

Ellevoy Unveils Platform to Accelerate Female and Underserved Entrepreneurs in Accessing Capital and Talent

Start-up Launching at SXSW

Austin, Texas Mar 10, 2024 ([IssueWire.com](https://www.issuewire.com)) - Closing the Gap: [Ellevoy](#) Unveils Platform to Accelerate Female and Underserved Entrepreneurs in Accessing Capital and Talent

In an innovative leap forward for the startup ecosystem, Ellevoy announces its official release on International Women's Day, echoing this year's theme of "Invest in Women: Accelerate Progress." The launch will be celebrated with an event at the SXSW Festival on March 8th, 2024.

Ellevoy is an intelligent platform and marketplace designed to connect female and underestimated founders with the precise capital and talent they need to grow and scale their ventures. Started by two former corporate executives and growth strategists from Salesforce and PwC, the platform aims to close the funding gap using technology.

Co-founder & CEO, Candice Edwards, addressed the critical need for a platform like Ellevoy, stating, "The journey for women and underestimated founders to secure funding is fraught with challenges, from the gap in funding to the scattered resources on how to raise funds, and understanding how to be investor-ready. Ellevoy is our answer to these challenges, providing a 360-degree view of the ecosystem and aiming to drastically reduce the time it takes for these founders to connect with the right investors and advisors."

Ellevoy's launch is backed by statistical evidence highlighting the disparities in funding for female and underestimated founders, and aims to be a catalyst for change. By providing an intelligent matching platform and community, Ellevoy ensures founders not only meet the right investors and talent but are also well-prepared to grow and scale their businesses. Catharine Montgomery, founder and CEO of the social-impact-focused communications agency Better Together, appreciates the impact of strategic alliances. As a founder who sought the right opportunities, including venture funding, to launch her agency, she shared, "Ellevoy is positioned to change the game for underrepresented founders - it was challenging to cut through the noise and find the right funding sources to scale."

Additionally, Ellevoy is poised to offer unparalleled insights and opportunities for founders through an exclusive partnership with premium information platform Axio Pro Deals. Axios Pro Vice President of Revenue Brittany Cyran shared her enthusiasm about the partnership: "Axios Pro is excited to be the deal news partner for Ellevoy. The vision Ellevoy brings to the table is transformative, and we're proud to support these crucial founder communities with access to expert reporting and analysis that's vital to growing businesses."

Co-founder, President, and Chief Growth Officer, Jennie Blumenthal, shed light on the unique approach Ellevoy takes in supporting founders. "Women are the largest growing segment of entrepreneurs, but they build companies differently, and understanding that difference is key to how we've designed Ellevoy. Our comprehensive diagnostic tool is crafted to accelerate the matching process, ensuring founders are paired with investors and talent that truly align with their vision and needs. It's about creating the RIGHT matches to foster growth and success for our founders."

Ellevoy's launch on International Women's Day is a testament to its commitment to empowering women and underestimated founders, offering them the tools, resources, and connections necessary to

succeed in a competitive landscape. With its innovative platform, Ellevoy is set to revolutionize the way founders access capital and talent, ensuring a more inclusive and equitable future for the entrepreneurial community.

About Ellevoy

Ellevoy is an intelligent matching platform and community dedicated to connecting female and underestimated founders with the right capital and talent for growth and scale. Founded on the belief that diversity drives innovation, Ellevoy aims to streamline the process of getting investor-ready, reducing the time and barriers for founders to connect with the resources they need. With a comprehensive diagnostic tool, Ellevoy provides a 360-degree view of the ecosystem, propelling the next generation of innovators across industries.

For more information, please visit www.ellevoy.com.

About Candice Edwards

Candice, a seasoned tech executive with over 25 years of experience, has spent her career scaling the growth of innovative products and services for Fortune 500 companies. Throughout her professional journey, she has held leadership positions at both established enterprises and high-growth startups backed by industry leaders such as Oracle and Google. Most recently, Candice served as the Global Industry Solution Strategy leader for TMT at Salesforce, a multi-billion dollar business unit. In this role, she played a key role in developing and executing go-to-market strategies that fueled significant growth. Beyond her corporate achievements, Candice is a dedicated advocate for the next generation of leaders. She currently serves on the Board of Directors of The Bay Foundation and mentors at RISE, a non-profit organization focused on empowering female leaders in the technology industry.

About Jennie Blumenthal

Jennie spent over 20 years in Corporate America advising Fortune 500 companies on multi-million dollar growth strategies, running PwC's Travel & Hospitality Industry Practice, and then serving as the Marketing, Sales, and Service Practice Leader for all of Consumer Markets. After leaving her executive role, Jennie wrote the bestselling book, *Corporate Rehab: Ditch the Hustle Culture and Thrive Again* and speaks to global teams about burnout, leadership, and how to thrive in the future of work. She is passionate about helping underrepresented entrepreneurs lead on their own terms, and serves as an Investor with Citrine Angels, a lecturer on Strategy and Leadership at the University of Virginia, and a Board Member of Bridges from School to Work of the Marriott Foundation.

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