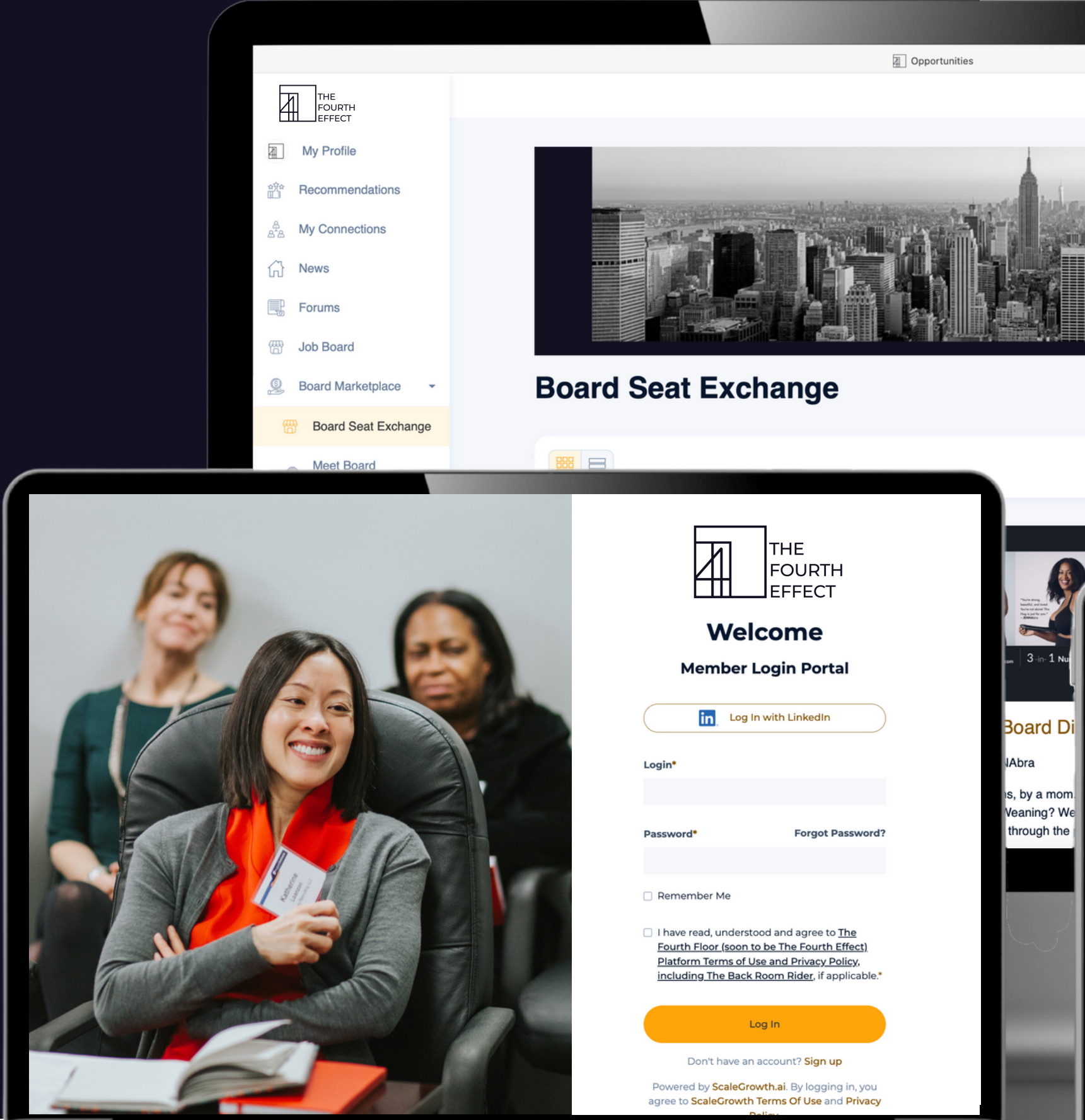


The Fourth Effect

FASTEST GROWING BOARD MARKETPLACE
MATCHING FORWARD THINKING COMPANIES
AND CANDIDATES, WHERE **WOMEN HAVE
THE POWER** TO MAKE THE FIRST MOVE.



THE
FOURTH
EFFECT



Our Mission

TO CLOSE THE GENDER POWER,
WEALTH AND FUNDING GAP BY
ADVANCING FOR-PROFIT BOARD
CAREERS FOR WOMEN AND LEVELING
THE INVESTMENT PLAYING FIELD

How will we accomplish it?

By getting women into the board candidate pipeline and onto cap tables.

Join The Movement!

Become a Greater Impact Partner and an industry DE&I leader.



Pay It Forward Initiative

ADVANCING 75,000 FOR-PROFIT BOARD
CAREERS FOR WOMEN

Earn the Greater Impact Partner Seal to use and display your
commitment to DE&I.

#PAYITFORWARD75K

Our Board Marketplace

GIVING COMPANIES ACCESS TO DIVERSE TALENT & WOMEN ACCESS TO:

700+ advisory & governing board opportunities



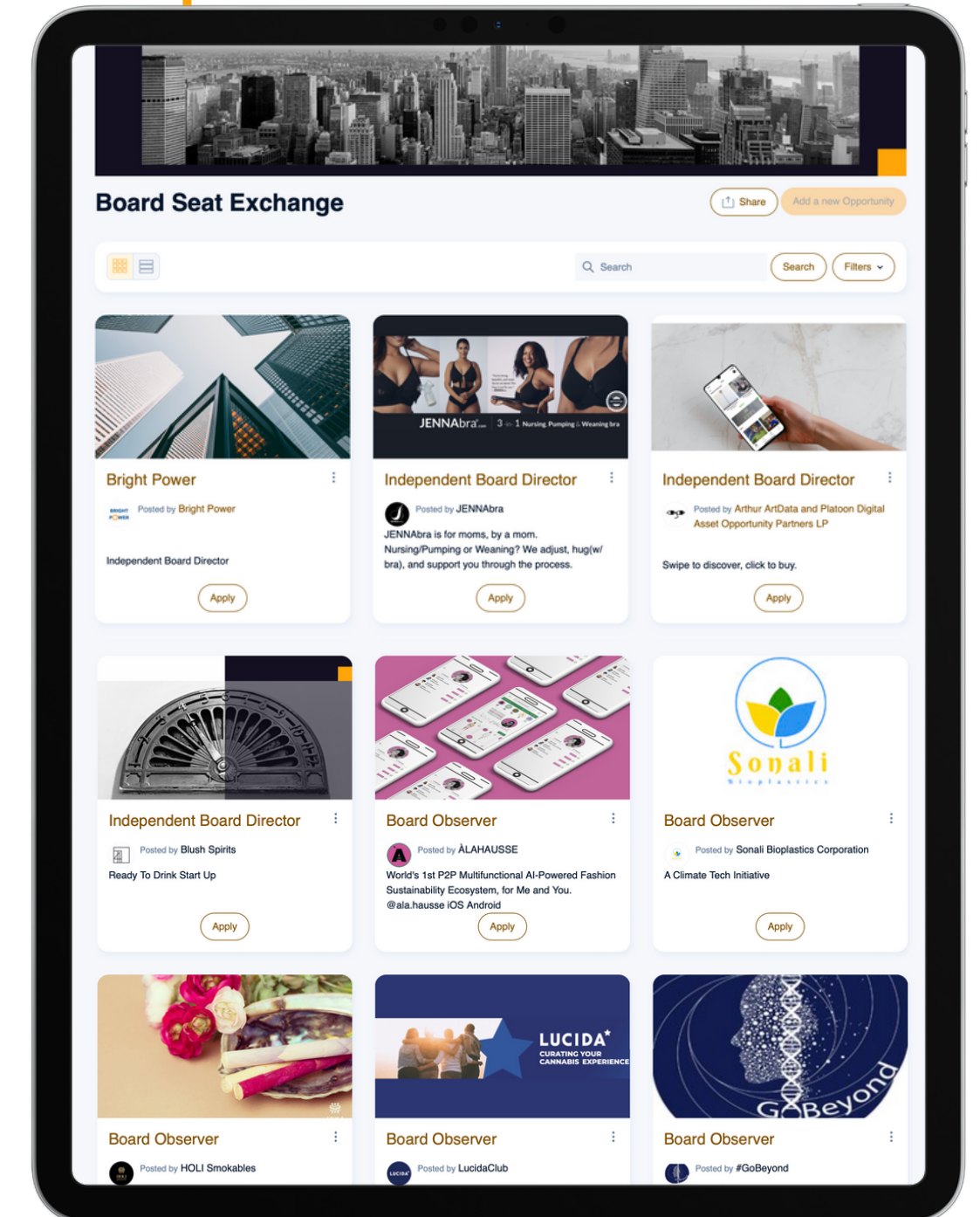
Women seeking board opportunities complete a detailed profile to capture experience & preferences.



Early/growth stage startups find diverse advisors/directors/ investors & access resources, programming & community designed to help them scale.



Women who may otherwise be overlooked receive AI-powered recommendations & can review/apply to advisory/governing board roles.



Our Membership Community

A VETTED AND CURATED MIX OF EXECUTIVES, INVESTORS & FOUNDERS

PEOPLE



- ~ 1,800 Board ready executive women
- ~ 800 Startup Founders
- ~ 120+ women angels, LPs and GPs
- ~ 30% of the community is BIPOC

COMPANIES

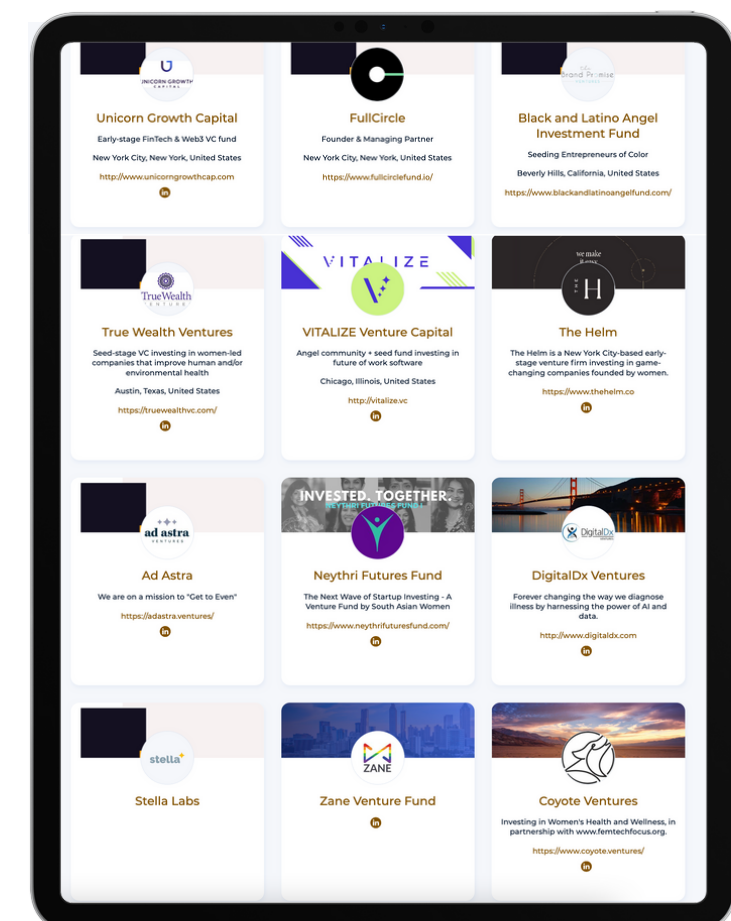
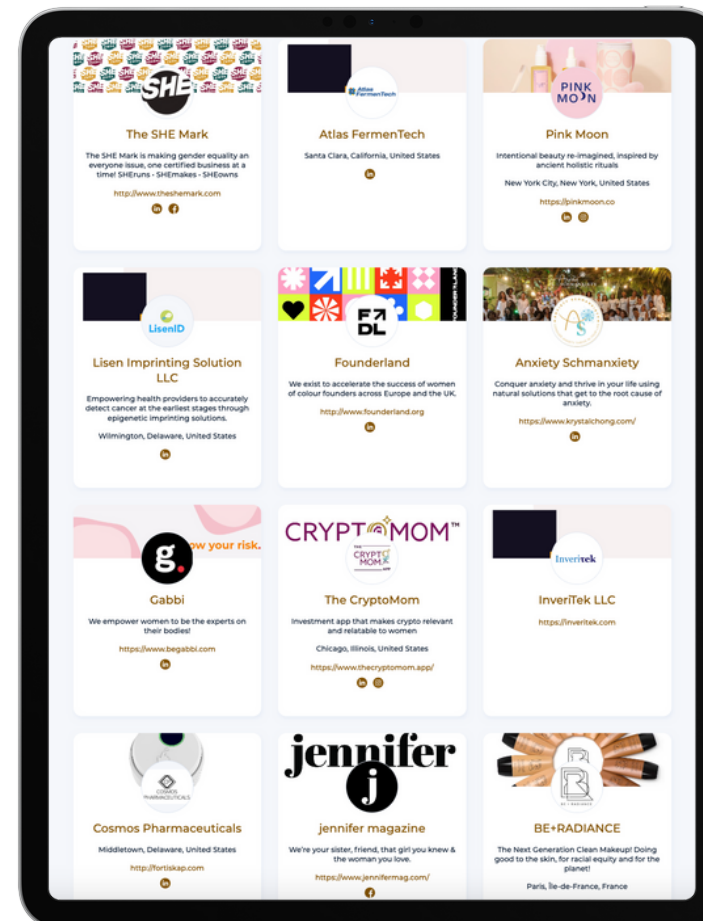
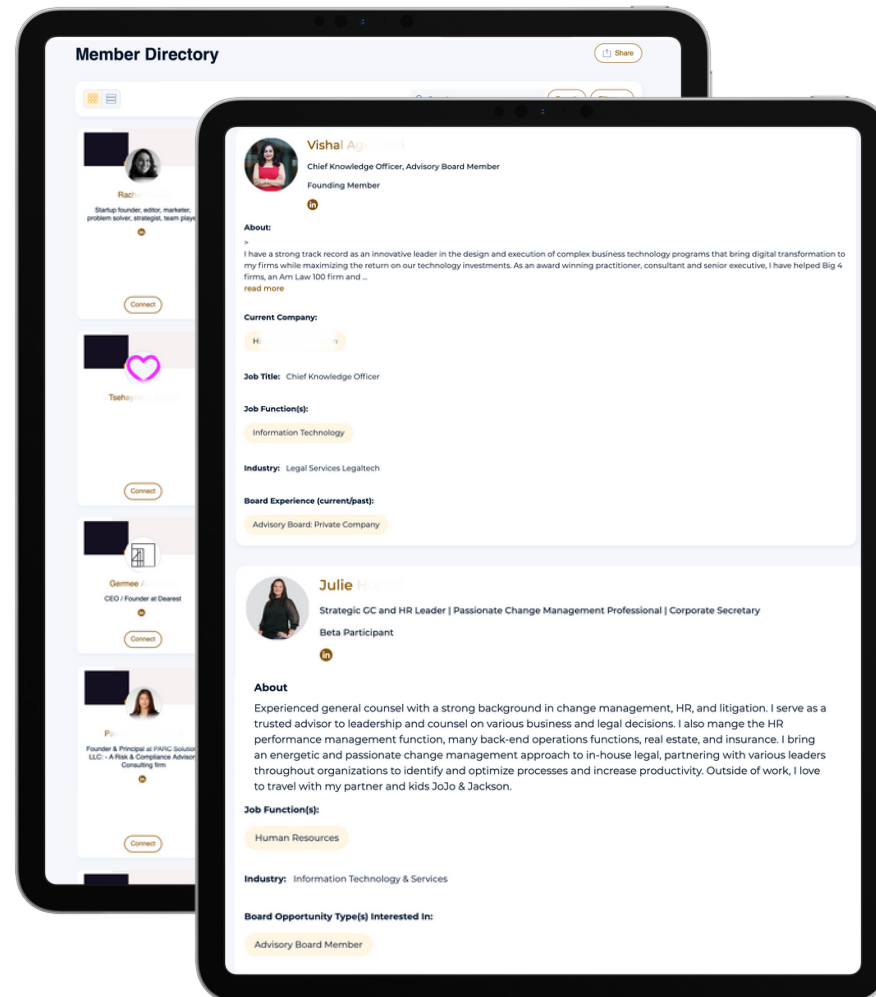


- ~ 800 Ecosystem companies, ranging from Pre-seed to later-stage
- *Majority women & BIPOC-led startups

FUNDS (IN BETA)



- ~ 22 Women-led Funds



Sponsorship Opportunities Overview

THE PIPELINE PROGRAM

Purchase discounted corporate memberships

EVENTS

Host or participate in in-person and virtual events

PREFERRED VENDOR

Showcase your company through a listing and marketing on the platform

FELLOWSHIP PROGRAM

Fund fellows to join The Fourth Effect to benefit from the network and resources

***ANNUAL SPONSORSHIP PACKAGES**

Design a customized assortment from all of the above

Sponsorship ROI

BUSINESS DEVELOPMENT

- Energize existing and prospective clients by gifting memberships
- Build relationships with early-stage startups as future clients
- Generate targeted and tangible leads

DIVERSITY & INCLUSION

- Invest in your women talent: A professional development and employee retention tool
- Help close the Gender/Race Gap: Quantifiable DE&I credits verified on website
- Earn credits and the Greater Impact Partner Seal for directly advancing for-profit board careers for women

COMPANY SPOTLIGHT*

- Sponsor branding on Member Profiles
- Leverage speaking and media opportunities
- Media recognition
- As a Preferred Vendor post resources in the platform

Meet The Founders

Because we are 100% mission driven to close the gender power wealth & funding gap by advancing board and investment careers for women. We experienced first hand the need for women to break into the board candidate pipeline and for early/growth stage companies to tap into diverse board-level talent.



CEO, CLO

Experienced General Counsel and C-Suite executive for startup and high-growth companies with a deep understanding of the challenges and opportunities facing under-represented founders, board candidates and fund managers.

Breen Sullivan

FOUNDER



COO

Serial Founder and entrepreneur who invented, patented, and launched a beauty accessory to the online and retail market, selling into major retailers, online sales, and beauty salons in the US & solidifying distribution to the UK, Japan, and South Korea.

Kat de Haen

CO-FOUNDER

Thank You

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