



**NATIONAL WOMEN'S
BUSINESS COUNCIL**



**ADVISORS TO
THE PRESIDENT,
CONGRESS,
AND THE SBA**

NWBC Public Meeting

January 22, 2013



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Welcome

Donna James
NWBC Chair

NWBC 2012 Annual Report

Anie Borja
NWBC Executive Director

Overview of Recommendations

- High-growth businesses
- Access to markets – federal procurement
- Access to capital
- Data & Research

Job Creation & Growth

- High-growth businesses
 - + Hearing to standardize definition & characteristics
 - + Explore tax incentives
 - + Private sector investment: combined capital & tech support
 - + SBIC incentives/requirements to invest at least 10% funding in women-owned or –led businesses

Access to Markets

- Improved access to government contracting
 - + **Lift dollar thresholds on WOSB Federal Contract Program**
 - + Increase overall goals
 - + **Increased accountability: link individual performance to meeting procurement goals**

Access to Capital

- Increase access to capital
 - + Support for technical assistance to increase readiness to gain financing
 - + Better education of debt & equity financing options
 - + Better lender education
 - + Tax credits for financial institutions or PE firms that invest in women-owned or –led businesses
 - + Analysis of Jobs Act impact & effect of crowdfunding provisions

Data + Research

- Data baseline
 - + Continued funding for U.S. Census Survey of Business Owners (SBO)
 - + New methodologies and approaches for measuring business data on an annual basis, building on existing resources and infrastructure
 - + Executive Interagency Working Group that includes data users + Congressional Task Force
 - + Include gender determination on government applications as a core metric

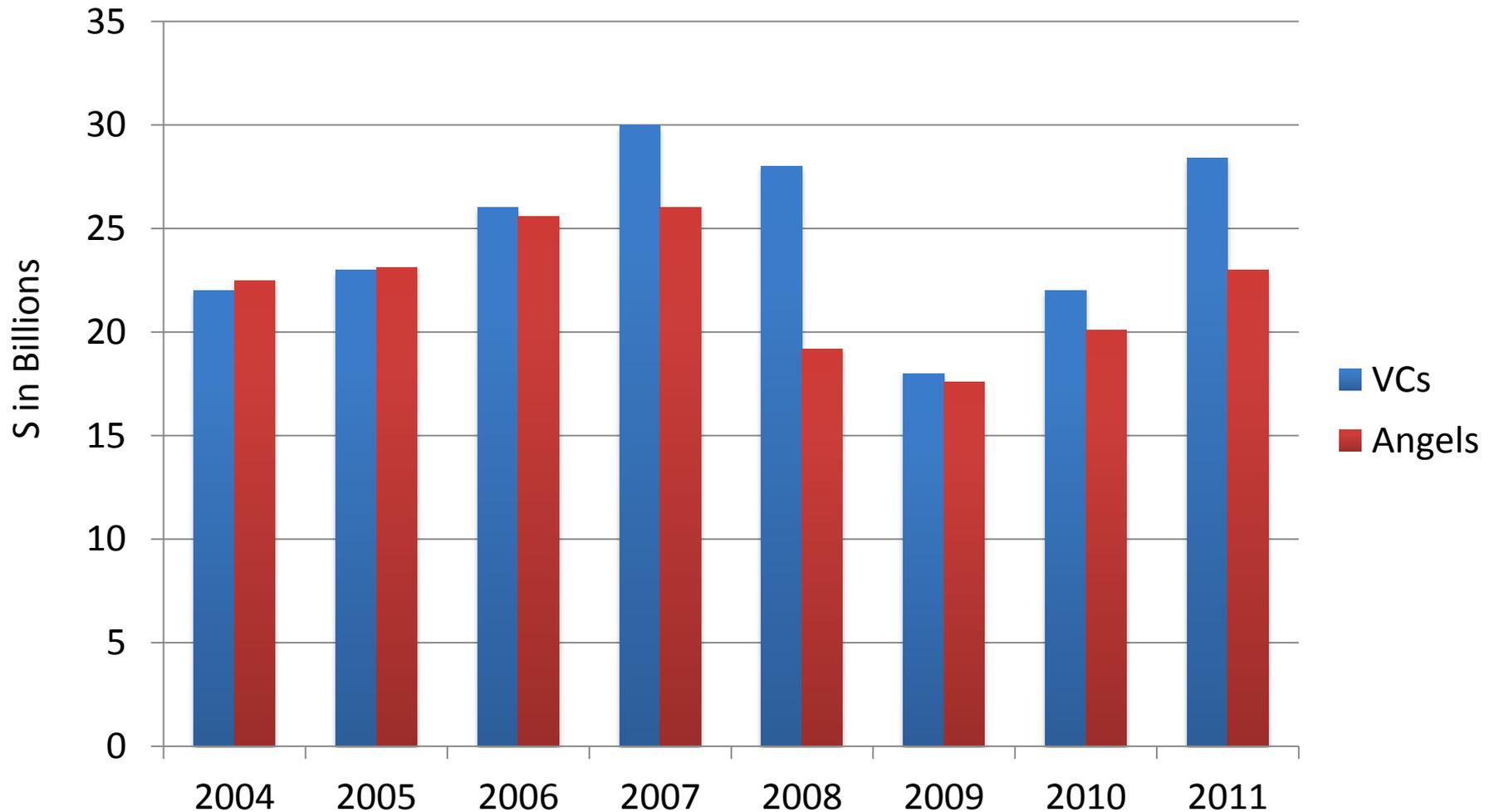
NWBC Continuity

- Structure
 - + Working committees
 - + Committee chairs
- Leadership
 - + Acting Chairs
- Open seats
 - + Congressional recommendations
- Terms
 - + Stagger to improve continuity

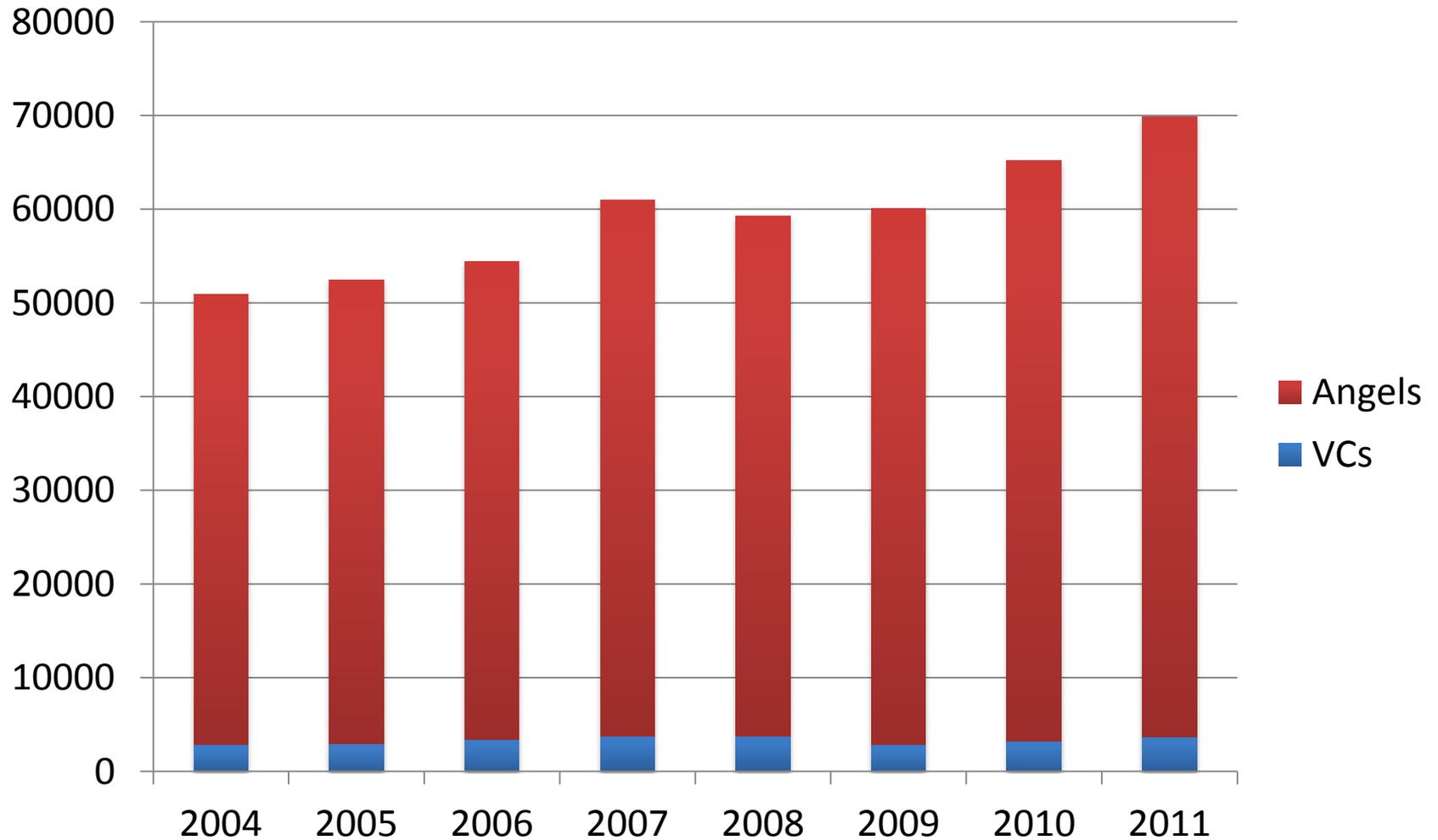


Peggy Wallace
Managing Director
pgw@goldenseeds.com

Aggregate Invested in US by VCs vs. Angels



Angels Invest in Many More Deals



Women & Venture Funding

- 20 % of startups led by women sought venture capital in 2011
 - Of those seeking, only 13% received it
- Of the U.S.-based companies that received a round of venture capital financing in 2010:
 - 6% had a female CEO
 - 7% had a female founder
 - 10 % had a female founder or CEO at some point
- Women represented 13% of angel investors in 2010

Angels and early stage VCs look for:

- Management talent and team
- Compelling need for the product
- Attractive market opportunity - size of \$1 billion
 - 10 – 20 million in revenue in 5 years
- Scalable product and business model
- Beta (occasionally alpha) stage of development
- 1-2 paying clients
- Sustainable competitive advantage
- Service businesses are rarely financed
- Opportunity to exit within 5-7 years generally through M&A

Golden Seeds Investment Strategy

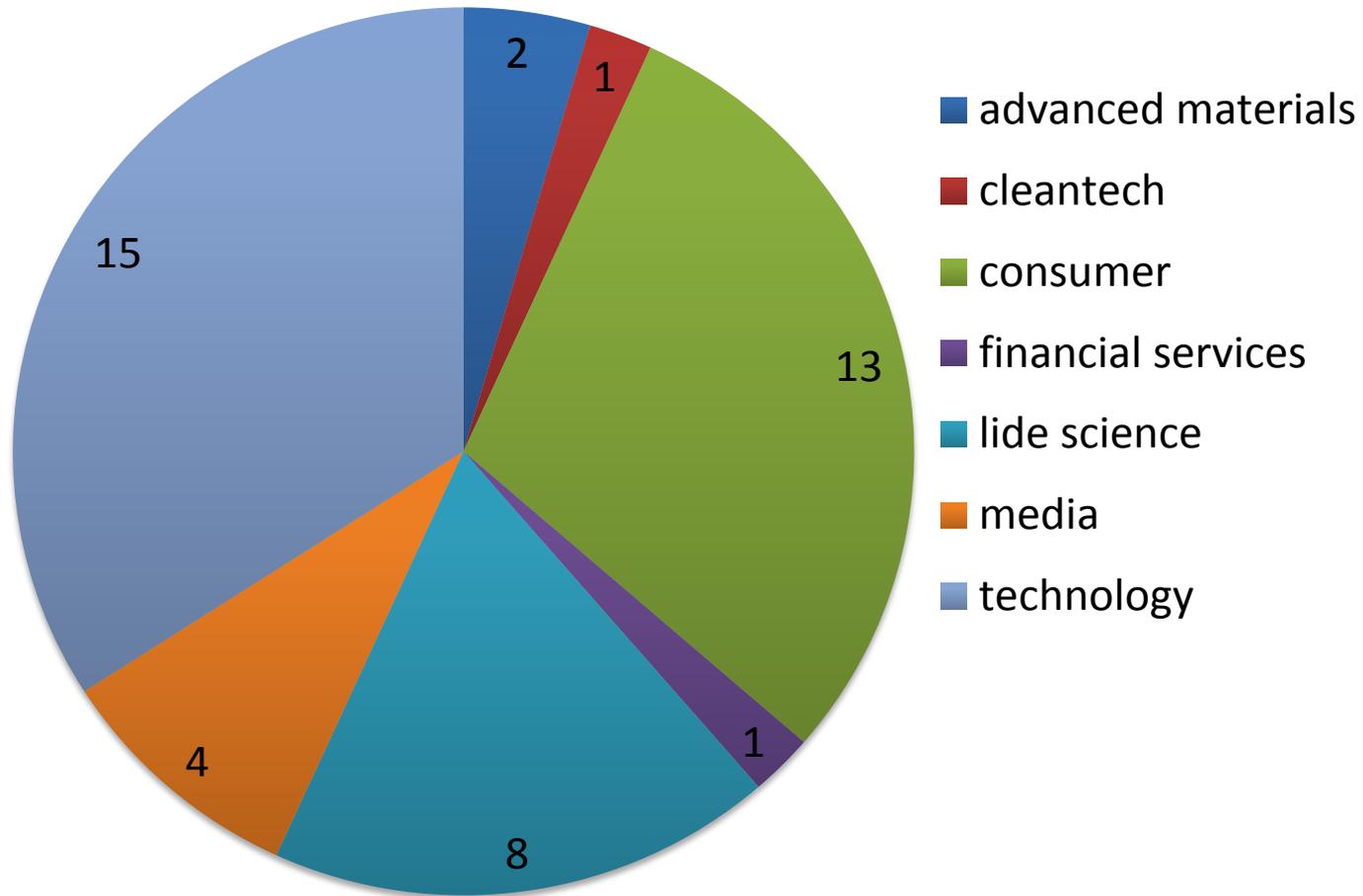
- Golden Seeds invests in:
 - Early and growth stage companies
 - An underserved market (women-led startups) with high return potential*
 - Consumer, Life Sciences, and Technology sectors
 - Active post-investment involvement
 - Capital efficient companies with a focus on early exits

What we Look at

- **Product** – both differentiated technology or service and a substantial market opportunity
- **Profits** – a business model that has margins and distributions costs that can be profitable
- **Plan** – good idea of the steps needed to create a repeatable business model
- **Promotion** – what is the “go to market” strategy
- **People** – a team to meet the needs of the business

A Golden Seeds Snapshot

\$46.8 M invested in 52 companies since April 2005



Most Active Angel Groups: Total Deals

2011 Year End



Southern CA



Menlo Park CA



CA, MA, NY



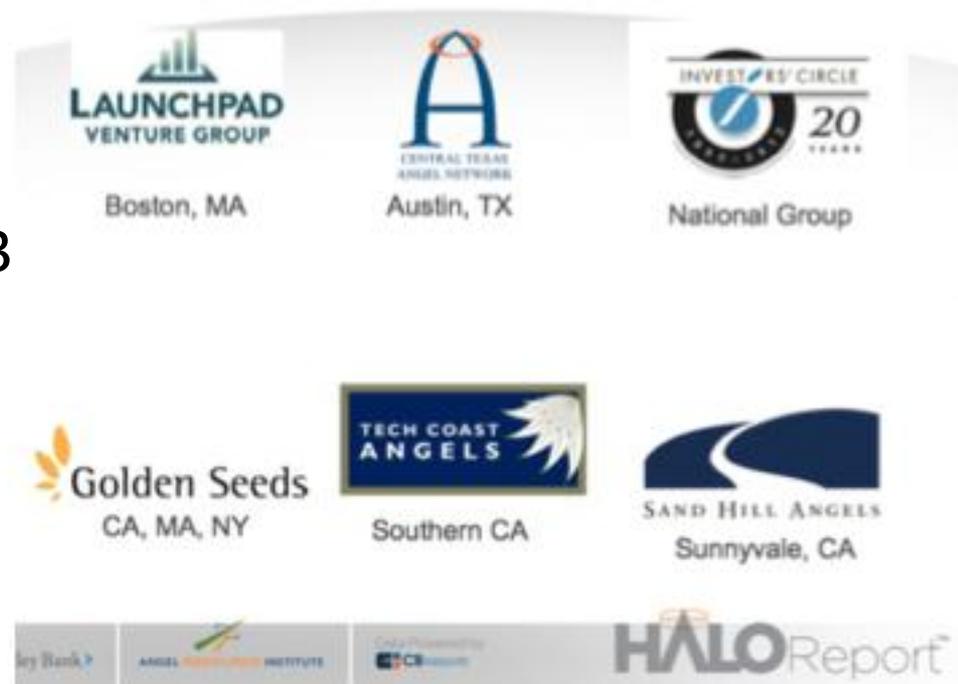
Austin, TX



Boston, MA



2012 Q3





Thank You

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Research and Policy

Tina Byles-Williams

Overview

- Timely and Relevant Research
- Targeting Current Gaps and Emerging Issues
- Three Ongoing Projects:
 - Young Women Entrepreneurs
 - Women-Owned Small Business Contract Program
 - Perceptions & Attitudes of Women Entrepreneurs

2013 Research Priorities

- Structured Selection Process
- Three Areas of Interest:
 - High Growth Firms
 - Microbusinesses
 - Data

Policy Update

Emily Bruno

On the Hill

- Election Results and the 113th Congress
- Successes in 112th
- Priorities for Outreach in the 113th

Data Initiatives

- Tracking the 2007 Survey of Business Owners
- Working with SBA and Commerce on the 'Smarter Data, Smarter Policy' Initiative



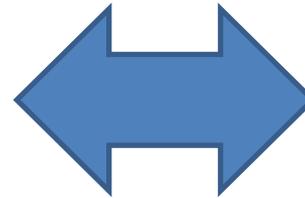
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Group of Six

Magdalah Racine-Silva



Group of Six

Serves as the main conduit of information between the women's business organizations and the Council.

Roles:

- Identify, monitor and analyze programs, initiatives and policies currently at the forefront of their respective organizations
- Educate the Council on new and existing programs that are making a difference in the advancement of women-owned businesses
- Assess opportunities for improvement of those programs



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Communications and Outreach

Jaime Nack

Committee Report

Updates on Outreach Targets:

- Council Members
- NWBC Stakeholders
- Women's Business Organizations



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New Initiatives, Policies & Programs

Donna James

Update

Collective Voice



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Public Questions & Answers

www.nwbc.gov