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SISTA is a French nonprofit organization committed to reduce funding gap in France and abroad.

Below our mission statement & roadmap.

Mission statement - SISTA

The problem we're addressing: the low rate of women-led startups funded by venture capital in France & Europe

- **The supporting data:**

- **US**

- Only about 5 to 8% of VC firm partners are female (Columbia University, 2017)
 - Female CEOs get only 2.7 percent of all venture funding, while women of color get virtually none: 0.2 percent (Pitchbook, 2017)

- **France**

- Women-led startups account for 2.6% of French startups that raised money within the past 5 years (Sista 2019)

- **Why does it matter?**

- **Better returns:** startups with a woman on the founding team outperform their all-male peers by 63 percent (Firstround Capital study, from 2005 to 2015).

Moreover, according to McKinsey annual report: it is now regularly proven that gender diversity in top management correlates with better organizational effectiveness and higher financial results. Innovation foster creativity, growth and a healthy bottom line.

- **A sustainable future:** startups are shaping tomorrow's society and economy. Women could virtually take close to no part to this process with dramatic consequences for gender equality.

SISTA is a professional organization advocating for more investments in French women-led startups.

- **Our main actions :**

- Lobbying VCs, LPs and major investors to share good practices and educate on the bad ones regarding funding female founders
 - Making women investors more visible to the ecosystem.
 - Encouraging more women to become investors
 - Building a bridge between French & world wild VC's to foster more international investment in France female-led startups



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Roadmap

1. Data Focus: If you can't measure it, you can't improve it

- Lobbying the top French VC funds to encourage them to produce a report of their portfolio based on Sista's gender template
- Publishing an annual study with the BCG to release each year a study on diversity among investors and grant an annual award to the VC fund with the best KPI's.

2. Gender Diversity Pledge from VC's & Entrepreneurs

- Rallying around a "pledge" of practical objectives on reaching more diverse portfolios for Vcs and major LPs.

A first draft of the commitment pledge has already been written. The goal is to implicate investors and trigger their vigilance on three areas :

- counting women founders or co founders (the amount raised, equity...)
- implementing the best practices to fight cognitive bias's (hiring process, transparency of the project selection process, diversity in the team and general partners teams, teaching, etc)
- adopting a gender neutral language in all communications
- having high level startups CEOs to pledge they will not raise money from all-men all white VC firms again

Lastest update :

- We published a series of op-ed on the importance of funding more women-led startups several top media signed by more than 100 top french entrepreneurs / VC (www.wearesista.com)
- We gathered a group of women / men from the industry asking them to label themselves with the SISTA logo (<https://www.instagram.com/wearesista/>)
- Working with the G7 to make it a european cause and signing a pledge in Biarritz in August

Team

Tatiana Jama - Serial Entrepreneur & Investor (Levia.ai, Selectionnist, Dealissime - acq by Amazon)
Céline Lazorthes – Serial Entrepreneur & investor (Leetchi – MangoPay –acq by Credit Mutuel Arkea)
Valentine de Lasteyrie - Partner, Investment Director (Fiblac)

Board

Nathalie Balla – Co-Owner and CEO La Redoute and Relais Colis
Mercedes Erra – BETC Executive President of Havas Worldwide
Anne Lalou – CEO La Web School Factory - Innovation Factory
Françoise Mercadal- Delasalles – CEO Credit du Nord
Stéphane Pallez – President and CEO of the Française des Jeux

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