

WIN-VC Atlantic

Overview & Key Findings

WIN-VC

The Women and Nonbinary (W) Impact (I) Network (N) for Venture Capital (VC) | WIN-VC | is a national collaborative targeting the promotion of gender-lens investing and access to capital for under-represented founders. Pond-Deshpande Centre is the Atlantic delivery partner for this important initiative. The "W" in our acronym encompasses and includes all women, including non-binary/genderqueer individuals.

WIN-VC addresses the systemic challenge of less than 3% of venture capital investments going to women-led ventures.

Entrepreneurs

Investment-Ready Atlantic:
Designing & deploying a capital strategy for your growing venture that is aligned with you as an entrepreneur and the impact you seek to create

Cohort 1: Fall 2023
Cohort 2: Fall 2024

Investors

Rethinking meritocracy:
Regional collaboration for a more equitable investment approach to elevate the Atlantic economy

Program: Mid 2024



www.ponddeshpande.ca/win-vc

www.winvc.ca

Key Finding

Women report being over-programmed and over-mentored. Time is a limited resource for these founders. They need access to 1) networks, 2) ecosystem partners opening doors to capital in very tangible ways, 3) expert advice, and 4) pitch coaching.

Key Finding

The gaps for women are still very real and experienced, including receiving very low-ball offers or struggling to find lead investors. Many women want to bootstrap their ventures because of these barriers, with a sense that venture capital may be glamorized.

Key Finding

Atlantic Canada doesn't have enough funds to support all founders. Founders need to expect to go outside the region and not get discouraged by no's here. Institutional investors are interested in supporting gender-lens investing, but aren't seeing a pipeline of women pitching them (might be related to investment thesis).

SUMMARY

Interviews conducted in Fall 2023 of 12 ecosystem partners, 12 entrepreneurs and 8 institutional investors