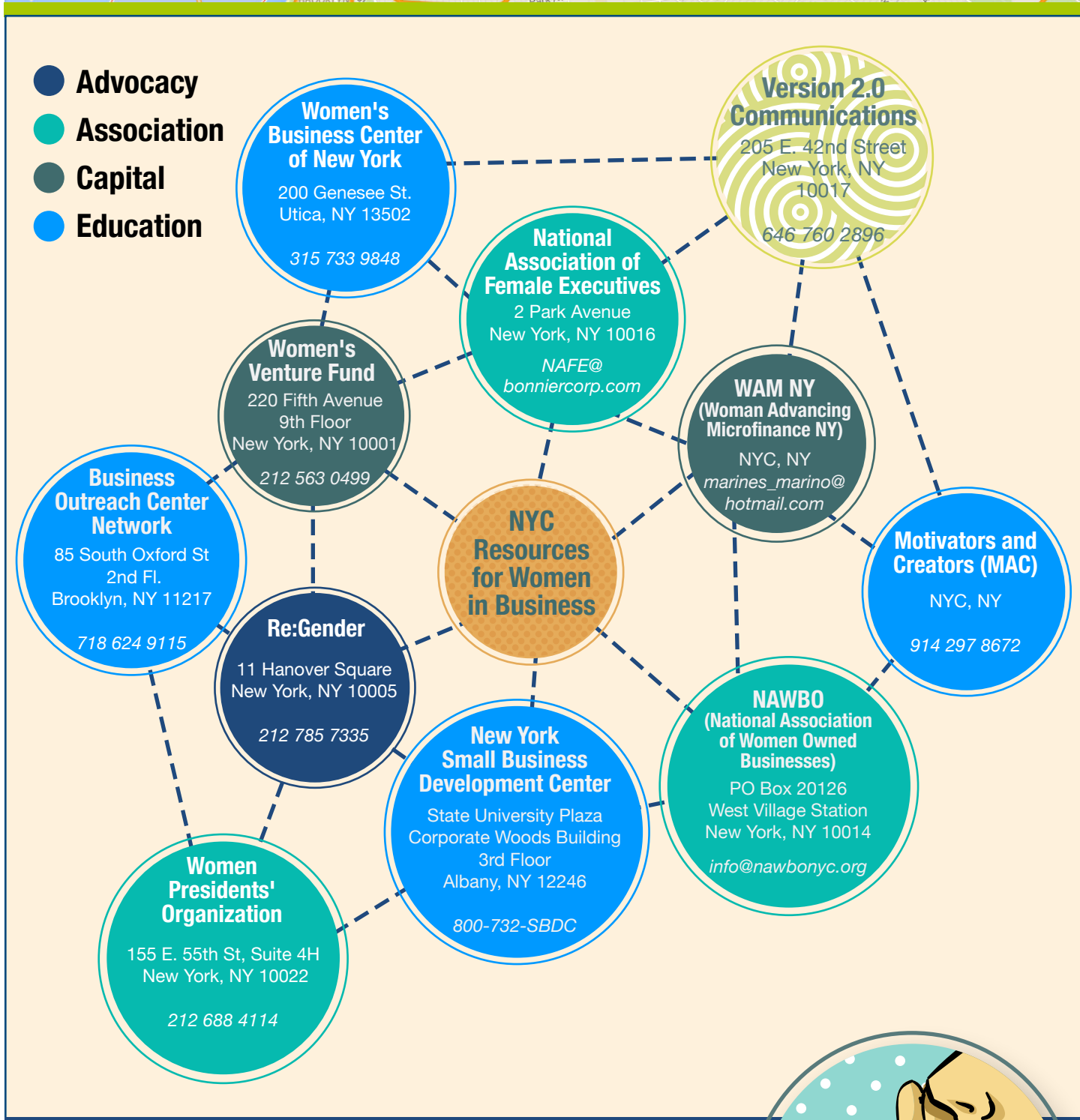
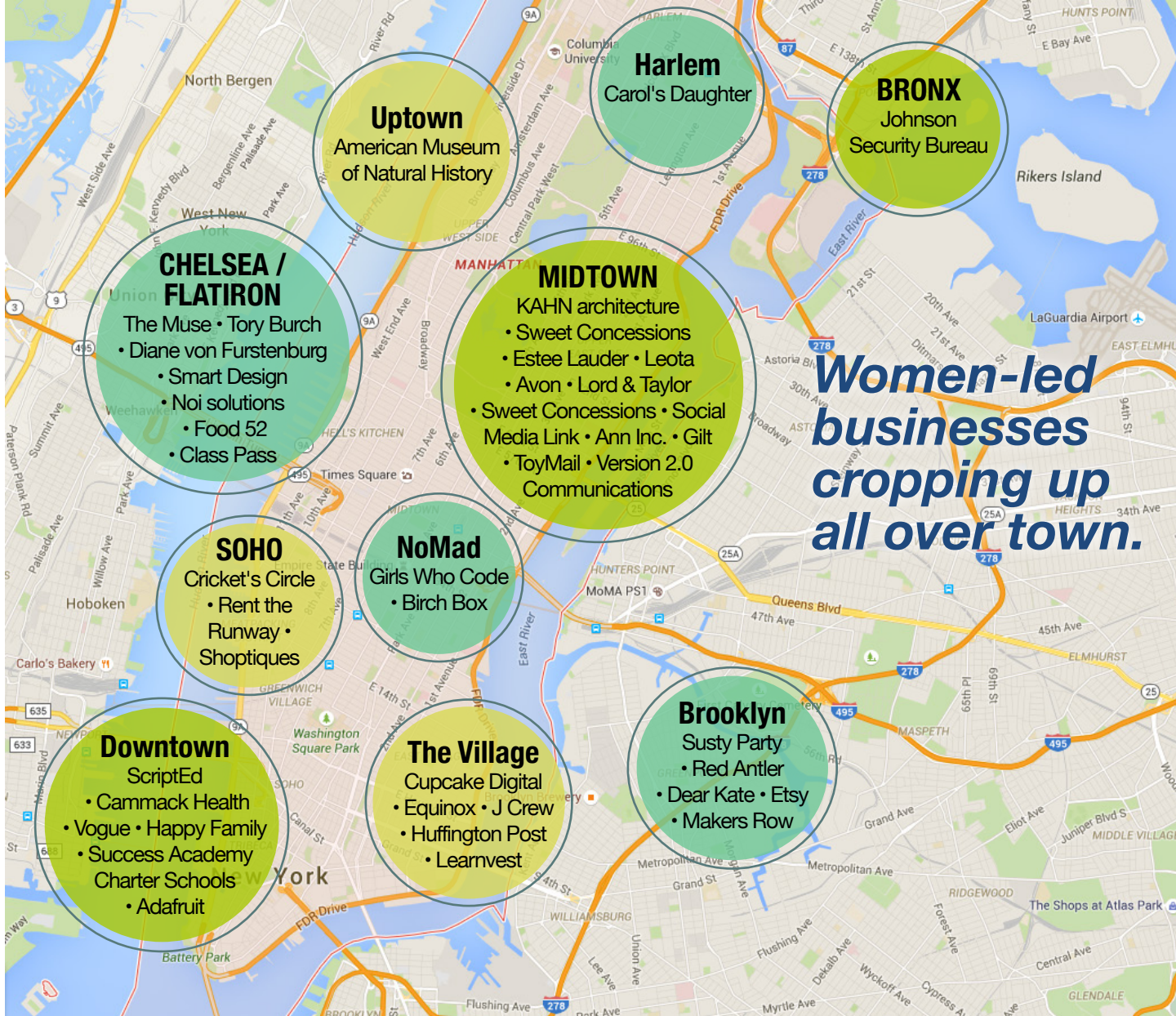


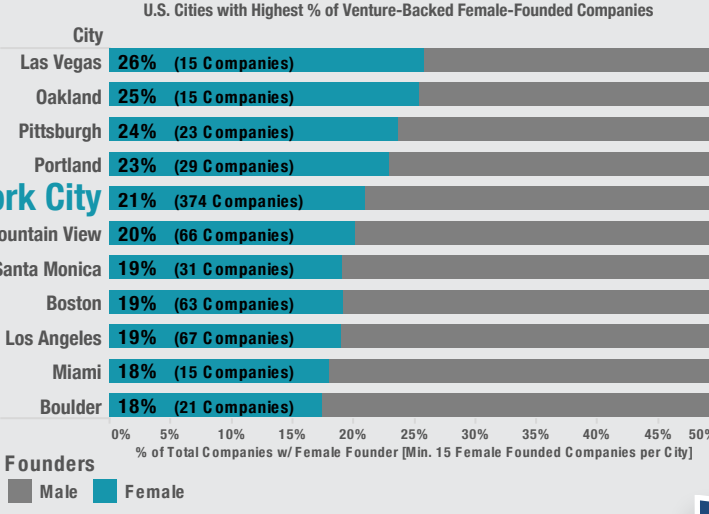
WOMEN mean BUSINESS in NEW YORK CITY



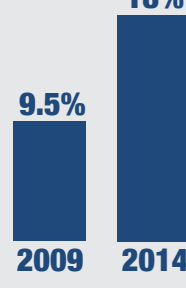
The absolute number of US companies (along with the total number of startups) with a female founder more than quadrupled from 117 in 2009 to 555 in 2014.

Source: Gené Teare, Ned Desmond, **Crunchbase**, May 26, 2015

Venture-Backed Female-Founded Companies (2009-2014)



Women Founder Start-ups



Women Founder All US Companies



374 Companies

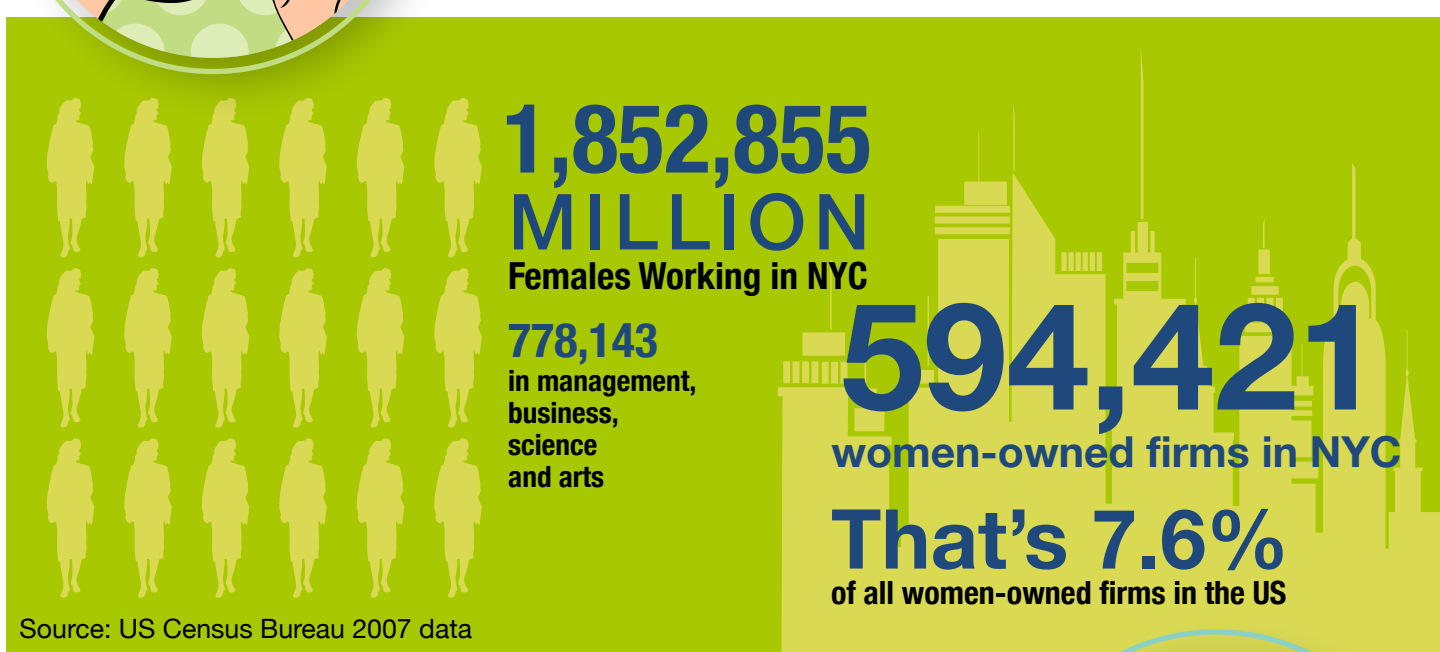
28%
in Brooklyn

Source: Gené Teare, Ned Desmond, **Crunchbase**, May 26, 2015



"In 2013, the Downtown Brooklyn Partnership identified 500 innovative start-ups that together had created 23,000 jobs, occupied 1.7 million square feet of office space, and boosted Brooklyn's GDP by \$3 billion," says Tucker Reed, president of the DBP.

Source: **Fortune Magazine**, June 1, 2015



Women represent the largest market opportunity in the world, according to **Forbes Magazine**.

Fleishman Hillard Inc. estimates that women will control two-thirds of the consumer wealth in the U.S. over the next 10 years.

MARKET OPPORTUNITY represented by women

\$20 TRILLION
GLOBALLY

\$7 TRILLION
in the US

Do you have your MBA?

2014 Salary Report

\$170,000
Women Earn 2.7 Times pre-MBA Salary

\$270,000
Men Earn 4 Times pre-MBA Salary

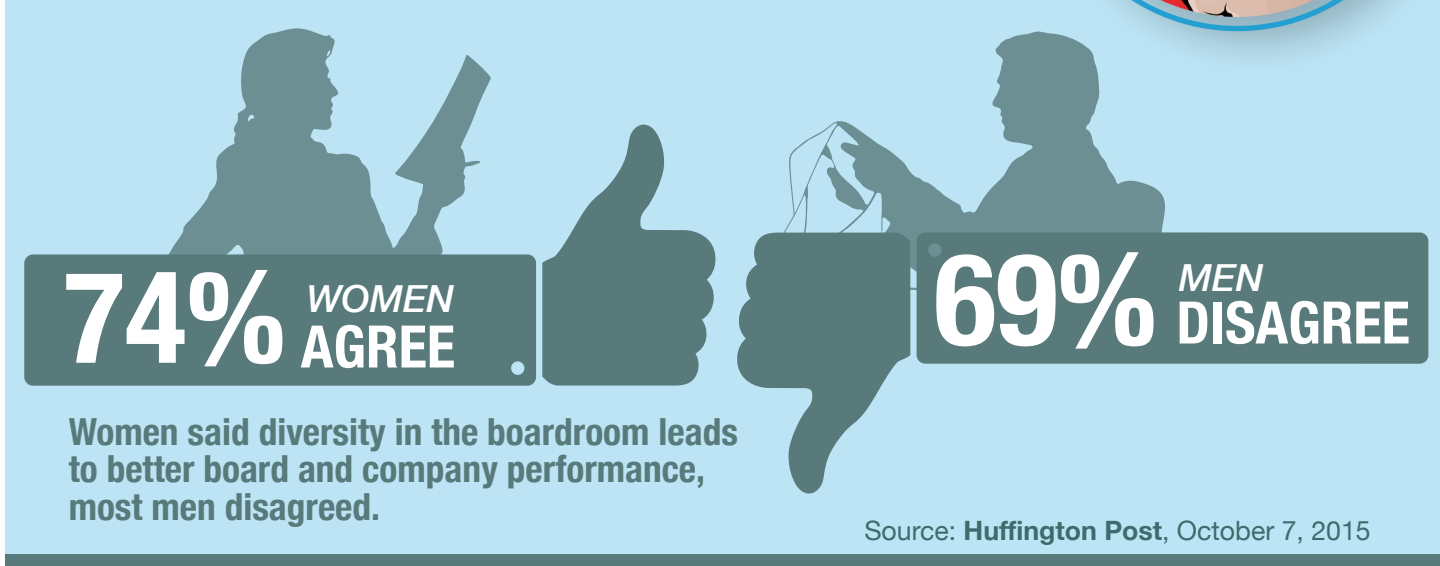
Men still earn more!

Source: **Bloomberg Businessweek**

Many studies have shown that companies with more diverse boards perform better financially, on average, than companies with less diverse boards. Companies that have more women and minority board members also see greater diversity throughout the business. "Dozens and dozens of studies show the benefits of diversity," Brande Stelling, vice president of corporate board services at the nonprofit Catalyst, told *The Huffington Post*.

But the bottom line is that a company's board – and its workforce overall – should reflect the demographics of its customer base and the marketplace, Stelling said. "[Diversity] is going to be good for your business. And in terms of workforce and talent pool, why would you only want to choose from half of the available candidates?"

Source: **Huffington Post**, October 7, 2015



American publicly-traded companies with all-male executive boards missed out on \$567 billion in 2014, according to a study by global accounting firm Grant Thornton, titled "Women in Business: the Value of Diversity."

Only 1 in 10 companies analyzed have women board executives. In the U.S., S&P 500 companies committed to diversity outperformed rivals by nearly 2%, the study found.

Francesca Lagerberg, global leader for tax services at Grant Thornton, believes many businesses don't realize there are pragmatic reasons to pursue diversity. "The research clearly shows what we have been talking about for a while: that diversity leads to better decision-making," Lagerberg said. "I believe that organizations have not seen a clear business case for change but the work we have done articulates the advantages of diverse boards in a language that businesses will understand."

In the U.S., boardroom equality is an ongoing issue, as women hold less than a fifth of S&P board seats.

Source: **TIME**, September 29, 2015

