



Assisting multicultural women of all ages with accessing capital to start or expand a business.

A message from...
Odyssey Media™



The Odyssey Media Angel Investors' Resource Guide was created by women for women to provide insider tips and advice that will assist women with growth investors for business development.

Scaling a business is a unique challenge, but getting the right advice can make it manageable.

Our Resource Guide covers it all: access to capital, resources, and management mentoring; gender and race biases women face; and the delicate family life-work balance necessary to concentrate on growing a business and managing a family. Our community has the necessary resources designed to meet the unique needs of multicultural women in business, including mentoring advice on obtaining financial backing exclusively for entrepreneurial women.

A community of women — many of whom have successfully secured the necessary funding that allowed them to take the next step in the evolution of their businesses.

A strong community is an essential pillar of long-term strength to get you through rough spots. Join our community for podcasts, tip sheets, and expert advice from women who have succeeded as entrepreneurs.



THE SUPERWOMAN MYTH!

Before you consider taking your business to the next level, be honest about your ability to devote adequate mental and physical time to this effort. Be certain to plan for and consider the following:

Family Obligations

*Who will help you with children, older parents, pets, etc.?
Have you carved out time for your children, spouse, partner, etc.?*

Work Location

- *Do you have a quiet space to speak with business partners, vendors, clients, etc.?*
- *Do you have an up-to-date computer and other relevant electronic devices?*
- *If you have a restaurant or a consumer serving location, is it safe, well lit, clean, and accessible?*

Me Time...

The stress of running a business can take a physical toll and make it hard to find time to work out, leisurely read a book, shop, or enjoy your normal routines. You must plan Me Time.



CHECKLIST

Before You Look for Investors

- Define clear goals
- Define product development
- Back up with market research
- Prioritize market penetration
- Develop a term sheet

FUNDING

Access to capital to start or expand a business is one of the major reasons for failure. One of the biggest mistakes women make is not having enough money, credit lines, or rainy-day funds to navigate through such challenges as unexpected consumer demand, downturns in the economy, unexpected weather disasters, health crisis, starting a family, etc.

According to Morgan Stanley, women and minority-owned businesses are not entities that investors prioritize when looking at opportunities. Among the investors we polled, nearly 40% of the men say that investing in women-owned businesses is not a priority at all, compared to only 7% of female investors. Similarly, 31% of white investors say they do not prioritize investing in minority-owned businesses.

On average, women started their businesses with \$75,000; for male-owned businesses, that figure was \$135,000. So clearly the challenges are significant!

Faced with these daunting statistics, what should multicultural and multi-ethnic women do?

Armor up and move forward!

There are plenty of organizations and investors who understand the funding conundrum. Join our free **Keys To Success** community, and we'll keep you updated on a multitude of funding sources.

FUNDING RESOURCES

MILLION DOLLAR WOMEN

www.juliapimsleur.com

Million Dollar Women (MDW), has a clear mission: to help 1 million women get to \$1 million in revenues. To achieve this, MDW offers an online business program, the MDW Masterclass, and the annual Million Dollar Women Summit for 200 high-growth women entrepreneurs in New York City. MDW founder, Julia Pimsleur, is the author of the best-selling book *Million Dollar Women: The Essential Guide for Female Entrepreneurs Who Want to Go Big*.

SO GAL VENTURES

www.sogalventures.com

SoGal Ventures defines itself as the first female-led millennial venture capital firm. With a mission to redefine the next generation of founders and funders and a belief in the power of diversity, borderless business, and human-centric design, they invest in companies in the U.S. and Asia with female founders or diverse founding teams.

37 ANGELS

www.37angels.com

37 Angels is a community of women investors with the mission to educate early-stage investors and train more women to become investors. Founded by longtime entrepreneur, Columbia business school adjunct professor and Pipeline alumna Angela Lee, 37 Angels offers investor bootcamps (both online and in New York City) to learn the art of angel investing. And, female (and male) founders can apply for a chance to pitch the 37 angels network in New York.

FEMALE FOUNDERS FUND

www.femalefoundersfund.com

The Female Founders Fund was launched in 2014 to invest in early-stage female-founded technology companies. The specific areas of focus of Female Founders Fund include e-commerce, web-enabled services/ products, marketplaces, and various platforms.

TORY BURCH FOUNDATION

www.toryburchfoundation.org

The Tory Burch Foundation aims to empower female entrepreneurs through capital, education, and fellowship programs. Their capital program with Bank of America helps provide access to affordable loans through community lenders. With a commitment to opening up access to capital, advancing entrepreneurial education and network opportunities, the foundation provides women small-business owners with business and management education. And the Tory Burch Fellows Program includes workshops, a year of support, a \$10,000 award, and a chance to pitch for a \$100,000 grant.