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MSEC SEMINAR AND COMMERCIALIZATION FORUM

INVITED SPEAKER:

DR. KERRY RUPP

“OUTPERFORMANCE AND OPPORTUNITIES: WOMEN
ENTREPRENEURS AND WOMEN INVESTORS”

October 19th, 2018

1:30 – 3:00 PM

RFM 3241



Biography:

Leveraging over 20 years' experience launching and growing startups and new lines of business, Kerry Rupp advises clients on innovation & strategy. Kerry's core service areas are Corporate Innovation, Strategy & Business Development, Venture & Corporate Development and Economic Development.

In addition to consulting, Kerry is a Venture Partner at True Wealth Ventures, a new early-stage venture capital fund investing in women-led businesses in consumer health and sustainable products and technologies to deliver true wealth. Kerry is an active startup coach who is asked to judge at startup competitions nationwide and is a frequent speaker on entrepreneurship, innovation and early-stage investing. She serves as a mentor at Capital Factory and International Accelerator and is on the Advisory Panel of the Texas Health Catalyst program at Dell Medical School.

Prior to her consulting practice, Kerry was CEO at DreamIt, a Top Ten US startup accelerator and early-stage venture fund, where she was directly involved with the launch of over 150 companies. During her 5-year tenure with DreamIt, she grew its programs to five cities, raised a \$15+M follow-on fund, and initiated the DreamIt Access (minority entrepreneur), DreamIt Athena (female entrepreneur), and DreamIt Health programs. These specialty programs were conducted in partnership with Comcast Ventures, Penn Medicine, Independence Blue Cross, Johns Hopkins University, Northrup Grumman, Kaiser Permanente, the state of Pennsylvania and the SBA.

FOR MORE INFORMATION OR IF YOU WOULD LIKE TO HAVE LUNCH WITH THE SPEAKER,
PLEASE CONTACT DR. SHANNON WEIGUM AT SWEIGUM@TXSTATE.EDU

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As a General Partner at DreamIt, Kerry reviewed thousands of startup applications, led the DreamIt Fund II LP fund design, raised funds, performed due diligence and made investment decisions. As of Q1 2015, the Fund had completed 37 financings and had an unrealized net return of 2x on an average investment life of 1.5 years. At that time, DreamIt companies in aggregate had gone on to raise more than \$270M in follow-on funding with an aggregate enterprise value of more than \$810M.

Before DreamIt, Kerry was herself the founder of an online travel service, Holiday Golightly, which organized unique group travel excursions for women. She has also advised senior executives at Allrecipes.com, ReadersDigest, LexisNexis, Payscale, and Taleo on strategy, business development and marketing. She has held Vice President level positions at AllRecipes.com, Jobster, Classmates.com and LexisNexis. Kerry began her career as a consultant with McKinsey and Andersen Consulting (now Accenture).

Kerry holds an MBA from Harvard Business School and a BA in Biology from Duke University. Kerry serves on the board of Texas 4000 and on the leadership teams of Women@Austin, The Angel Forum, and the Austin chapters of Harvard Business School Alumni Club, Harvard Business School Alumni Angels and the DukeGEN Global Entrepreneurship Network. She is an avid adventurer that has visited over 50 countries and 49 US states.

Abstract:

When women are on the management team of companies, whether they're public companies or venture-backed startups, the companies perform significantly better financially. Yet, despite this outperformance, fewer than 3% of companies funded by venture capitalists have a woman CEO. That's a missed opportunity! So, who best to take advantage of it? Well, women investors are more likely to outperform - whether they're money managers, hedge fund managers, or women VCs investing in women entrepreneurs. And by 2030, it's estimated that US women will control as much as two-thirds of the nation's wealth. So, we believe they're a key to changing these poor funding metrics for women entrepreneurs.

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