



Investing

# Women in the C-Suite

1. Stock market history was made in October of 2021, when Rent the Runway became the first company to:
  - a) only borrow money from women funders
  - b) go public with no women employees
  - c) go public with a woman in each of the top leadership positions
  - d) hire a team of 100% women employees throughout every department



1. Stock market history was made in October of 2021, when Rent the Runway became the first company to:
  - a) only borrow money from women funders
  - b) go public with no women employees
  - c) go public with a woman in each of the top leadership positions
  - d) hire a team of 100% women employees throughout every department



## 2. What is Rent the Runway?

- a) Selling designer fashion apparel to big stores & malls.
- b) A designer fashion boutique app with digital-only sales/rentals.
- c) A media company that publishes blogs about the latest designer fashion trends.
- d) An e-commerce platform for renting designer clothing and accessories for less.



## 2. What is Rent the Runway?

- a) Selling designer fashion apparel to big stores & malls.
- b) A designer fashion boutique app with digital-only sales/rentals.
- c) A media company that publishes blogs about the latest designer fashion trends.
- d) An e-commerce platform for renting designer clothing and accessories for less.



3. True or False? As of 2020, startup teams with all-women leadership got a record high of 3.4% of venture capital funding.

- a) True
- b) False



3. True or False? As of 2020, startup teams with all-women leadership got a record high of 3.4% of venture capital funding.

a) True

b) False



## 4. What could be one reason why women-led companies get less funding?

- a) Only profitable companies get funding.
- b) The majority of venture capitalists are men and they decide who to fund.
- c) There are almost no companies led by women seeking funding.
- d) Women leaders simply do not have a strong enough social network.





4. What could be one reason why women-led companies get less funding?

- a) Only profitable companies get funding.
- b) The majority of venture capitalists are men and they decide who to fund.
- c) There are almost no companies led by women seeking funding.
- d) Women leaders simply do not have a strong enough social network.



5. All of the companies below were founded by a woman, except for:

- a) Canva
- b) Lynda.com
- c) Meta
- d) Y Combinator



5. All of the companies below were founded by a woman, except for:

- a) Canva
- b) Lynda.com
- c) Meta
- d) Y Combinator



You've completed the exercise, now it's time to learn more about the current event:



## Discussion Prompt:

Why do you think it's important to have diverse perspectives and experiences among the leaders of a company?



# Extend Your Learning

## Relevant Resources from NGPF:

- What percent of 18-34 year olds is investing in the stock market? ([Question of the Day](#))

## References:

- Rent the Runway CEO on IPO, Says Paltrow Helps With Brand ([Bloomberg](#))
- Are people ready to step out in rented clothing again? ([Marketplace](#))
- Women-Led Startups Got Just 2.3% of VC Funding in 2020 ([Harvard Business Review](#))
- VC funding to women-led companies falls during the pandemic ([CNBC](#))
- 7 Successful Female-Founded Tech Companies ([The Pipeline](#))

