



VINETTA

CAPITAL TO CONQUER

6 MONTH IMPACT REPORT

WASHINGTON D.C. 2019



Vinetta is a capital platform designed to unleash female drive. We source top tier female founders building high growth tech companies and work to catalyze their business growth.

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Kelly O'Malley

Atlantic Regional Director
The Vinetta Project

I AM THRILLED to share this Impact Report and Vinetta DC's current metrics with you all. The growth and impact we have had in the past year have been tremendous and I'm incredibly proud of all that we've done together. As I reflected on the first half of 2019, I realized how much all of us on the Vinetta team are constantly hustling to better serve our founders. It became glaringly apparent that a real area of opportunity for us lies within our Personal Capital pillar, not just for our team, but also for the greater Vinetta community.

In this report, you'll find our plans to increase our Personal Capital events for the remainder of 2019, with various programming for the mind, body and soul. As self-care and mental health become part of a growing conversation, especially for women, we want Vinetta to be an essential wellness component in the lives of those we work with. Moreover, we want to be sure our founders are prioritizing themselves and their well-being so that they are able to more effectively run their businesses. With this programming, we will provide opportunities for them to do just that.

I encourage you to take a moment and reflect on your own Personal Capital and think about how you can better serve yourself during the rest of this year. And I hope you will join us for one of these upcoming events. Looking forward to the rest of 2019!

THE FOUNDING FOUR

TO US, CAPITAL IS MORE THAN MONEY

There are four things we believe are critical to a great founder's success. If we are supporting our founders we are delivering the impact we want. We measure success in the local communities and globally based our **FOUNDING 4 PILLARS**

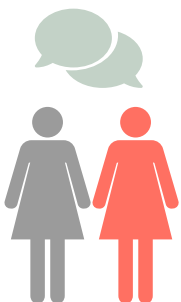
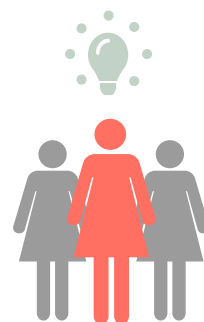


Financial Capital

Funding
Financial Management
Pipeline

Intellectual Capital

Education
Skills and Tools
Product / IP



Social Capital

Network
Community
Mentorship

Personal Capital

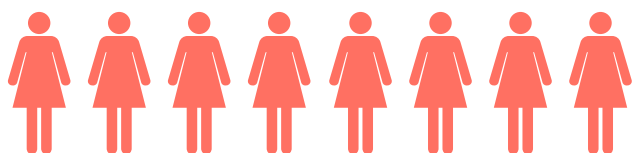
Leadership
Resilience
Purpose



FINANCIAL CAPITAL

Impacting founders access to capital

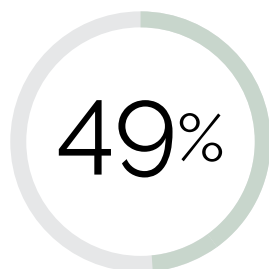
129 TOTAL
APPLICANTS



23%



Percentage Increase in Applicants YOY



49% of companies are
revenue-generating

66

D.C. COMPANIES



Have previously raised capital at an
average of \$180K

23 D.C. COMPANIES
AFFILIATED WITH VINETTA
HAVE RAISED A COMBINED

\$35.7 MILLION



\$3 Million



\$3 Million



\$1.7 Million

SOCIAL CAPITAL

Impacting founders access to networks, visibility and community growth

610 NEW CONNECTIONS THROUGH COMMUNITY EVENTS AND PERSONAL RELATIONSHIP DEVELOPMENT VINETTA HAS BEEN ABLE TO CREATE BETWEEN COMMUNITY MEMBERS.

10

TOTAL EVENTS
hosted in 2019

624

TOTAL REGISTRANTS
for Vinetta events



2019 VENTURE CHALLENGE FINALISTS

CULTIVATE PEOPLE
PLEASE ASSIST ME

PEARL CERTIFICATION
UPLIFT

FOUNDERS & FUNDERS DINNERS

Co-Hosted with Kimberly Grant,
CEO at ThinkFoodGroup



2/3 SHOWCASE EVENTS

Successfully hosted

March - Hosted at Booz Allen

June - Hosted at Capital One Cafe

PRESS HIGHLIGHTS

How D.C. Became One of the Top Cities for Inclusive, Female-Driven Entrepreneurship - **Ad-week**

Please Assist Me, Uplift advance to Vinetta Project pitch finals - **Technical.ly**

DC Inno's 50 on Fire 2018 - **AmericanInno**

PERSONAL CAPITAL

Impacting founders with leadership skills, resilience and purpose

WE ARE EXCITED TO ANNOUNCE the launch of Vinetta's Personal Capital events in 2019. In addition to our founder happy hour series, we have the following upcoming events to help our founders prioritize their health and self.



FOR THE MIND - Think guided meditation, leadership workshops and panels focusing on how to navigate moving from founder to CEO within your business.



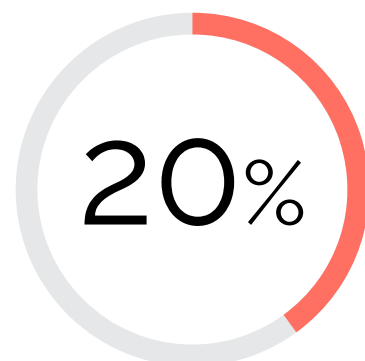
FOR THE BODY - Look out for workouts with boutique fitness studios in the DMV. Focusing on the health and happiness of our founders, and making it easier for them to prioritize themselves is one of the most important aspects of Vinetta's Personal Capital pillar.



FOR THE SPIRIT - Continuing our efforts to give founders in the same sector and at the same stage access to one another. Having a strong support system is essential for any founder.

OUR GOAL

IS TO ENGAGE AT LEAST 20% OF OUR
COMMUNITY IN THESE NEW PROGRAMS



INTELLECTUAL CAPITAL

Impacting founders with educational resources, tools and product support

PROBLEM HACKING THE PROGRAM - we pair Vinetta founders with experienced operators, investors and advisors to tackle ONE big problem over a 3 month period. Founders and coaches will work one-on-one to solve an issue critical to the success of the startup.

In our current Spring DC cohort, we have **11 ventures** paired with **11 experts**, working together to solve business challenges such as streamlining internal processes, developing an effective PR strategy and generating a functional strategy for hiring while scaling.

“ The Problem Hacking Program is an amazing way for entrepreneurs and mentors alike to zero in and tackle one specific problem for the venture. It really helps answer the proverbial entrepreneurial question of “What keeps you up at night?” In a focused and meaningful series of output-oriented discussions. Entrepreneurs have so many competing priorities and the Problem Hacking Program creates a process for dealing with them in an efficient and effective way. ”

- **Tommy White, Executive-in-Residence & Co-Director, AUCI Incubator & Vinetta Venture Committee Member**

“ I participated in the Vinetta Project Problem Hacking last summer and found it very helpful. The Booz Allen Hamilton consultants helped me with brainstorming and analyzing my market and product in the most effective ways as I launched the 2.0 version of my app. Their insight and support was very helpful. ”

- **Sarah Hostyk, Founder, Workstrive & Vinetta Problem Hacking Mentee**

“ I was thrilled to be a mentor in Vinetta's Problem Hacking Program. As a female founder and, previously, start-up executive, I often say I've gained a practical MBA with a focus on entrepreneurship -- and it's important to me to be able to pass on what I've learned to others in the ecosystem. The structure and clear parameters of the program made it easy for me to find time to contribute meaningfully and efficiently. I'd do it again in a heartbeat! ”

- **Cameron Hardesty, Founder & Vinetta Problem Hacking Program Coach**

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Venture Challenge Partners



Program Partners



ALVAREZ & MARSAL

OUR TEAM

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City Director



Rebecca Yarbrough
Community Lead

Advisory Committee



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Partner, Rise of the Rest, Co-Chair Vinetta



Amelia Friedman
Founder, Hatch Apps, Co-Chair Vinetta



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