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SERENA WILLIAMS

Managing Partner, Serena Ventures

Serena Ventures has raised \$111 million to invest in founders with diverse points of view.

'Since 2014, Serena Ventures has championed founders whose perspectives and innovations level the playing field for women and people of color'



www.newyorktimes.com

BOBBIE RACETTE

Founder and CEO, Virtual Gurus

Virtual Gurus, is a talent marketplace that leverages proprietary technology to match organizations with highly skilled Canadian and American virtual assistants.

They recently closed a series A round securing \$8.4 million in funding.

www.betakit.com



ERICA DAVIS & CATHERINE CARTER

Co-Founders, The Sip Society

"(We) are shaking up the wine industry by making luxury beverages approachable and empowering people to find their flavor without breaking the bank. The philosophy is not to find a seat at the table, but rather build our own table and invite those underrepresented in the wine industry to sit, and Sip!"

www.forbes.com



SUNEERA MADHANI

CEO and Co-Founder, Stax

Stax announced its latest funding raise of \$245 million, bringing the company to a \$1 billion valuation and unicorn status.

The all-in-one payment platform provides businesses and SaaS platforms the ability to manage their payment ecosystem, analyze data, and simplify their customer experience through fully integrated solutions.

www.businesswire.com



ARATI SHARMA

Founding Partner, Backbone Angles

Arati is Canada's Angel of the Year by the National Angel Capital Organization for 2021.

Backbone Angels is a newly formed group of angel investors in Canada that focuses on investing in women and non-binary founders, with a specific eye towards Black, Indigenous and People of Colour (BIPOC)-led companies.

www.betakit.com



VIVIANNE WILSON

Founder, GreenPort

GreenPort is the first Canadian cannabis company owned by a Black woman.

'Her goal is to build community through her business, and along the way, address some of the gaps in Canada's cannabis sector that have historically left women and people of colour behind.'

www.complex.com

KYLIE WOODS

Founder & Executive Director , Chic Geek

The Chic Geek is a nonprofit aimed at helping women find success in STEM fields through mentorship, training, and community support.

Their goal is to increase gender diversity in technology.

www.calgaryjournal.ca



ANGEL RICH

CEO, CreditRich

'AI-powered fintech app CreditRich enables users individually or via B2B partners to use their spare change or "round ups" to pay bills and improve their credit intelligence. CreditRich promotes financial health innovation, allowing users to prioritize debt payments and raise spending power over time driving further growth.'

The app has reached unicorn status with a valuation of \$1.5 billion.

www.blackenterprise.com