good Fund, a crowdfunded impact investment fund. Jenny also is the co-founder of Angels of Main Street, a nationwide community of diverse investors working to move money from Wall Street to Main Street.

Before becoming a securities lawyer, Jenny worked for eleven years at a nonprofit community development corporation in Oakland, where she served as staff attorney and managed community economic development projects including the formation and management of several social ventures designed to employ and create business ownership opportunities for low-income community residents.

Jenny is the President of Community Ventures, a nonprofit organization dedicated to promoting the economic and social development of communities. Jenny is also a fellow at Democracy Collaborative and was recently elected to the city council of the City of Fremont. She serves on the board of the Crowdfunding Professional Association. Jenny Kassan Consulting is a certified B Corp. Jenny is certified as a coach by the International Association of Women in Coaching.





## Eileen Brewer Angel Investor Golden Seeds

Eileen Brewer has worked for 20 years in product development in Silicon Valley. She is now an angel investor through Golden Seeds, where there are over 300 angels investing in only female led companies. She travels the world to provide pitch training and loves to work with early female led startups.



## Anke Huiskes Angel Investor Aletta Angels

Anke Huiskes started her career at Procter & Gamble in Europe before moving to San Francisco in 2013 to join several early stage startups. She has 10+ years experience as a business leader scaling brands and teams globally and is currently the Director of Sales and Strategic Programs at Willow Pump.

Anke started angel investing 5 years ago and recently founded Aletta Angels, an angel investment collective that investment in world-class companies led by women. Aletta's mission as a strategic investment partner is to back female leaders and to get more women appointed in key positions in high-growth companies. Anke has a Cum Laude Master's degree in Marketing.





## J Li

### Managing Partner

### Prototype Thinking Labs

J is the creator of the Prototype Thinking program. She believes in reinventing product design & innovation to be as user-friendly to creators as we expect our creations to be for consumers. Formerly a Stanford mathematician / engineer, game designer, and Design Thinking consultant, she brings more than a decade of experience with hundreds of clients.

Problems that inspire me most include:

- How might we create business systems that are aligned with human wellbeing and diversity?
- How might we make business models that incentivize systemic support, longterm thinking, and emotional labor?
- How might we adapt the current contracting economy (e.g., ridesharing, housecleaning) to successfully employ millions of people full-time with benefits?
- How might we build environments that embrace, empower, and leverage neurodiversity?
- How might we explore and prototype alternative ways of organizing policy, economics, or society?





## Liz Klinger Co-Founder of Lioness

Liz Klinger is the Co-Founder & CEO of Lioness, a sexual health & wellness startup home to the Lioness Smart Vibrator, the first and only vibrator to improve orgasms through biofeedback and data. The Lioness Smart Vibrator was developed from over half a decade of research and development with sex researchers, doctors and analyzing 50,000+ orgasms. It has also won multiple Best of awards at CES, the Women's Health Innovation Spotlight, and was a finalist for Last Gadget Standing. Liz graduated from Dartmouth College with a Bachelor of Arts in Philosophy and previously worked in the finance and sex toy industry prior to starting Lioness.



## Chantelle Preston Angel Investor Portfolia

Chantell Preston is a serial entrepreneur, femtech founder & an active investor. She is a lead partner in the Portfolia Active Aging & Longevity fund and has over 20 years of healthcare operations & management. Within her extensive experience in the healthcare industry, she has successfully founded & exited several healthcare companies.





## Janneke Niessen Co-Founder Capital T

Janneke is a serial entrepreneur, angel investor, board member and mentor for startups and co-founder of CapitalT, a VC fund that invests in technology companies using proprietary technology to evaluate entrepreneurial teams.

In the past she has started and exited 2 international tech companies. She is co-initiator of InspiringFifty, an initiative that aims to increase diversity in tech by making female role models more visible. As part of the InspiringFifty initiative, Janneke has published *The New Girl Code* and *Project Prep*, a novel for young girls. The goal of the project is to encourage young girls, inspiring them to pursue a career in technology and invest in an educational foundation focusing on math and computer science.

Janneke is member of supervisory board of UNICEF, boardmember of Codam, advisory board member of FutureNL, member of the investment committee of Innovation Quarter and the supervisory board of NPEX. Janneke was named 2014 EY Entrepreneur of the Year and Most Innovative Leader in 2016, and one the 10 most prominent angel investors in 2018 and is currently nominated for Harper's Bazaar Women of the Year, a few of many in a long list of honours for Janneke.





## Sheryle Bolton

### Professor of Entrepreneurship

### Hult International Business School

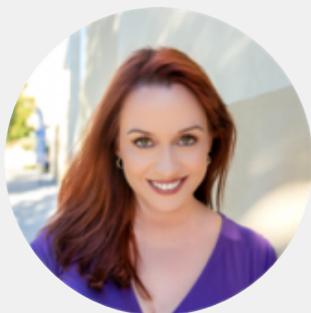
Sheryle Bolton is an experienced serial entrepreneur, public company CEO, corporate executive, speaker, consultant, board member, and professor.

She is one of only three percent of female CEOs in the US over the last three decades who have led IPOs and public companies. Ms. Bolton has been a corporate executive of finance, healthcare and media companies and a Board director of private and public corporations, ranging from large groups of mutual funds to technology and finance companies, as well as non-profits, including an NGO focused on Asia and Sub-Saharan Africa and a private college.

Harvard Business School has recognized Ms. Bolton as one of its most influential female graduates in Silicon Valley and the San Francisco Bay Area and Watermark, the premier organization for female entrepreneurs and executives in Silicon Valley, honored her as a “Woman Who Has Made Her Mark.”

Ms. Bolton began her career as a Peace Corps Volunteer teacher in Africa. She holds a B.A. and an M.A. in Linguistics from the University of Georgia and an MBA from Harvard Business School.





## Donna Griffit CEO & Co-Founder Invisu.me

Donna Griffit, Corporate Storyteller, has worked globally for nearly 15 years with Fortune 500 companies, Start-Ups and investors in a wide variety of industries. She has consulted and trained clients in over 30 countries, helping them create, edit and deliver verbal and written presentations, pitches and messages.

Donna has the ability to magically spin raw data into compelling stories that captivate audiences and drive to results. Through her guidance clients have raised hundreds of millions of dollars. Donna also created [www.invisu.me](http://www.invisu.me) - a tool that helps startups create their pitch to investors and get the meetings they want! To learn more, visit [DonnaGrif.com](http://DonnaGrif.com)





## Dr. Faz Bashi Lead Investor Portfolia

Dr. Faz Bashi, M.D is the lead investor at the Portfolia Femtech Fund and is also one of Femtech Focus's advisors. One of their investment funds, The Portfolia FemTech Fund, focuses on emerging technologies, products and services improving women's health and wellness.

From fertility solutions to menopausal care and overall fitness, the fund will invest in high-potential opportunities that can be both profitable and grant women greater health and wellness. Faz has a background in Immunology and Virology from UCSF and was one of the early investors who was actively investing in Femtech before the industry rose in popularity.





## Tash Jeffries Growth Coach Startup Founder

Tash Jeffries is the founder of Diversa, a company building AI-based technology aimed at increasing diversity of hires (especially women and people of color) within global tech startups.

She is an entrepreneur in residence with 500 startups and a digital media strategist. Her titles include past president of mBolden (10k member organization for women in mobile and digital), Best-Selling Author, Top 50 Health Blogger according to Huffington Post, and one of 33 bad-Black Womxn in Silicon Valley.

She is an advisor in the following areas: Diversity and Inclusion hiring, business development strategy and relationship selling, digital and social media strategy, and multimedia (video and podcast) marketing.





## Dava Guthmiller

### Founder & Chief Creative Officer

### Noise 13

Dava is the Founder and Chief Creative Officer at Noise 13, a branding and design agency that believes in the power of brands to shape and define lifestyles. She has over 20 years of experience leading strategy and design projects with clients such as Uber, Tile, Planet, Twitter, Pacific Catch, World Wrapps and Paso Wine.

She is also the Co-Founder of In/Visible Talks who's mission is to build community through conversations about the process, inspiration, and challenges behind the creative practice. Dava is also a board member for the Visual Media Alliance, and Slow Food California, and an advisor for Good Food Awards.

She has been featured in publications such as HOW, Communication Arts, Forbes, Huffington Post, and Print Magazine.





## Maaïke Doyer CFO & Strategy Designer Business Model Inc.

Maaïke is an expert in disrupting large corporations such as Microsoft, Audi, and Cisco by helping them identify new business models and refine their strategies. Besides being a strategy designer, she is also in charge of managing her self-founded BMI US offices in NY and SF and leading the global strategy for BMI as global CFO.

Inspiring others with these learnings is another passion of Maaïke. She has been teaching all across the globe as a professor at universities and MBA's and has been a mentor for several startup accelerators. With her infectious energy, she is a regular speaker on management and innovation events.



## Sydney Thomas Principal at Precursor Ventures

My background in partnership building has taken me in a variety of different career directions. I'm grateful to have experiences working on legislation for the City of New York, on expanding a billion-dollar brand at Kimberly Clark and now as the first hire at a venture capital firm investing in companies with courageous visions. You can learn more about me here:  
<https://www.sydneypaigethomas.com/>





## Nitasha Syed Product at Rally Health

Nitasha is a Pakistani founder with a software engineer background. She started her career on the FIFA14 team and moved to the Bay Area 3 years ago.

She started her company, Unboxd, to change the stereotypes of women in the media. She was sick and tired of being labeled as 'nerdy' and 'anti-social' because she was interested in technology. Those stereotypes didn't prevent her from pursuing her passion, but when she realized how many girls shy away from STEM careers due to those stereotypes she knew something had to change.

Unboxd goes behind the scenes with women who are changing our world and shows young girls that they have what it takes to succeed in science or technology





## Kelly Coyne Founder & Partner Grit Ventures

Kelly is deeply immersed in the Silicon Valley start-up community. Having grown multiple start-ups from conception to over \$100M valuations, she is a leading Go-To-Market expert. After earning her MBA from Oxford University, Kelly served at the helm of several early-stage hardware companies (Lily, Mimosa, Candi) and advised many others.

Kelly has broad technology experience, but specializes in guiding Robotics, AI, AR/VR and computer vision companies from concept to launch. She has tremendous experience managing successful betas, developing use cases, connecting products to the right customers, and leading successful product launches. She has also seen some of the extreme pitfalls of SV start-ups - this unique knowledge helps her guide new companies to success. She is a Techstars and Oxford Creative Destruction Labs mentor.





## Dr. Brittany Barreto Co-Founder FemTech Focus

Brittany Barreto, Ph.D. is the Co-Founder, Executive Director, and Podcast Host of Femtech Focus.

Dr. Brittany Barreto is the unconventional serial entrepreneur that proves that anything is possible with hard work and heart. While finishing her PhD in genetics at Baylor College of Medicine, Brittany became the CEO and Co-Founder of the revolutionary dating app Pheramor.

The ambitious venture was the first nationwide DNA-based dating app to hit the market, reaching an eager audience that resulted in 50% growth, month over month. Brittany was also successful in fundraising \$1.3 million for her startup, her founder's journey took a pivot three years later when she embarked on a new path as the Senior Venture Associate at Capital Factory, a notable innovation player in Texas.

Under her leadership the Houston accelerator portfolio grew by an impressive 205%. It was also during this time that Brittany realized that Houston needed more former-founder mentors like herself to help usher in the next generation of Femtech startups.

Dr. Brittany Barreto now has her sights on advancing the Femtech community through her latest world-changing venture - FemTech Focus.





## Dr. Julie Hakim Co-Founder FemTech Focus

Julie Catherine-Elise Hakim, BSc, MSc. MD FRCS(C), FACOG

Dr. Julie Hakim is the Co-founder and Chief Medical Officer of FemTech Focus. She is a multi-national board-certified OBGYN renownedly known for her specialty in pediatric gynecology.

Dr. Hakim is also the co-inventor on a patent for the world's first vaginal stent designed to help the vagina heal following surgery and radiation treatments. This invention has been achieved by Dr. Hakim and her all-women research Lab based in the largest medical center in the world - Texas Medical Center.

Dr. Julie Hakim is also the first Pediatric GYN in North America to also run an all women science lab. Her mission is to treat the patients, start the conversations, and create the products that improve the reproductive health and well-being of girls and women across the planet. You can find her on Instagram and Facebook at @DrJulieGYN.





## Rodrigo Espinosa Vice President, Growth & Development + Head of Latin America.

His responsibilities span leading business development efforts globally and managing the Latin America offices, Sao Paulo, Brazil & Mexico City, Mexico. He's based in our San Francisco office. He's the executive sponsor on several key growth clients.

He brings his longtime expertise in global integrated marketing and strategy to bear on client challenges. With 20 years of experience, not just in the U.S., but also throughout Latin America, Asia, and Europe, he's able to apply a broader perspective and deeper set of insights to every campaign and project.

Rodrigo holds a Bachelor of Arts in Speech Communication with a Concentration in Journalism from California Polytechnic State University, San Luis Obispo, and a Master of Science in Integrated Marketing Communications from Golden Gate University, San Francisco. He's a regular speaker at marketing conferences.

Born in Peru and living in California, Rodrigo lives a bi-cultural life and looks forward to sharing his affinity for culture and the outdoors with his two young daughters.





## Jessica Korthuis Founder and CEO Sohuis

Jessica Korthuis is the Founder and CEO of Sohuis, an educational platform and digital membership community that provides marketing and branding educational resources to help early-stage female founders grow and market their businesses. J

Jessica is a 40 Under 40 Honoree, a “Women Who Mean Business” Honoree, and was most recently listed as a “Women to Watch in 2019 and Beyond” by the nationally-accredited publication, Bizwomen. Jessica has been featured by Girlboss, Thrive Global, The Lean Startup Co., Girl CEO Inc, Entreprenistas, She Leads NYC, VoyageATL and Biz Journals.

She is a chief mom boss with a passion for empowering and advocating for women and female entrepreneurship, is a fierce advocate for alternative education, and is most happy spending time with her husband and daughter.





## Hayley Talbert Partner at SeedIP

Hayley is a patent attorney at Seed IP Law Group in Seattle. She has devoted 11+ years to strategic intellectual property counseling in the electrical, software, and mechanical arts, focusing on efficient and effective patent prosecution.

She works with businesses of all sizes, large to small, to identify and establish intellectual property strategies that support the short and long-term goals of her clients. Throughout her career, Hayley has supported Women and Minority focused organizations to help change the opportunities available to these underserved groups.

For many years she participated in Expanding Your Horizons, which was a yearly event for young women to learn about STEM careers. She was a board member of the Seattle-based non-profit, Women in Technology for several years. Most recently, Hayley hosted a roundtable for Self-Advocacy and Promotion at The Women Diversity & Change Summit in Seattle in 2019.

She received a B.S. (cum laude) in Electrical Engineering from the University of Florida (2004) and a J.D. from Willamette University College of Law (2008). She actively participates in the Patent Law Committee and the Law Associations Committee of the American Intellectual Property Law Association.





## Sahar Paz

### Personal Branding Expert | Communication Strategist CEO Own Your Voice

My body of work is centered around emotionally intelligent and strategic communication for the betterment of conscious capitalism.

Hi there, my name is Sahar Paz and I'm a personal branding expert, communication strategist, professional speaker, and best-selling author who partners with people and organizations wanting to have the conversations that convert.

Whether the voices are internal or external, in private or public settings, the ability to communicate inclusively is the only way to close the communication gap between generations, gain influence, and be a conscious capitalist. I know this because I've lived it. I was a child during the politically tense revolution, where consumers were scared and demanded clear communication and truth - a reflection of modern times.

Soon after organizations began to request my "Own Your Voice" presentations highlighting leadership, negotiation, and sales among generations. I transferred my skills of building a successful professional speaking career into Own Your Voice Strategy Firm, a firm that specializes in building and activating personal brands with a vision to build a collective of thought leaders who will own their voices to influence social change and create a shift towards conscious capitalism.





## Sandra Pelletier CEO of Efovem Biosciences

Sandra Pelletier is the CEO of Efovem Biosciences, Inc., (NASDAQ: EVFM) a commercial-stage biopharmaceutical company committed to developing and commercializing innovative products to address unmet needs in women's sexual and reproductive health, including hormone-free, woman-controlled contraception and protection from certain sexually transmitted infections (STIs). Sandra led the development and FDA approval of Phexxi – the first and only non-hormonal, female-controlled, on-demand prescription vaginal gel for the prevention of pregnancy. Phexxi was launched in September 2020 and is expected to meet a significant unmet need for the 21 million U.S. women who are beyond hormones.

Sandra is also advancing the Company's pipeline product, EVO100, into a Phase 3 clinical trial for the prevention of urogenital chlamydia and gonorrhea in women. Prior to joining Efovem, Sandra founded WCG, a global non-profit organization that created access to reproductive healthcare technologies in more than 100 developing countries.

Sandra is a breast cancer survivor, single mother, published author, skilled moderator, and coveted keynote speaker. She has appeared at the Harvard T. H. Chan School of Public Health, the Davos World Economic Forum, the Clinton Global Initiative, the International Conference on Climate Change, the MAKERS Conference, Women Deliver, the International Conference on Family Planning, Reproductive Health Supplies Coalition, the University of Virginia's Darden School of Business, the University of Oregon's Lundquist School of Business and the University of California, San Diego. She has been profiled by The New York Times, Inc. Magazine, Cosmopolitan, Bustle, CNN, Glamour, Marie Claire and Vogue. Sandra was named a "New Champion for Reproductive Health" by the United Nations Foundation and was received the San Diego Business Journal's Business Woman of the Year in 2019.





## Paul Brassard

### Managing Partner & Lead Advisor Volition

Paul Brassard is an almost 20 year veteran of entrepreneurship, and has immense experience in business development, fundraising, scaling and marketing strategy, and is a master pitch and presentation coach. With a love for teaching, a passion for knowledge-sharing and a desire to help others grow and succeed, Paul loves working with entrepreneurs and startups, inspired and motivated by their enthusiasm and innovation, gauging his success by the success of those he's worked with and/or taught.

Paul teaches a Pitch Bootcamp masterclass for GUILD Academy participants.



## Chelsey Glasson

### User Researcher formerly Facebook and Google now Compass

Chelsey Glasson is a user researcher who has spent the past decade leading user research programs for a variety of companies, both large and small. Outside of work, she keeps busy with raising her two kids and exploring the Pacific Northwest.

In the GUILD Academy Chelsey shares her top tips for user interviews.





## Tracy Lawrence

Tracy Lawrence was the CEO and co-founder of Chewse, creating superior eating experiences for offices across the US. Tracy herself was bullied as a child and experienced the pain of eating lunch in the bathroom – consequently, Chewse was a marketplace between local restaurants and offices for corporate meal delivery. She was recently named Forbes 30 Under 30 and she has a BS in Business Administration from the University of Southern California.

After starting her business in a college dorm room, she raised \$40M in venture capital and sold the company in 2020. Tracy indulges in a healthy love of pita + hummus, art history, and surfing. She loves helping and mentoring entrepreneurs since she wants to give back to the virtuous cycle that got her here today. She is an All Raise mentor and taught the Series A to B Bootcamp for women raising later-stage rounds.

Hear from Tracy in our "Mental Health for Founders" conversation.





## Tamar Blue Founder and CEO of MentalHappy

Tamar Blue is the founder and CEO of MentalHappy, a social network helping people around the world to overcome challenging life events and improve their daily lives through peer support. She also is an alum of Y Combinator, one of the most respected startup accelerators in the U.S.

Based on personal experiences and her more than 7 years of experience in people operations and recruiting, Tamar understands the challenges people face in finding the emotional support they need to lead happier, healthier lives - from high costs to physical constraints. Her passion for becoming part of the solution began in high school when she started a peer-support organization providing social support to classmates experiencing bullying and has fueled her work and advocacy throughout the past 20 years.

Hear from Tamar in our "Mental Health for Founders" conversation





## Justin Lokwitz

### Author, Professional Speaker, and Strategy Guru

Justin is the author of the bestselling books, *Design A Better Business: New Tools, Skills, and Mindset for Strategy and Innovation* and *Business Model Shifts: Six Ways to Create New Value For Customers*, a frequent blogger and contributing author, a startup advisor, an MBA professor, as well as an experienced strategy designer and managing director of the Business Models Inc. offices in the US. He has more than two decades of experience managing product strategies for large, multinational corporations, like Autodesk and Oracle, as well as several startups.

Justin has an MBA in Design Strategy, from California College of the Arts, a BA in Environmental Science and Geography, from the University of California Santa Barbara, as well as professional certifications in software development and product management, from the University of California Berkeley.





## Ane DeGheest Managing Partner HealthTech Capital

Anne DeGheest pioneered the HealthTech or Digital Health space as a healthcare executive, an entrepreneur, angel investor, corporate advisor and mentor capitalist. She is the founder of HealthTech Capital and MedStars. Since she founded MedStars in 1986, she has been a corporate development advisor to large healthcare companies and a mentor capitalist specializing in investing and mentoring early stage companies in healthcare. Her life science portfolio companies have grown into major disruptive companies that have generated over \$18 billion in market value.

Anne founded in 2010 HealthTech Capital, a group of private investors dedicated to funding and mentoring new "HealthTech" startups to decrease healthcare cost and empower patients. MBA from Harvard and a Master in Business Engineering from University of Brussels.





# The GUILD

The GUILD is the leading global community to learn, connect and grow with like-minded entrepreneurial womxn and ecosystem partners.

After graduation, you will continue your development alongside awesome women across the globe with your annual membership.

Our mission is to strengthen female entrepreneurship and leadership across the globe, to connect women and help you build and grow your businesses together, lifting each other up.

We already made more than 150,000 connections and are expanding into Europe and Asia, allowing you to connect with your peers and investors locally, regionally and globally!

[letsguild.com](https://letsguild.com)





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