

DEMYSTIFYING ACCESS TO CAPITAL

**VENTURE WELL
MARCH 19, 2021**

**Neyda Martinez, Professor, Media Management, Schools
of Public Engagement, The New School**

**Jen van der Meer, Assistant Professor, Strategic Design &
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**THE
NEW
SCHOOL**

**IMPACT
ENTREPRENEURSHIP**

Co-Directors:



Associate Professor Neyda Martinez is a producer and independent strategic communications and cultural consultant who sits on an advisory committee for The Metropolitan Museum of Art and serves on the boards of Women Make Movies, Uprose, The Association of American Cultures and Pepatian.



Assistant Professor Jen van der Meer is a serial entrepreneur and business model designer with a practice focused early stage companies and alternative forms of capital. She advises and mentors leading accelerators in 5 continents, is a Catalyst at Catalyst 2030 and is a member of the Zebras Cooperative.

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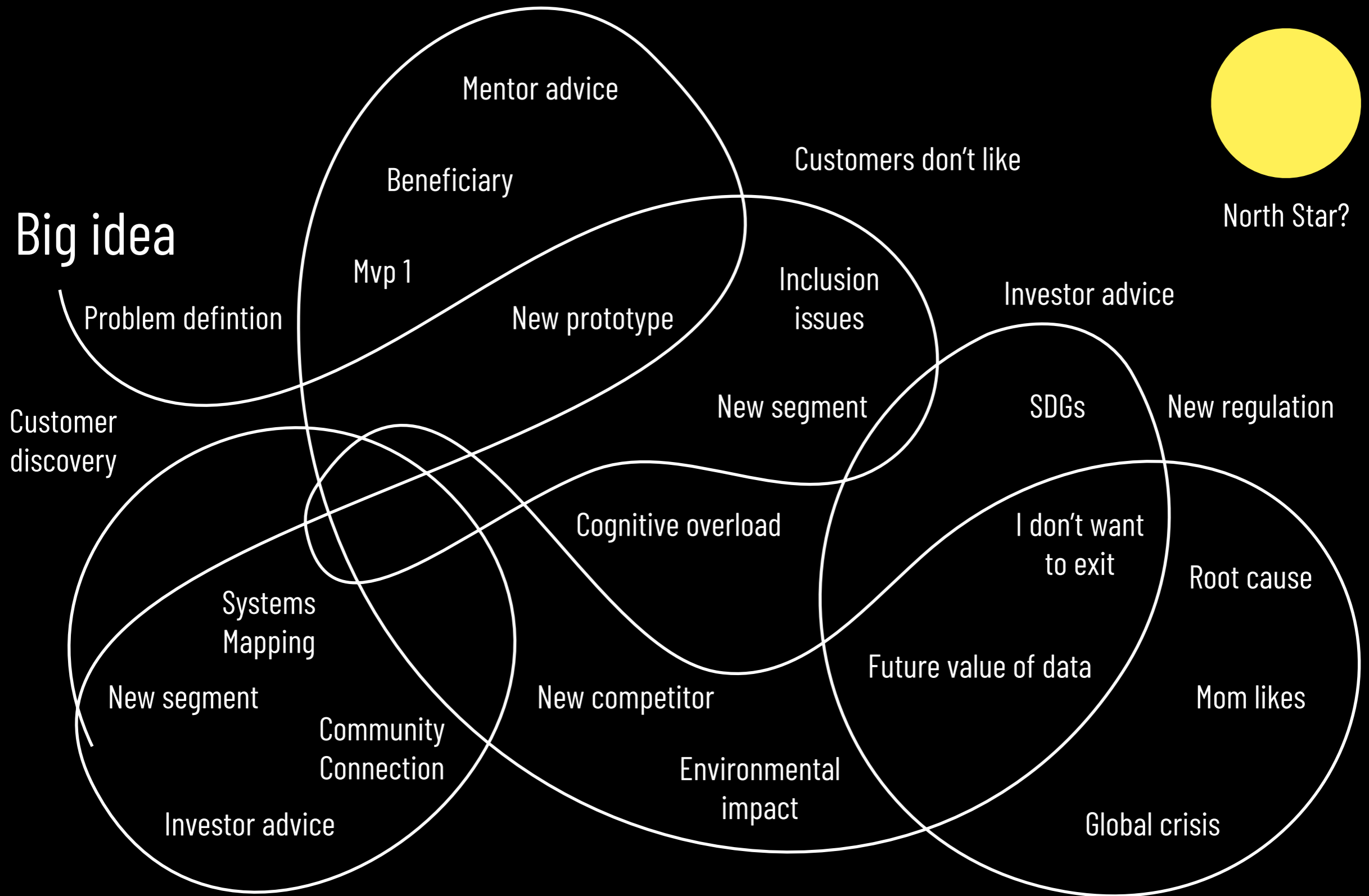
**IMPACT
ENTREPRENEURSHIP**

Grounded in the values of The New School, we seek to create and design models, movements and organizations that practice, learn, and connect their way to a just economy.

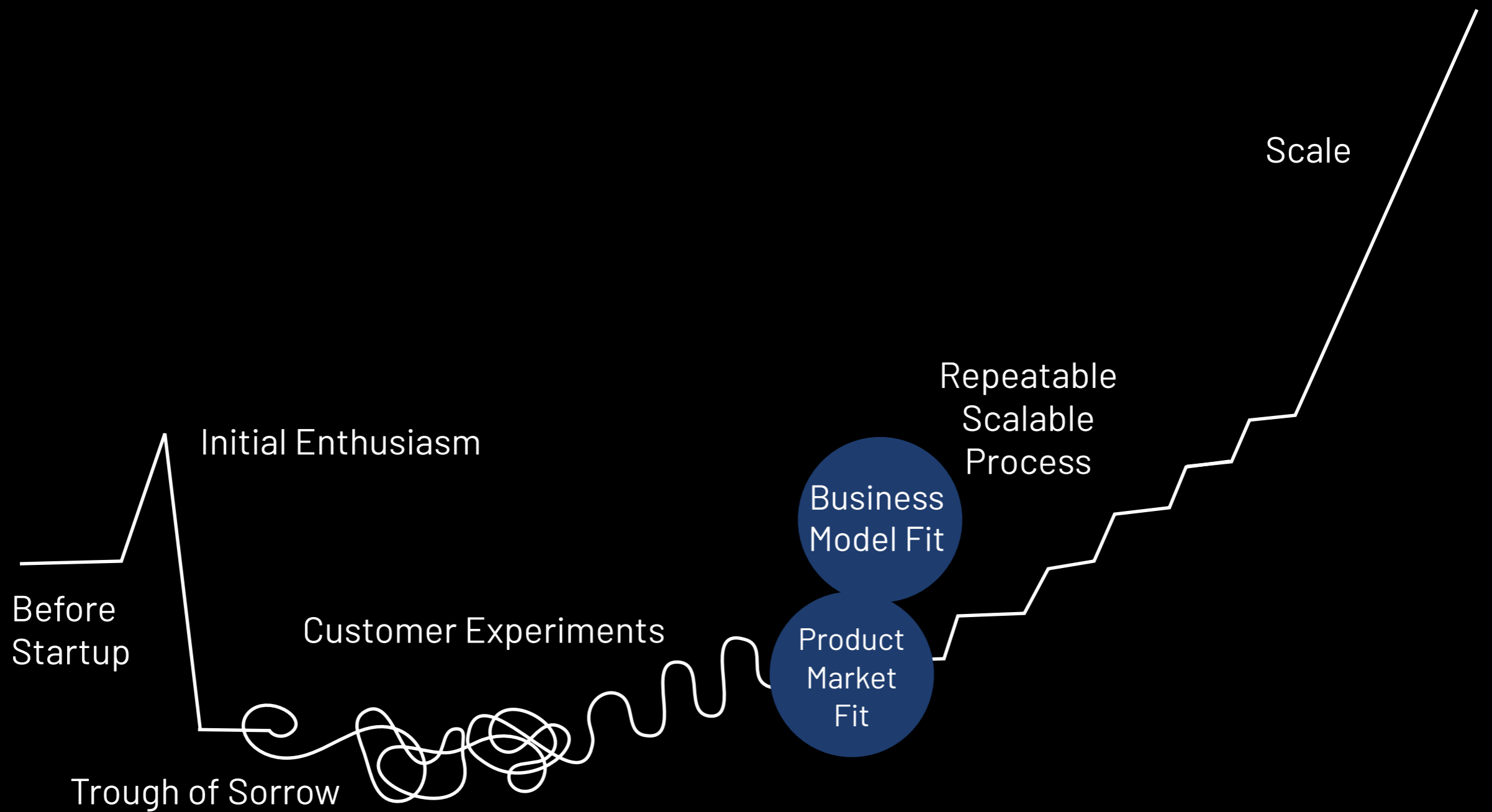


Fellowship: Priority consideration for students who have experienced or have had an in-depth understanding of the entrepreneurship participation of underrepresented and minority groups in the US economy.

THE CHALLENGE



TRADITIONAL STARTUP PATH



Adapted from Paul Graham

STARTUP PATH FOR PEOPLE WHO DO NOT FIT THE VC MOLD



What if I don't see myself here?

What if I'm not even getting through to funders?

What if I have no friends & family with 10k to spare?

What if I don't want to exit?

What if I don't want to give up control?

What if I can't fail?

WHERE IS THE CAPITAL

Forbes

Jan 1, 2020, 6:40am EST | 14,756 views

The Next Decade Will Bring More Venture Capital To Female Founders

David Stangal Contributor @ForbesWomen
I've covered the success stories of women entrepreneurs.

Emily Weiss, founder and CEO of Glossier, at South By Southwest (SXSW), March 12, 2019. © JEFFREY M. HARRIS/GETTY IMAGES

The 2010s were a decade of slow progress in funding for female founders. However, the 2020s will see accelerated progress as investors see even more proof that investing in women brings stellar returns.

TC

Featured Article

Venture firms rush to find ways to support Black founders and investors

Initiatives follow a week of protests against police violence in the US

Natalie MacCormack, Jonathan Skober

Protests against police brutality and economic manifestations of systemic racism in the U.S. continue, venture capital firms are joining the chorus of technology industry advocates lending their support to the cause.

makeit SUCCESS MONEY WORK LIFE VIDEO

Black and Latinx founders have received just 2.6% of VC funding so far in 2020, according to new report

Published: Thu, Jul 23 2020 11:11 PM EDT

Christian Conroy @CHRISCONROY

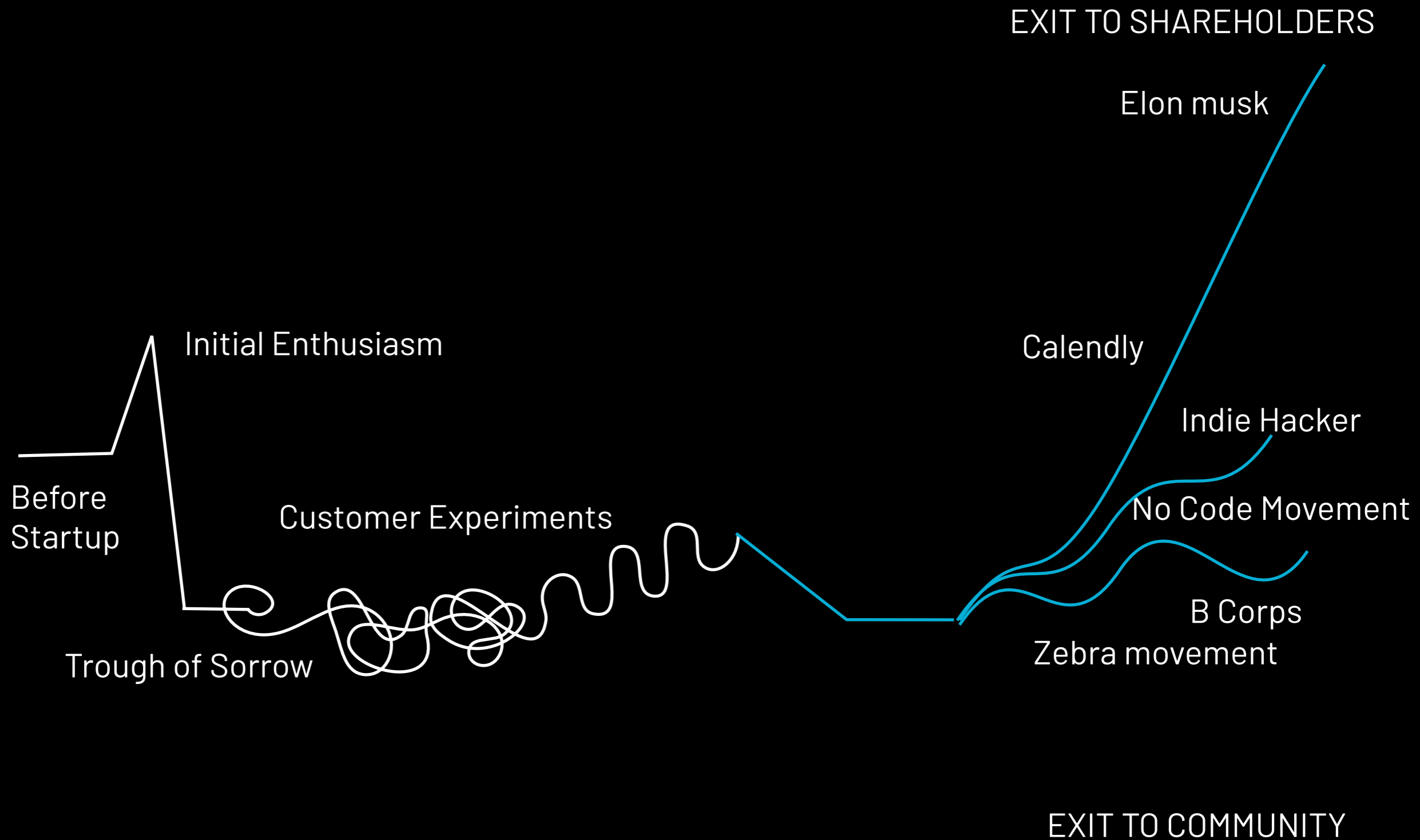
LINK: bobson

Though the need for greater equity in venture capital funding has been talked about for years, a new report from data service site [Crunchbase](#) shows that Black and Latinx founders still lag behind their peers when it comes to VC investments.

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2/2021: Last year, U.S. companies raised record amounts of venture capital, at just under \$150 billion. But of that capital, only \$1 billion went to Black startup founders, which comes out to less than 1 percent of total funding, per Crunchbase data.

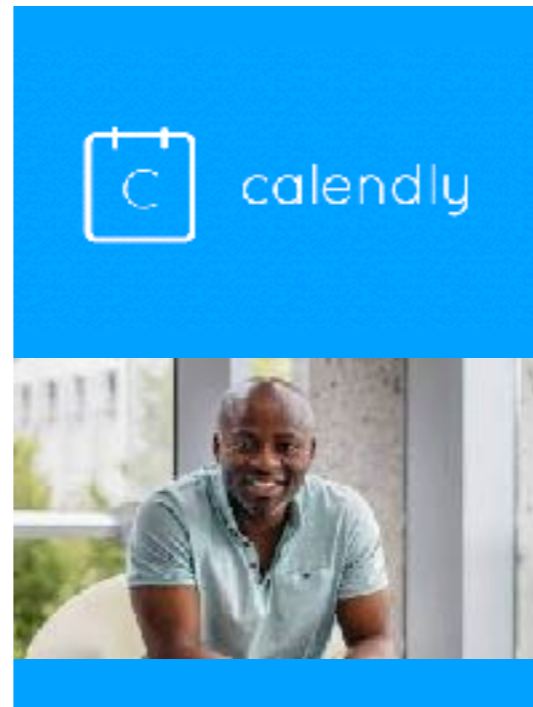
ALTERNATIVE PATHS



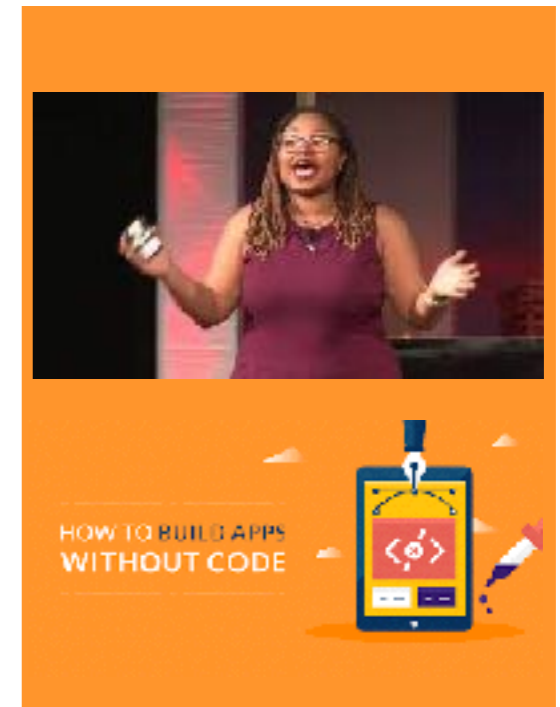
DIVERSITY OF HEROES



Channing Allen



Tope Awontona



Tara Reed

PARALLEL STRUCTURES

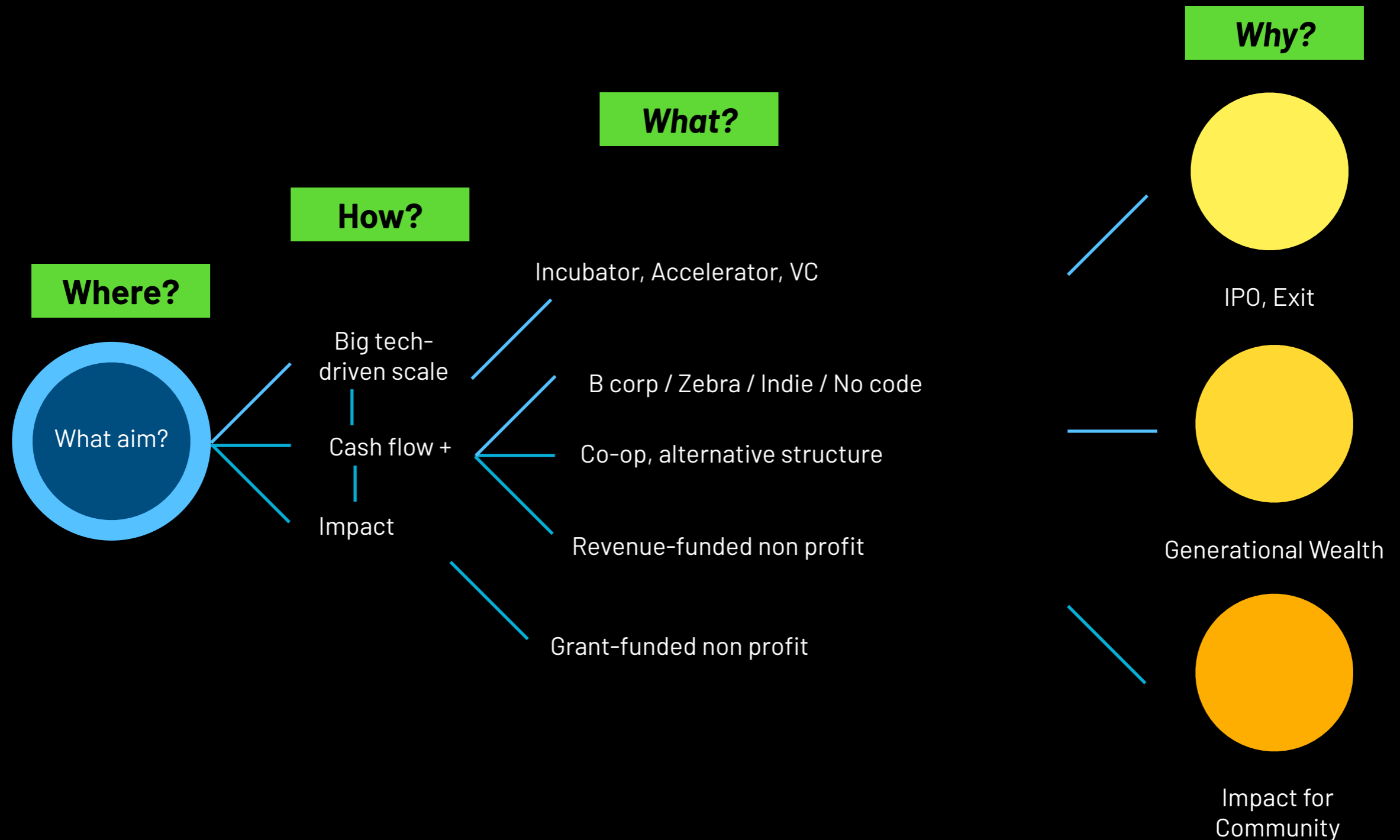


Benefit Corporations

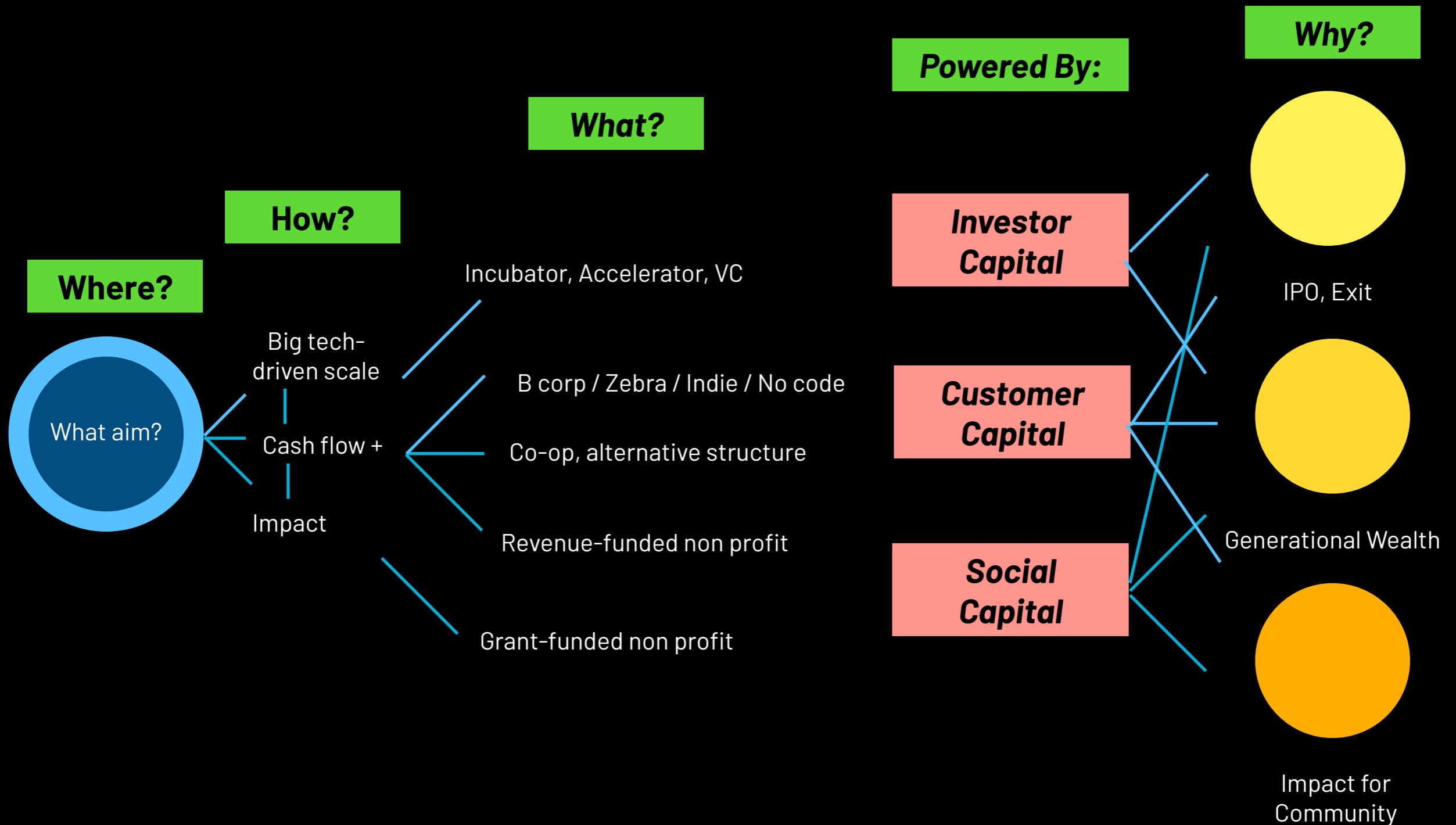
Zebras Unite

Platform Cooperatives

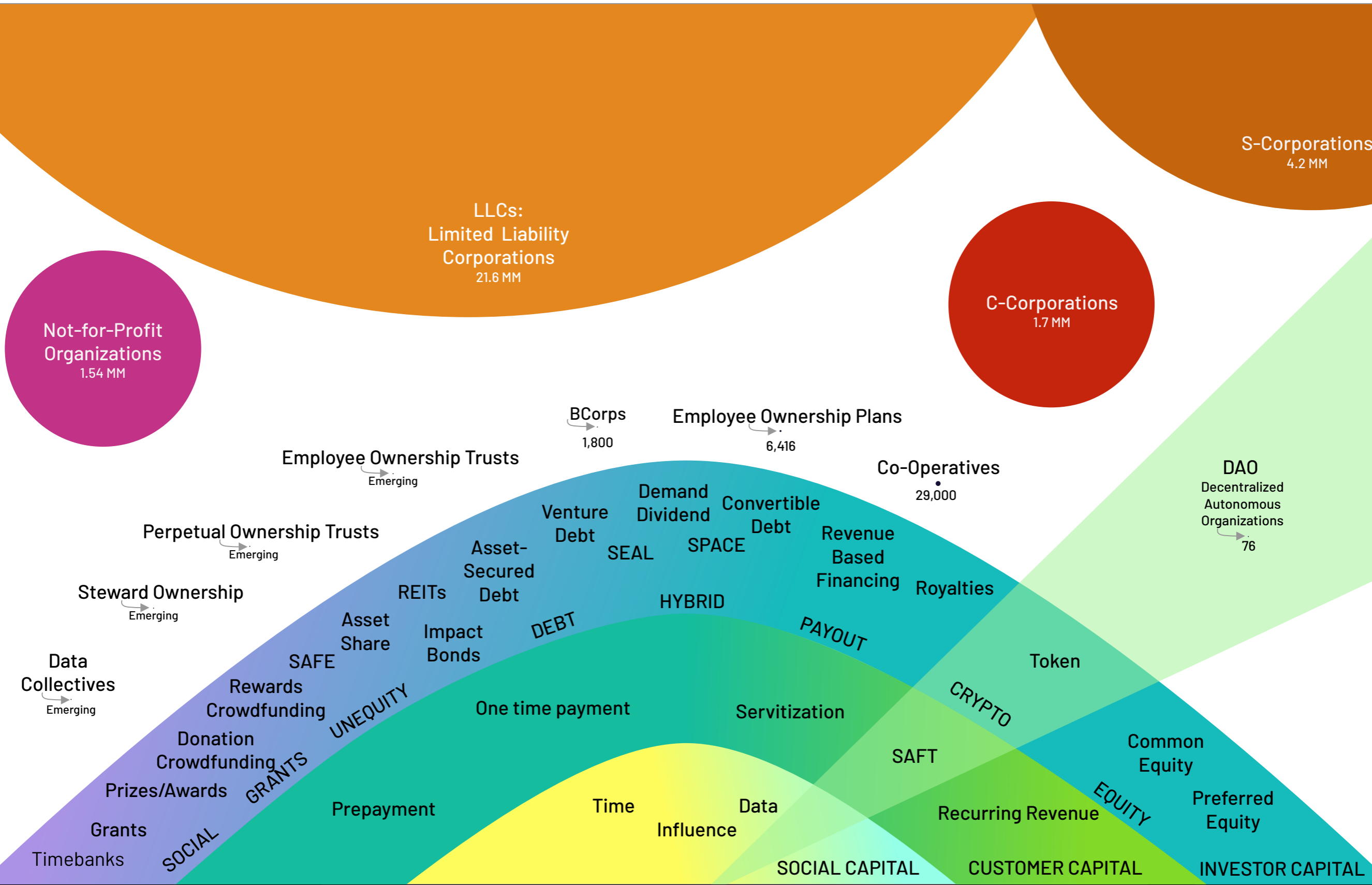
BEGIN WITH THE END IN MIND



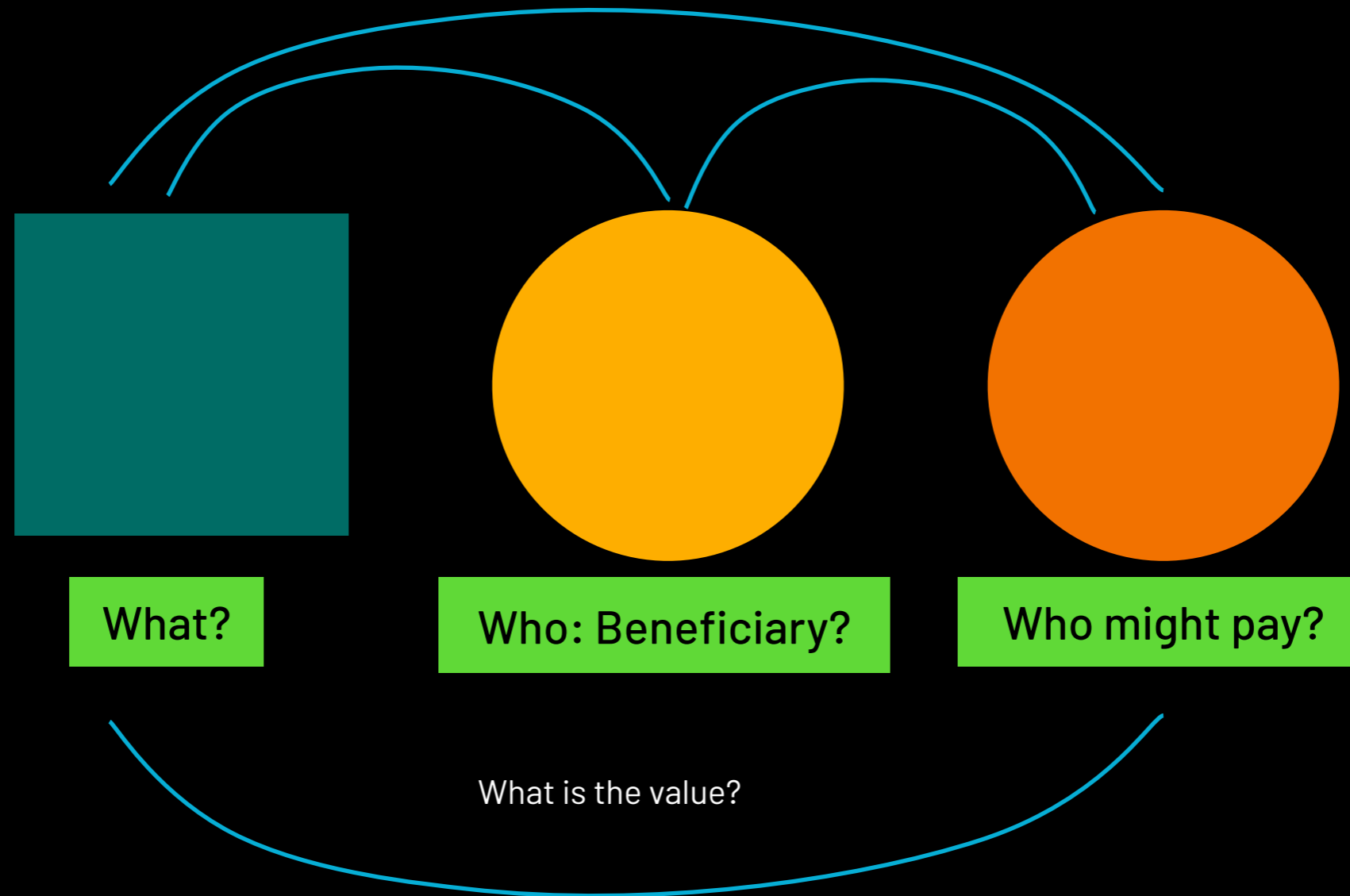
BEGIN WITH THE END IN MIND



ALTERNATIVE FINANCE: A SPECTRUM OF CAPITAL TYPES AND EMERGING STRUCTURES (#s are US totals)



WHERE TO START, WHERE TO GROUND



If this can self-fund through customer cash flow - we have more options for shaping our future

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Jen or Neyda at:

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