



## VICKI SAUNDERS

*Entrepreneurship*

As the founder of SheEO, Vicki Saunders, is a trailblazer for women. SheEO is a not-for-profit global initiative to transform how we support, finance and celebrate women entrepreneurs. Through SheEO, Vicki aims to address the gender gap in entrepreneurship by improving access to capital for women-led ventures.

Through SheEO's signature program, 'Radical Generosity,' Vicki is building an alternative women-led funding system that measures the success of ventures by looking beyond profit alone. The program sees a community of women, known as activators, each invest \$1,100 with no expectation of financial return, creating a perpetual fund which is loaned out to support new social impact ventures run by women. These women entrepreneurs will also receive coaching through the program. Since its inception SheEO has raised over \$5 million and invested in 63 ventures globally.

Vicki's commitment to empowering women does not stop with the Radical Generosity program; she also created the 'Learning Lab,' which supports emerging women entrepreneurs across the world with live webinars and online resources. Vicki is always thinking of future generations of women and in 2018 launched 'RadGen,' a program providing girls in grades 10 to 12 with experiential entrepreneurship training.

Vicki is a transformative leader and award-winning mentor. In the past, she has mentored entrepreneurs through MaRS Discovery District and Ryerson's Digital Media Zone. Recently she was named as one of 30 "World-Changing Women in Conscious Business" by Conscious Company Magazine and one of the 100 most influential leaders of 2015 from "EBW - Empowering A Billion Women." In 2001, Vicki was selected as a Global Leader for Tomorrow by the World Economic Forum.

Vicki sees women's entrepreneurship as a way of creating positive change in the world, and the ripple effects of her work have far-reaching impact.



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