BLITZING THE FUTURE FEMALE FOUNDERS WHO ROCK IOT

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GRAND SLAM '16

Yifat Cohen beats IBM Marvin in rock paper scissors   Video Source: Yifat Cohen

$1T

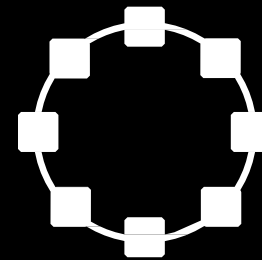IOT will save in maintenance, services, and consumables

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Gartner 2017 IT Predictions

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3

It's not about **Big Data.**

It's about **Right Data.**

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IoT Innovation in

Product
Operational
Client Experience
Business Model

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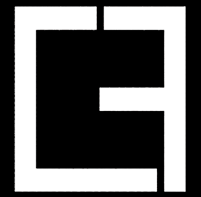
Disrupting Products
Fashion

360FASHION NETWORK

Disrupting Operations

Connect cars back to the dealer when the customer is at a point of need

CARFORCE

1 Connect

2 Discover

3 Deliver

CARFORCE

| | 13 RO Opportunities | | $12,447 RO Value | | 61.2% Retention |

Opportunity Genie

	CUSTOMER	VEHICLE	RO VALUE	RO TYPE	CONTACT
0	Steven Lynch	2015 Audi R8	$875	Drive Belt Replacement	📞
0	Jeff McDougal	2015 Nissan JUKE	$325	Fuel system service	📞
1	Bryan Bulte	2014 BMW 535i	$234	Fuel system service	📞
1	Bryan Bulte	2014 BMW 535i	$434	CAN Failure Signal	📞
0	Steve Tinkle	2014 BMW 328i	$654	Maintenance - Oil Change Due in 100 Miles	📞

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Disrupting Client Experience

Entrepreneur **Kate Stone**
Uses conductive ink to print IOT
Sensors that make
Playable Paper Posters
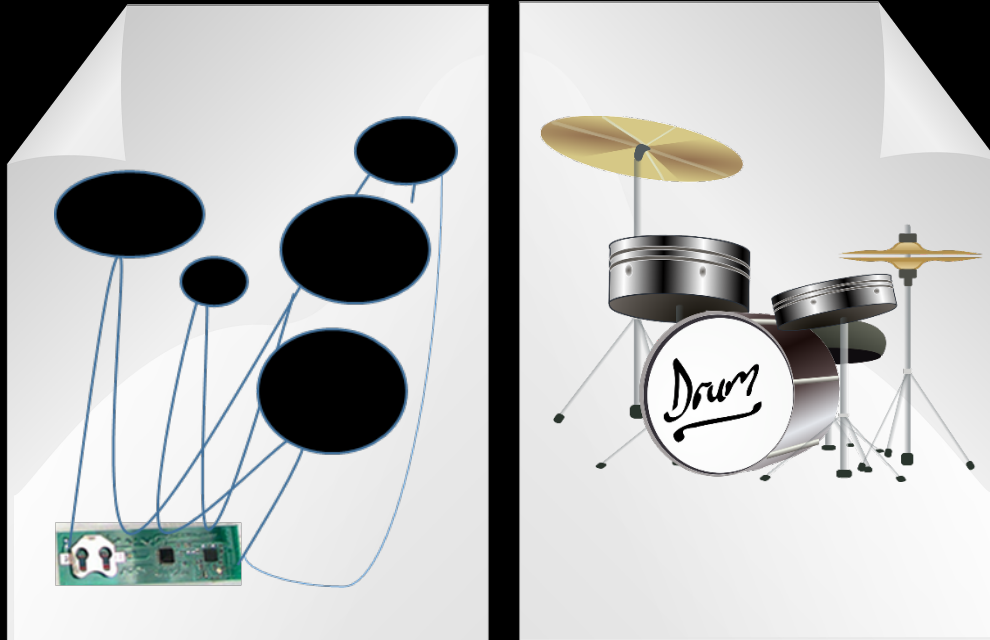
MUSIC
PARTY
TONIGHT

Touch a CD
to Play Your Song

http://novalia.co.uk/

What's required?

IoT Platform

Industry Expertise

Security

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What's required?

IoT Platform

MOQdigital.
Leading Business Transformation

libelium

littleBits

Industry Expertise

Hatch Baby

Security

NEURA
TECHNOLOGY THAT MAKES SENSE

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How do we change the game?

Top 25 IoT Female Founders

Asia
1. Anina Net
2. Ranjana Nair
3. Nicki Page
4. Katherine Maree Pace
5. Elin Elkehag

Latin America
1. Annielle Guedes

United States
1. Bryn Jones
2. Ayah Bdeir
3. Nora Levinson
4. Kelli Thomas-Drake
5. Limor Fried
6. Aarthi Ramamurthy
7. Robin Chase
8. Jinger Zeng
9. Jessica Lora
10. Catherine Liao
11. Ann Crady Weiss
12. Monica Perkash

Europe
1. Alicia Asin
2. Dr. Kate Stone
3. Triinu Magi
4. Lisa Lang
5. Dr. Noa Ruschin-Rimini
6. Marija Butkovic
7. Áine Behan

http://wp.me/p6ZpwT-1AW

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15%
more profitable

less likely to get funded
40%

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Women Help IoT Companies Grow

- Use **40% less capital**

- **More likely to survive the transition** from startup to established company.

Source: Raghavendra Hunasgi Cigniti Technologies Ltd.

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Preliminary
Study Results

Female Founders

Every Stage - 53% Pre-seed

30% Outside US, 70% US

Technology "enabled"

50+ in person, Rest – online

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3 **Blitz Scale**

From: **By myself**

To: **Ecosyste**

Believed Sales was a
dirty word (65%)
More bootstrapping, a
lot less capital (78%)

1 **Impact of Culture**

From: **Wait**

To: **Take a Risk**

Female Founders start
about a Decade later
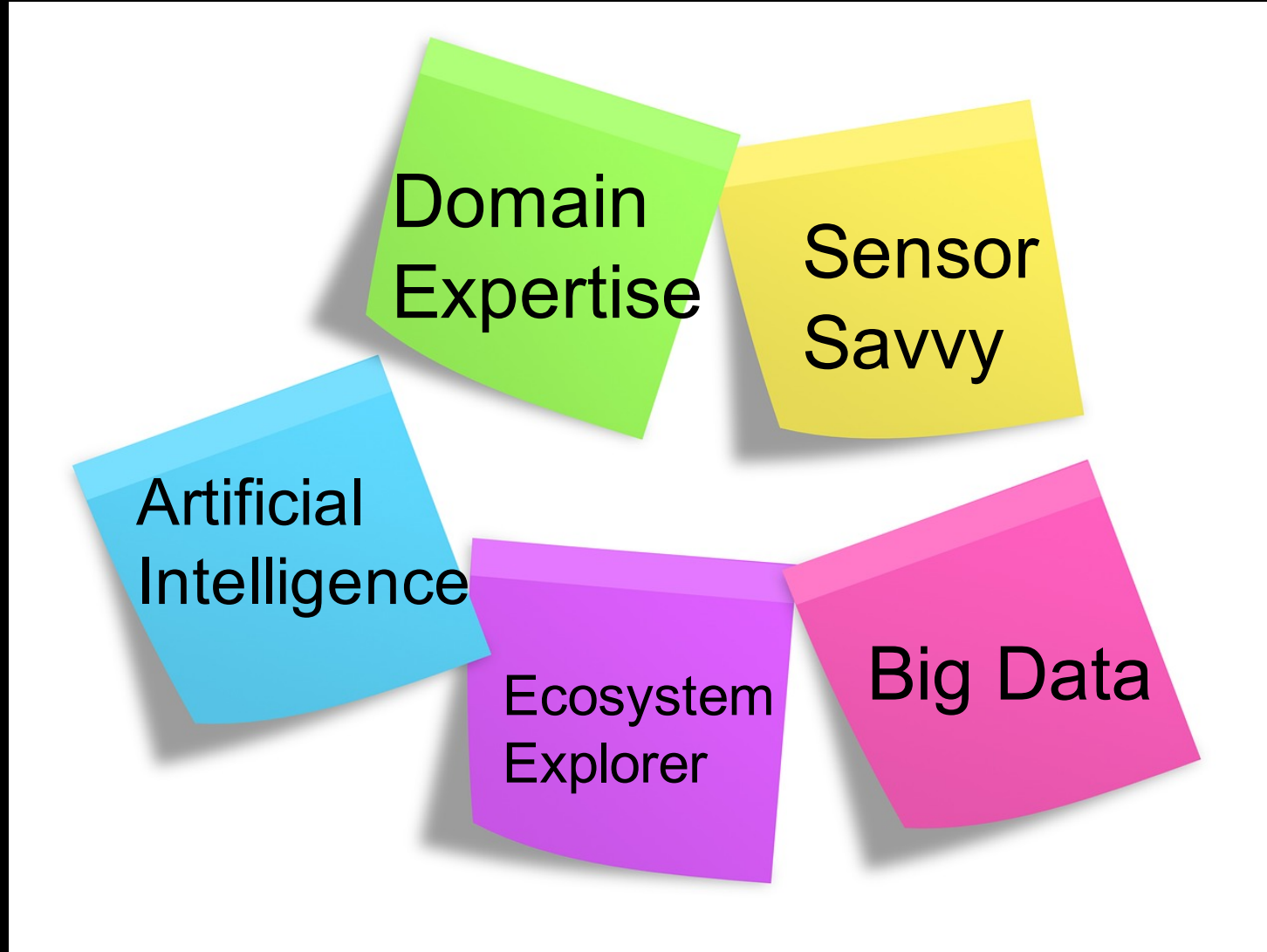(42%)
More Family influence
(98%)

2 **Elegant Tech**

From: **Incremental**

To: **Understanding**

Claim less "technical" skill (24% vs 75%)

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Functional and Domain Expertise

Functional + Domain

Domain

- Awareness
- Scalable - Mentors / Community
- Funding / VCs
- Accelerators: Elegant Tech
- OTJ: Sales/Marketing

Narrow

Broad

Funding and Resources

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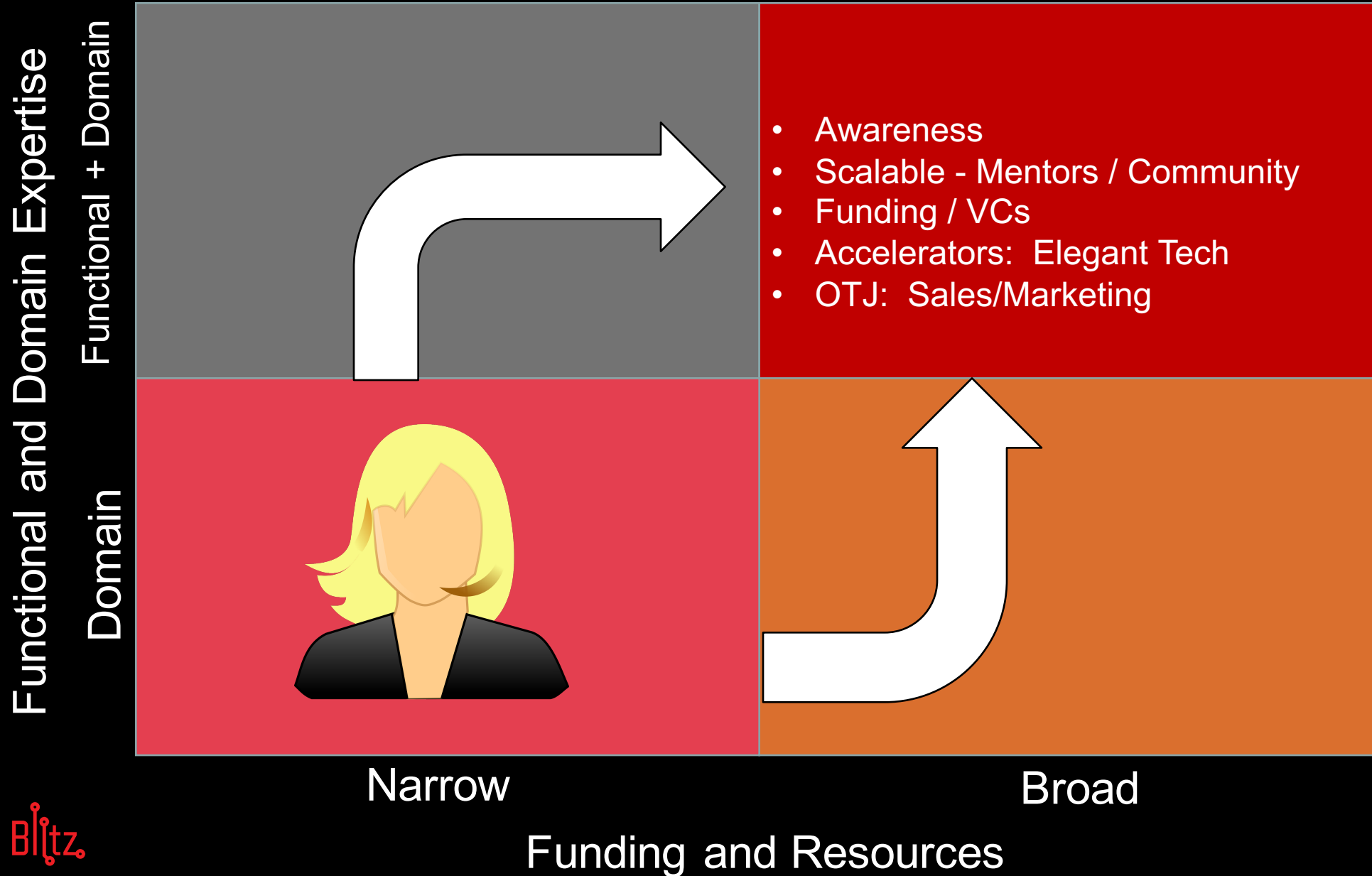
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Top 5 Skills Required for IoT

Domain Expertise

Sensor Savvy

Artificial Intelligence

Ecosystem Explorer

Big Data

Benchmarks

	AiNGEL Score
airbnb	94%
Pinterest	97%
twitter	80%
GROUPON	99%
cloudera	93%
lyft	99%

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Benchmarks

AiNGEL

AiNGEL

FOUNDER ASSESSMENT

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PART 1: AiNGEL SCORE

YOUR AiNGEL SCORE IS

75%

With this score, AiNGEL and other VCs using our scoring have a higher likelihood of investing in your startup. A low AiNGEL score does not mean a lower chance of success. It means that such founders have success attributes that can only be detected by a fewer number of AiNGEL predictive algorithms.
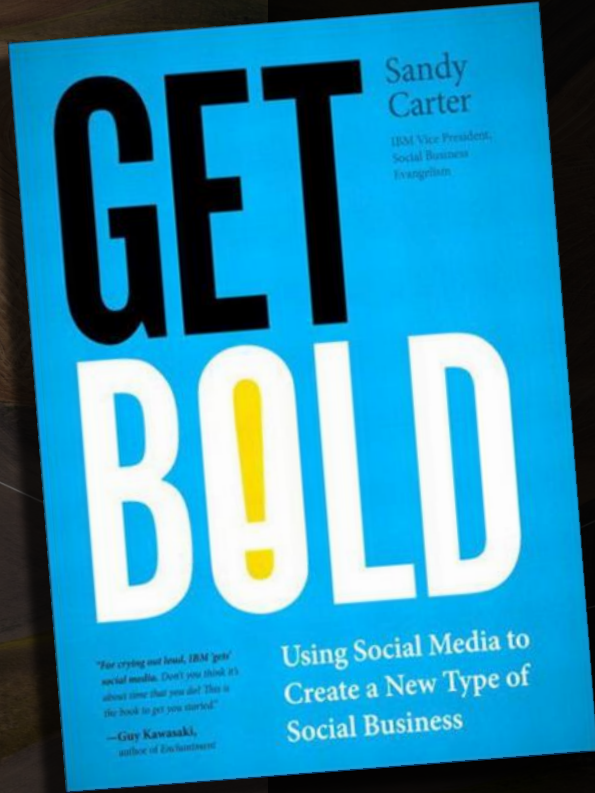
OTHER STARTUPS IN YOUR RANGE:
Hotel Tonight, Optimizely, Twitter

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https://www.surveymonkey.com/r/926WVMZ