

**GLOBAL SUMMIT
OF WOMEN**

the premier business and economic forum for women globally



Financial Strategies & Investment Planning for Women

10 May 2024


**Awaken
Angels**

My Background



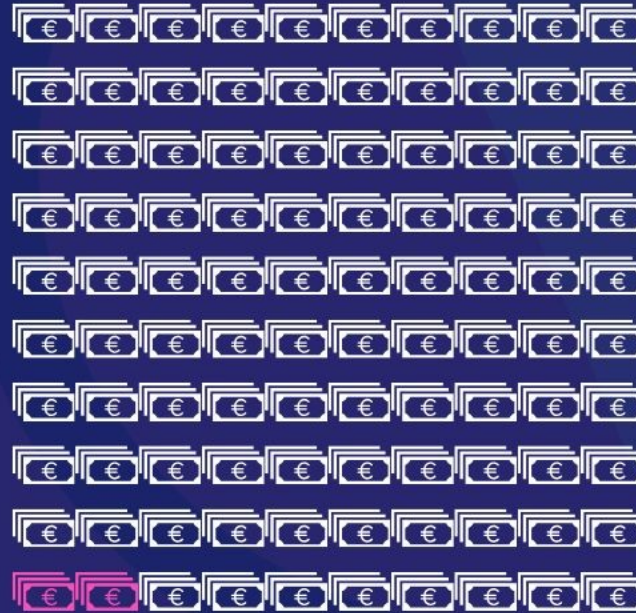
Mary McKenna, Chair of the Awaken Group
European Female Angel Investor of the Year
2023/24



Currently,

LESS THAN

2%



of investment in deep tech innovation within the EU
goes towards **women-led companies**.

WOMEN
TechEU

aims to help fix this imbalance.



Funded by
the European Union



Four Differences Between How Men & Women Approach Investment

- For women, wealth is a means to a number of ends, not an end in itself
- Women make investment decisions based on fact, not on their gut feel
- Millennial women are taking charge of their wealth
- Cultural differences play a significant role in shaping investment decisions

A Glimpse Into The Future of Wealth

Tomorrow's wealth management client is no longer a white Western male in his 50s

- Women's wealth is growing faster than men's
- Gen X, Y and Z are better educated and more economically empowered than earlier generations
- Wealth is no longer just about money; it's also about impact, purpose, connection & making a difference in the world
- Women are adding \$5 trillion to the global wealth pool annually ... this is happening across all continents and this sum is accelerating year on year

BUT DON'T JUST SAVE – INVEST – DO IT NOW!

- ❖ Women are massively under-represented in early-stage investing
- ❖ In Europe, the estimated number of women angel investors is only 7% and globally 15-18%
- ❖ Investment in women-led businesses globally still sits at c2% (mixed founder teams 8% and all-male teams 90%)
- ❖ Women across all wealth brackets are set to inherit 70% of global wealth over the next two generations – Boston Consulting Group
- ❖ With greater financial independence, women are seeking investment opportunities to grow their wealth and achieve financial goals
- ❖ Women founders tend to build businesses that generate more revenue, they create more jobs and execute better
- ❖ Women-owned businesses on average offer a return on investment double that of businesses owned by men



WHAT TYPE OF ANGEL ARE YOU?

In our syndicate, we see 4 distinct categories

Women that are new angel investors who want to learn and see how experienced angels conduct due diligence and make investments

Women who have little time to pursue this path actively but want to acquire a portfolio of angel investments

Women who are experienced investors and want access to deal flow to support women-owned businesses

Male allies interested in supporting women-led businesses



HOW WILL JOINING OR STARTING AN ANGEL SYNDICATE BENEFIT YOU



Opportunity to join due diligence teams



Curated deal flow & pitch events



Invest in new and existing deals via syndicate



Community events, directory & library of resources



Monthly newsletter



Access to partner events / resources



Investment monitoring (regular updates from invested companies)



Tax & compliance reporting support



Education & Training and additional Personal Development Opportunities

Be The Driver of Your Financial Future



MARWAN NAAMANI/AFP/Getty Images

How to Reach Me



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