**01 – Ordinary world. Het analyseren van strategieën**

**Case 1:**

Jessica Matthews is the founder and CEO of Uncharted Power, a renewable energy company that develops technology to generate clean energy from pedestrian traffic. Matthews founded the company in 2011 while she was still a student at Harvard University, and went on to raise over $7 million in funding from investors. Matthews faced several challenges when it came to accessing venture capital. As a Black woman in the tech industry, she was often the only woman and person of color in the room when pitching her business to investors. She also faced skepticism from investors who were unfamiliar with her technology and doubted its viability. To overcome these challenges, Matthews focused on building relationships with investors who shared her vision for sustainable energy and social impact. She also leveraged her network and participated in pitch competitions and accelerator programs to gain exposure and connect with potential investors.

In addition, Matthews was intentional about seeking out investors who shared her values and were committed to diversity and inclusion. She has spoken publicly about the importance of creating a more diverse and equitable startup ecosystem, and has advocated for increased investment in underrepresented founders. Today, Uncharted Power has been recognized as one of the most innovative companies in the renewable energy space, and Matthews has been honored as a Forbes 30 Under 30 and a TED fellow. Her success serves as an inspiration for other women entrepreneurs who are working to overcome barriers and achieve their goals in the venture capital world.

**Case 2:**

Reshma Saujani is the founder and CEO of Girls Who Code, a non-profit organization that aims to close the gender gap in tech by teaching girls to code and providing them with opportunities to explore careers in technology. Saujani founded Girls Who Code in 2012 and has since raised over $25 million in funding from investors.

Saujani faced several challenges when it came to accessing venture capital. As a woman of color in the tech industry, she was often overlooked and underestimated by investors who did not see the potential of her organization. She also faced scepticism from investors who did not understand the importance of closing the gender gap in tech.

To overcome these challenges, Saujani focused on building relationships with investors who shared her vision for empowering young girls in technology. She also leveraged her network and participated in pitch competitions and speaking engagements to gain exposure and connect with potential investors.

In addition, Saujani was intentional about seeking out investors who were committed to social impact and diversity and inclusion. She has spoken publicly about the importance of creating more opportunities for underrepresented groups in tech and has advocated for increased investment in female-led organizations. Today, Girls Who Code has become a leading organization in the tech industry, providing thousands of girls with the skills and confidence to pursue careers in technology. Saujani has been recognized as a Forbes 40 Under 40 and a World Economic Forum Young Global Leader for her work in empowering girls in tech. Her success serves as an inspiration for other women entrepreneurs who are working to overcome barriers and achieve their goals in the venture capital world.

**Case 3:**

Rashmi Melgiri is the co-founder and COO of CoverWallet, a digital insurance platform that simplifies the insurance-buying process for small businesses. Melgiri and her co-founder Inaki Berenguer founded the company in 2015 and went on to raise over $30 million in funding from investors. Melgiri faced several challenges when it came to accessing venture capital. As a woman of color in the tech industry, she was often overlooked and underestimated by investors who did not see the potential of her business. She also faced skepticism from investors who did not understand the complexities of the insurance industry.

To overcome these challenges, Melgiri focused on building relationships with investors who understood the challenges of small businesses and the potential of the insurance market. She also leveraged her network and participated in pitch competitions and accelerator programs to gain exposure and connect with potential investors.

In addition, Melgiri was intentional about seeking out investors who were committed to diversity and inclusion. She has spoken publicly about the importance of creating more opportunities for women and underrepresented groups in tech and has advocated for increased investment in female-led organizations. Today, CoverWallet has become a leading player in the insurtech space, providing small businesses with a more convenient and affordable way to purchase insurance. Melgiri has been recognized as a Forbes 30 Under 30 and a World Economic Forum Young Global Leader for her work in disrupting the insurance industry. Her success serves as an inspiration for other women entrepreneurs who are working to overcome barriers and achieve their goals in the venture capital world.

**Case 4:**

[Emma P.](https://www.linkedin.com/in/ACoAAAkd3WAB_TVgHJBtdYGhdWqOYPv3KCaOFEE) is the Founder and CEO of [International Energy Products - Supplier of Special Alloys](https://www.linkedin.com/company/internationalenergyproducts/), processor of steel and specialist alloys, which she founded in 2017.
Having worked in a male-dominated industry, Emma has had a number of male advocates who have played important roles throughout her career, from ensuring that others listen to her expertise, to championing her business. They recognised her drive and tenacity to succeed and invested in her company as it got off the ground to ensure she could establish herself within the industry. Like many [female founders](https://www.linkedin.com/feed/hashtag/?keywords=femalefounders&highlightedUpdateUrns=urn%3Ali%3Aactivity%3A7040984879538302976), access to funding for Emma was challenging when she first wanted to start her own business. Through her network, a local businessman saw that tenacity in Emma and invested in her company to help get it started. The following year, Emma completed a management buyout of her firm and became its sole shareholder.
Emma's entrepreneurial journey began a long time before this. An academically talented child at school, Emma initially wanted to become a barrister, but after realising that she didn't want to go to university, she instead pursued more "hands-on" work experience. From starting off taking a low-level admin job, she worked hard and sought out opportunities, eventually ending up at steel firm, where she ran several depots. Taking the experience in the steel industry with her, Emma then decided to pursue entrepreneurship. Looking back on her career and entrepreneurial journey, Emma calls for the need to ensure that the steel industry becomes an environment in which all women can thrive, and not just those perceived as the "hardest". She also calls for more collaboration between [#femaleentrepreneurs](https://www.linkedin.com/feed/hashtag/?keywords=femaleentrepreneurs&highlightedUpdateUrns=urn%3Ali%3Aactivity%3A7040984879538302976), so that [#womeninbusiness](https://www.linkedin.com/feed/hashtag/?keywords=womeninbusiness&highlightedUpdateUrns=urn%3Ali%3Aactivity%3A7040984879538302976) fully embrace cooperation and collaboration.