

BABSON WIN LAB FINALE 2020



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THE CENTER FOR WOMEN'S
ENTREPRENEURIAL LEADERSHIP

20TH ANNIVERSARY / 2000–2020

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WHAT IS WIN?

The Babson College Women Innovating Now (WIN) Lab® is a venture accelerator built by Babson's Center for Women's Entrepreneurial Leadership (CWEL), to empower female founders to overcome the unique challenges they face in the startup ecosystem and build big businesses that solve even bigger problems. WIN Lab's community and rigorous curriculum increases the self-efficacy of women entrepreneurs and emboldens the next generation of female founders to open doors, close deals, and build companies that create social and economic impact on a local and global scale.

WHY WOMEN?

A recent study found that global GDP would rise by 3-6% if women were afforded more access to investment capital. But little has changed since Babson College first reported that women entrepreneurs received less than 3% of venture capital funding 20+ years ago. At WIN, we understand that women may have a unique approach to building businesses. Through research-backed, innovative programming and an expansive network of experts, the Lab invests in the development of its participants and empowers them to reach their full entrepreneurial potential.



AGENDA

6:15 **WELCOME REMARKS**

- + Stephen Spinelli Jr. MBA'92, PhD | President, Babson College
- + Susan Duffy | Executive Director, Babson Center for Women's Entrepreneurial Leadership
- + Shakenna Williams | Director of Global Initiatives, Babson Center for Women's Entrepreneurial Leadership

6:30 **PITCH COMPETITION**

5 min pitch & 5 min Q&A from judges per company

- + Prabaarja Bedi | UNfabricated
- + Ashley Taylor | Taylor Custom Rings
- + Esther Wallace | Playa Society

7:00 **JUDGES DELIBERATE & COHORT ROCKET PITCHES**

While the judges discuss selections for final prizes, meet the participants from this cohort as they deliver a brief rocket pitch!

7:15 **PITCH COMPETITION RESULTS ANNOUNCED**

7:25 **CLOSING REMARKS**

- + Susan Duffy | Executive Director, Babson Center for Women's Entrepreneurial Leadership



ALPHA BETA

Isabel O'Dogherty | Founder & CEO

Industry: Food & Beverage

Email: iodogherty1@babson.edu

LinkedIn: linkedin.com/in/isabelodoghertyzubieta/

Alpha Beta offers healthy snacks made with premium ingredients that are designed for people with diabetes but thought for every health conscious individual.



ALTAMIRA

Susan Ticse | Founder & CEO

Industry: Fashion

Email: altamiracollection@gmail.com

Instagram: @altamiracollection

Facebook: /altamiracollection

Altamira is a sustainable, premium alpaca apparel business made by indigenous artisans using ancient knitting techniques and contemporary design from the high Peruvian Andes.



DOTTIE

Meagan Priest | Co-Founder

Industry: Technology

Email: meetdottie@gmail.com

Website: meetdottie.com

Dottie is a living assistant device that helps people with memory challenges maintain their independence and communicate important information to family and caregivers.



EDITMATE

Rachel King | Co-Founder

Industry: Software

Email: rachel@editmate.co

Instagram: @editmate

Facebook: /heyeditmate

Twitter: @heyeditmate

EditMate is a video collaboration software and service that enables brands to quickly and easily create authentic videos.



FUN WORLD LANGUAGE ACADEMY

Silvia Dubinsky | Founder

Industry: Software

Website: funworldlanguageacademy.com

Instagram: @funworld_language

Facebook: /FWLanguageAcademy

Fun World Language Academy offers high-quality language immersion classes that increase the new generation's cultural awareness and foster curiosity about the world as a global community.



PLAYA SOCIETY

Esther Wallace | Founder

Industry: Retail

Email: esther@playasociety.com

Website: playasociety.com/

Instagram: @playasociety

Facebook: /playasociety

Playa Society is a brand on a mission to celebrate and empower women in sports through sportswear design that brings awareness to the social issues that female athletes face in an effort to influence social change.



QATCH

Nicole Phillips | Co-Founder & CEO
Raquel Phillips | Co-Founder & COO

Industry: Technology

Website: joinqatch.com

Email: nicole@qatchcode.com, raquel@qatchcode.com

Instagram: [@joinqatch](https://www.instagram.com/joinqatch)

Twitter: [@joinqatch](https://twitter.com/joinqatch)



Qatch makes online shopping simple and satisfying by delivering small-batch personalized clothing recommendations from a user's favorite brands and websites, on one page.



SPRING TIDE ADVISORY

Patricia (Trish) DiGirolomo | Founder

Industry: Consulting

Email: trish@springtideadvisory.com

Website: springtideadvisory.com

Instagram: [@springtideadvisory](https://www.instagram.com/springtideadvisory)

Spring Tide Advisory is a financial consulting firm that focuses on uplifting entrepreneurs and brands to the next stage of their company life cycle.



SUPERFRAU

Melissa Martinelli | Founder & CEO

Industry: Sustainable Agriculture / Food & Beverage (CPG)

Email: hello@drinksuperfrau.com

Instagram: [@drinksuperfrau](https://www.instagram.com/drinksuperfrau)

Facebook: [/drinkyourwhey](https://www.facebook.com/drinkyourwhey)

Twitter: [@drinksuperfrau](https://twitter.com/drinksuperfrau)

A refreshing taste of the Alps, Superfrau is disrupting the traditionally male sports drink market with its naturally low-sugar electrolyte elixir. What's our not-so-secret ingredient? It's yogurt's outdoorsy sister-- upcycled, fresh liquid whey - that we've rescued and infused with unique flavors that keep you feeling hydrated and ready to take on your next adventure.



TAYLOR CUSTOM RINGS

Ashley Taylor | Co-Founder

Industry: Diamond / Jewelry
Website: taylorcustomrings.com
Email: ashley@taylorcustomrings.com
Instagram: @taylorcustomrings
Facebook: /taylorcustomrings

Taylor Custom Rings creates custom jewelry that is both personal and ethical, using real mine-free diamonds and recycled precious metals.



THE COLLIER CONNECTION

Sheena Collier | Founder & CEO

Industry: Business Consulting & Event Planning
Email: sheena@collierconnection.com
Website: collierconnection.com
Instagram: @collierconnection
Facebook: /collierconnection
Twitter: @collierconnect

The Collier Connection is building an ecosystem for Black professionals that enhances the ways they seek information, access, and belonging in cities.



UNFABRICATED

Prabaarja Bedi | Co-Founder

Industry: Fashion & Textiles
Email: prabaarja@gmail.com
Instagram: @the_unfabricated
LinkedIn: [linkedin.com/in/prabaarjabedi](https://www.linkedin.com/in/prabaarjabedi)

UNfabricated transforms usable waste into authentic yet contemporary clothing, accessories and home furnishings, that are created by rural women in India.

THANK YOU TO OUR BOARD MEMBERS & VOLUNTEERS!

At Babson, we believe in the difference Entrepreneurship of All Kinds® can make in the world. That's why we value the knowledge, creativity, and real-world perspective of industry insiders across multiple disciplines. Board members, coaches, speakers, judges, masterminds, and in residence experts at Babson and the WIN Lab generously donate their time and expertise to expedite the growth and development of both the entrepreneurs and their businesses.

During their residency, individuals share their expertise in a variety of ways, including one-on-one advising, coaching, speaking, mentoring, and much more. Many experts continue their relationship with the WIN Lab and offer their support even after their residency is finished.

We are grateful to each of you who have supported the WIN Lab and greater Babson ecosystem by donating your time and expertise!



CWEL BOARD MEMBERS

- | | |
|-------------------------|----------------------|
| + Amy Bowen | + Elaine Mann '91 |
| + Jan Bruce | + Smaiyr Million |
| + Candy Brush | + Alicia Parker '98 |
| + Susan Duffy | + Deborah Peckham |
| + Cecilia Frerotte | + Joseph Ramrath '78 |
| + Christina Giguere '94 | + Lisa Schiffman |
| + Pat Henriques | + Lisa Thompson |
| + Vance Loiselle '92 | + Mary Tinebra M'90 |

COACHES

- | | |
|-------------------------|----------------------------|
| + Jen Bailey | + Michelle Mastrobattista |
| + Meli Bolaños MBA'11 | + Kim Miles |
| + Kaitlyn Carlson | + Sarah Friedell O'Connell |
| + Kara Chmielewski | + Samantha Ory |
| MBA'95 | + Mary Ann Perry |
| + Trish Fontanilla | + Amy Steigerwald |
| + Kirsten Furman | + Lisa Tirino |
| + Samara Gordon | + Laura Weinstein MBA'02 |
| + Nicole Roberts Jones | + Elizabeth Yang |
| + Niari Keverian MBA'12 | + Diana Yuan'15 |
| + Amanda Laden | |

ENTREPRENEURS-IN-RESIDENCE

- | | |
|----------------------|------------------|
| + Dr. Patti Fletcher | + Karin Stawarky |
| + Pat Henriques | |

MASTERMIND EXPERTS

- | | |
|----------------------|-------------------|
| + Uli Becker | + Kate Keough |
| + Geoff Chasin | + Lizanne Kindler |
| + Stephanie Crimmins | + Adam McGowan |
| + Agya Garg | + CL Tian |

EMPOWER WOMEN ENTREPRENEURS BY SUPPORTING CWEL'S PROGRAMMING

The Women Innovating Now (WIN) Lab® was built by Babson's Center for Women's Entrepreneurial Leadership (CWEL) in order to give founders a network, set of resources, and community to empower them to grow.

The Babson College Women Innovating Now (WIN) Lab® is a free venture accelerator built by women entrepreneurs, for women entrepreneurs, empowering them to overcome gender-based impediments and build big businesses that solve even bigger problems.

Babson CWEL's future is bright thanks to people like you! Your support makes a difference in the lives of entrepreneurs every day. On behalf of the WIN Lab and Center for Women's Entrepreneurial Leadership at Babson College, thank you in advance for helping us build a better program and entrepreneurial ecosystem.

To support the program, scan the QR code using your phone in camera mode to be brought to a donation page!

Or head here: bit.ly/supportcwel



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