



# The Odlum Brown Forum Pitch Finale



APRIL 25,  
2024

The Forum

JW MARRIOTT  
PARQ VANCOUVER



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Investing for Generations®

# Odlum Brown is proud to be the Title Sponsor of The Forum Pitch Program

Odlum Brown has been helping clients achieve their financial goals for **over 100 years**. Through disciplined investment advice, objective research and value-added financial planning\* services, Odlum Brown offers an exceptional full-service experience to grow and preserve your wealth.

We would welcome the opportunity to share more about our independent, client-focused approach. Visit **odlumbrown.com** or contact us to learn why generations of investors entrust us with their financial futures.



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\*Offered through our wholly owned subsidiary, Odlum Brown Financial Services Limited.

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## MESSAGE FROM THE ACTIVATION COMMITTEE CO-CHAIRS + ACTIVATION COMMITTEE

As the Co-Chairs of The Odium Brown Forum Pitch Finale, we're thrilled to welcome you to the event of the year.

As a growing national organization, we're honoured to be joined virtually by a Canada-wide audience of hundreds, and to be here celebrating with all of you in person.

Tonight, we're gathering in celebration of 22 years of immense impact that your support has made possible, which enables women entrepreneurs to overcome systemic barriers and build the businesses they've dreamed of.

Each year, we continue to grow in momentum and we are beyond excited for this year's sold out event, which will be action-packed and heart-thrilling.

This evening you will hear from our Finalists, Bronwyn Bridges of PragmaClin, Chloe Beaudoin and Jessica Miao of Apricotton, and Sara Jónsdóttir of Revol Cares as they share their pitches and each walk away with a prize package worth \$46,500!

Not only are we here to celebrate the Finalists, their inspiring journeys, and the milestones they'll reach in the months ahead; we're here to celebrate you.

The Forum has proudly uplifted, educated, and mentored driven women entrepreneurs across the country for more than two decades, and we simply couldn't have done it without you. You've made 22 years of impact possible, and are redefining what's possible for the next wave of business leaders.

The Forum has grown tremendously this past year, with new programs launched with full attendance and waitlists. We received a record number of 386 business applications for The Odium Brown Forum Pitch program as our community has continued to expand, and are able to help more women strive towards achieving their goals.

There are still more entrepreneurs in need of support, and your ongoing contribution is what will enable us to provide the opportunities that they deserve.

Helping women entrepreneurs is a win-win for all of us—guiding the light for future generations, increasing employment opportunities, and contributing to a more stable and strong economy.

We are beyond grateful for the support of our Activation Committee, The Forum team and board of directors, sponsors, event partners, volunteers, and attendees. We'd also like to share a special thank you to our finalist mentors, Crystal Lo, Nagar Rahmani and Sarah Willson, and Champions, Pocket Sun and Christina Anthony. We could not have done it without you!

We would like to shine a light on the dedicated team at Countdown Events, who have worked with us on this event for over 15 years. This year, they charted new ground with us as The Forum found a new home at the Parq and have created an elevated, exciting experience for our guests.

Thank you for making The Forum's impact possible, and for being here with us to cheer on the women entrepreneurs and dedicated supporters we're so proud to stand with.



**Christina Brown**  
Activation Committee  
Co-Chair



**Jessica Green**  
Activation Committee  
Co-Chair

## THANK YOU ACTIVATION COMMITTEE



CO-CHAIR

**Christina Brown**  
Community Activator



CO-CHAIR

**Jessica Green**  
Founder, Angel Investor



**Amy Carruthers**  
Fasken



**Candy Wang**  
U Beauty Life  
Empty Wall Art Gallery



**Courtney Steeksma**  
Scotiabank



**Dave Bustos**  
Fort Capital



**Jenn Podmore Russell**  
Rennie Group



**Jenny De Jong**  
CountDown Events



**Kate Dunstan**  
Committee Member



**Katie Peardon**  
Fasken



**Nicole Parmar**  
Committee Member



**Orla O'Malley**  
BLG



**Rhogene Dadashzadeh**  
Scotiabank



**Soha Lavin**  
CountDown Events

## MESSAGE FROM CEO + BOARD CHAIR

Thank you for joining us in celebration of the cross-Canada community of women entrepreneurs that we're proud to stand by everyday.

Your unwavering support has made it possible for The Forum to uplift women business leaders as they've navigated the immense challenges the pandemic introduced to small businesses.

These unforeseen challenges called for new solutions, and you've played a critical role in enabling us to provide the specialized programming, resources, and community that's helped entrepreneurs bring innovative ideas forward in our now-changed world.

As women continue to respond to the many hurdles they've been presented with, demand for the support you've made possible has risen by 345% since before the pandemic. Our waitlists across programs and events continue to grow, both as new women enter the world of entrepreneurship and as existing entrepreneurs' continue to expand and evolve their businesses. This year we supported over 1,700 program participants, and are continuing to increase our presence across the country to show all Canadian women entrepreneurs that we, and you, are in their corner.

Whether you're here with us tonight or celebrating with us virtually, we're honoured to have you with us, and are so happy you've joined us in uplifting these inspiring entrepreneurs.

We'd like to recognize the Activation Committee led by co-chairs Christina Brown and Jessica Green, our incredible event partners Countdown Events, Rich and Jay Productions, and Proshow, and each of the amazing sponsors who've enabled us to expand support and bring this event to life. We are also grateful to our Board of Directors for their continuous support and leadership.

We'd also like to extend our gratitude to The Forum founder, Christina Anthony, whose leadership sparked 22 years of impact, and The Forum team, whose dedication ensures that impact will continue for decades to come.

Finally, at this pivotal moment of growth in scale and geographical reach, we want to take the opportunity to acknowledge the tremendous commitment and effort of everyone who has generously contributed time, financial support, wisdom, and encouragement over the past 22 years. We see each of you, how you've supported in ways big and small to create access to entrepreneurship, and our community is so much stronger for it. Please know that what you've given collectively to this organization has made a tremendous impact and is valued - our impact is your impact on this world.

Thanks to this community, we've seen so much progress these last 22 years; however, we also recognize that there's much more to be unlocked.

Your support again today is what enables us to grow, build powerful relationships, and provide impactful programming to women entrepreneurs all across Canada. Thank you for your generosity now, and always.



**Kirsten Koppang Telford**  
The Forum Interim CEO



**Ingrid Leong**  
The Forum Board Chair

## PROGRAM + NOTICE OF FILMING

### IN PERSON

**5:00PM** COCKTAIL RECEPTION & ENTREPRENEUR SHOWCASE  
 Welcome Reception and Virtual Silent Auction  
 Thank you to our Reception Sponsor, Fort Capital

**6:20PM** THE ODLUM BROWN FORUM PITCH FINALE  
 Opening Remarks

**6:45PM** DINNER SERVICE  
 Thank you to our Dinner Sponsor, Fasken,  
 and our Wine Sponsor, Victoria Gold

**8:00PM** THE ODLUM BROWN FORUM PITCH FINALE  
 Finalist Pitches and Q&A with:  
 Champion Moderators  
 Christina Anthony and Pocket Sun  
 Bronwyn Bridges of PragmaClin  
 (mentored by Sarah Willson of Panache Ventures)  
 Chloe Beaudoin of Apricotton  
 (mentored by Crystal Lo of InBC Investment Corp)  
 Sara Jónsdóttir of Revol Cares  
 (mentored by Nagar Rahmani)  
 Audience Vote  
 LIVE AUCTION  
 SUPPORT-AN-ENTREPRENEUR

**9:10PM** TWILIGHT LOUNGE  
 Thank you to our Reception Sponsor, Fort Capital



### NOTICE OF FILMING

*Disclaimer: This event is being videotaped and photographed for The Forum. By attending this event you are granting The Forum the right for you to appear in any program made or edited from the event, including any excerpts, publicity and promotional use of the program. You are also waiving payment for your appearance.*



## HOST

**SOPHIE LUI**

Sophie Lui is the Anchor of Global News at 5 and Co-Ancor of Global News Hour at 6. She previously co-hosted Global News Morning and Global Weekend Mornings and still has not quite made up for the 10 years of lost sleep.

Born and raised in the Lower Mainland, she has been a news junkie for as long as she can remember. Sophie has received numerous awards throughout her career, including the 2023 recipient of the Shelley Fralic Award from The Jack Webster Foundation. Career highlights include her work for Global's 16x9 and The New Reality. She also enjoys hosting election night coverage and diving into the drama of BC politics.

When she is not working, Sophie enjoys travelling, cycling, listening to music, reading, and procrastinating.



## AUCTIONEER

**FRED LEE**

Fred Lee's fabulous sense of humour and unique style makes him our 'Man About Town.' The Social Butterfly steps out with Stephen Quinn every Monday morning on CBC Radio One's The Early Edition to share all of Vanhattan's A-list happenings, red carpet parties, must-attend galas and fabulous fundraisers. Fred's weekly social column 'Fred Lee's Social Network' column appears every Sunday in the Province Newspaper, and his 'About Last Night' society page appears monthly in Vancouver Magazine.



## DJ

**DJSPINCOUNSEL**

Lisa Ridgedale has been a litigator for over 25 years. Inspired by the work of her clients in the business community, Lisa started her own business. She co-founded the successful boutique litigation law firm of Hakemi & Ridgedale LLP, where she practiced for over a decade until her firm was acquired by MLT Aikins, a regional firm with 6 offices across western Canada. Around the same time as she started Hakemi & Ridgedale, Lisa also began to refine her interest and skills as a DJ. Since 2012, she has appeared at many charity events and functions within communities that are dear to her. Day to day, Lisa practices as a commercial, securities and family law litigator while also raising her two daughters. Her biggest passion is playing music for others in the hopes that at least half the room will get on their feet and dance.

# LYRA

LYRA GROWTH PARTNERS IS PROUD TO SUPPORT THE FORUM, AND WOMEN LEADERS OF THE FUTURE.



[lyragrowth.com](http://lyragrowth.com)

Beedie/ Built for good

We develop assets that positively influence the well-being of people, commerce, and community.

A proud sponsor of The 2024 Odium Brown Forum Pitch Finale.

Over the past six years, Fort Capital has been honoured to support The Forum.

We continue to be inspired by your leadership, and by the resilience, innovation, and efficiency of women-led businesses that are elevated by your programs and support.

Thank you.

 **Fort Capital**

Investment banking. elevated.





## CHAMPION MODERATORS



### POCKET SUN

SoGal Ventures

Pocket Sun is Co-founder and Managing Partner at SoGal Ventures, an early stage venture capital firm backing world-class women and diverse entrepreneurs outside of Silicon Valley. She founded SoGal to solve the deeply rooted inequity in VC and to deliver superior, consistent returns by investing in underrepresented founders, undercapitalized geographies, and underserved problems. Since 2015, Pocket and co-founder Elizabeth have invested in 150+ startups worldwide, managed \$45M LP capital, and built a track record of picking five \$1B+ unicorns from the earliest stage.

Shortly after receiving a master's degree from the USC in Entrepreneurship, Pocket became one of the youngest to be on the cover of Forbes. As a disruptor in VC and advocate for DEI, she is frequently invited for keynotes and panels by Fortune 500 companies and high-profile conferences including the Microsoft CEO Summit. She has been recognized with awards and features including Entrepreneur Magazine 100 Most Powerful Women, and Forbes Under 30 in VC.



### CHRISTINA ANTHONY

Vice President, Director & Portfolio Manager, Odlum Brown

Inspired by the commitment and drive of women entrepreneurs, Christina founded FWE (now "The Forum") as a non-profit organization in 2002, to provide education and mentorship to women entrepreneurs. She has been instrumental in helping to grow the organization over the past 22 years into a national charitable organization helping thousands of women across Canada each year.

Now Chair Emeritus of The Forum, she is also Vice President, Portfolio Manager and Director at Odlum Brown Limited, managing customized investment portfolios for high net worth individuals and foundations. Christina is also the Chair of the TELUS Community Board and formerly the Chair of the VGH & UBC Hospital Foundation Board and current Chair of the VGH Real Estate Task Force. Christina grew up in Richmond and currently lives with her husband, Matthew, and four children in Vancouver.

## MENTORS



### SARAH WILLSON

*Supporting PragmaClin*

**Associate**  
Panache Ventures

Sarah is an investor at Panache Ventures, a pre-seed and seed stage VC firm supporting inspiring Canadian founders at the earliest stages of building transformational companies. Sarah is also an active member of the Tech4SickKids advisory council, Velocity investment committee, and Schulich ExEd Pitch Deck Advisory Group.



### CRYSTAL LO

*Supporting Apricotton*

**Investment Associate**  
InBC Investment Corp

Crystal Lo is an Investment Associate at InBC and has a deep-rooted belief in the power of capital to create a positive social impact. She has multi-faceted experience in gender-lens investing, impact investing, commercial lending and real estate development, with her professional experience spanning three continents. Crystal holds a bachelor's degree in global business from The Hong Kong University of Science and Technology and a master's degree in real estate from The University of Hong Kong.



### NAGAR RAHMANI

*Supporting Revol Cares*

Nagar is a professional with 15 years of experience spanning technology, investment, and ecosystem development. Possessing a background in capital and corporate development, she has a proven track record in fundraising, capital deployment, and cultivating strategic partnerships. Nagar is deeply entrenched within the tech ecosystem, an advocate for entrepreneurs, with a particular emphasis on fostering opportunities for women in business. Nagar has served on numerous boards throughout her career, and currently holds board positions at 7Gen and Mindframe Connect.

## COMMUNITY PANEL



**Geena Jackson**  
Bears Lair TV



**Genevieve Pinto**  
Renewal Funds



**Lina Ismail**  
The Catherine Wheel



**Melissa Allen**  
League of Innovators



**Mona Minhas**  
Thrive Venture Fund,  
BDC Capital



**Nadine Spencer**  
BrandEQ



**Rebecca Johnson**  
BKR Capital

Empowering women  
by prioritizing equality.

[scotiabankwomeninitiative.com/business](https://scotiabankwomeninitiative.com/business)

WOMEN

The advertisement features a woman with grey hair in a light blue shirt. In the bottom right corner, there is a red square logo with a white 'S' and the text 'WOMEN' in white.

Building a Mining Company Focused on the Yukon

**VICTORIA**  
GOLD CORP

Proud sponsor of the Odlum Brown Forum Pitch Finale  
supporting women entrepreneurs across Canada

**VGCX.COM**

The advertisement shows a woman in a blue and yellow safety vest and a white hard hat standing in front of a large yellow mining truck at a mine site. The background is a dark, rocky landscape.

## THE ODLUM BROWN FORUM PITCH SEMI-FINALIST MENTORS

### Amy Rae

**Vanedge Capital**

*Supported Flutter Care*

### Chelsea Stanimir

**Lyra Growth Partners**

*Supported Nature Bee*

### Crystal Lo

**InBC Investment Corp**

*Supported Revol Cares*

### Danielle Graham

**The Firehood**

*Supported BeBlended*

### Eva Lau

**Two Small Fish Ventures**

*Supported joni*

### Jennifer Rhee

**2hemispheres Consulting Inc.**

*Supported 7 Leagues Leather*

### Nagar Rahmani

*Supported Apricotton*

### Roxanne Leduc

**Cap Inclusive**

*Supported Fromage Protein Pints*

### Sarah Willson

**Panache Ventures**

*Supported Bold Helmets*

### Thealzel Lee

**E-Fund**

*Supported PragmaClin*

## THE ODLUM BROWN FORUM PITCH PRESENTATION COACH



### VALERIE GALVIN

[standanddeliver.ca](http://standanddeliver.ca)

**Stand & Deliver  
Performance Coaching**

Valerie Galvin has been coaching senior leaders and entrepreneurs in the art of Communication and Leadership Presence for over 30 years. She was a founding partner of the Amsterdam based Executive Performance Training and since 2005 has operated her own coaching practice, Stand & Deliver Performance Coaching. Valerie's first career was as a professional classical singer. She draws upon her performing experience, as well as years of training in mindfulness, breath awareness, and executive coaching to

support her clients in liberating themselves from the concerns that keep them from being who they naturally are when they are at their best. Then they are free to communicate powerfully, secure in their own Presence, in any circumstance. Valerie is a certified Clean Coach and a co-director of Breathexperience Canada.

Valerie is committed to supporting The Forum and is privileged to support The Odlum Brown Forum Pitch Finalists.



**Proud to support  
the Forum Pitch Finale**

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**EWING  
MORRIS**  
INVESTMENT PARTNERS LTD.

**Ewing Morris is proud to support  
The Odium Brown Forum Pitch Finale 2024**

**Congratulations to the exceptional finalists for their  
impressive journey thus far!**

At Ewing Morris, we champion diversity and inclusion within  
the realm of entrepreneurship.

We are honoured to participate in an event that fosters  
equal opportunities for women entrepreneurs.

[www.ewingmorris.com](http://www.ewingmorris.com)  
*Alternative Thinking, Innovative Investing*

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Building a better  
working world.

**When women  
speak up, how  
are they heard?**

[ey.com/ca/winningwomen](http://ey.com/ca/winningwomen)

**...**

The better the question. The better the answer. The better the world works.

**blue ruby**

*Blue Ruby is a proud sponsor of The Odium  
Brown Forum Pitch Finale 2024 and the female  
entrepreneurs of tomorrow.*

[www.blueruby.com](http://www.blueruby.com)

## BRONWYN BRIDGES, PRAGMACLIN



Dear Sarah,

*I want to express my heartfelt gratitude for the incredible mentorship and guidance you've provided. Your knack for bringing my story into the spotlight and offering an outside perspective has been transformative for my pitch. Working with you has not only been enlightening but also deeply inspiring. Your dedication, transparent feedback, and positive energy have been pivotal in refining my pitch and strategy. Your expertise in navigating the startup ecosystem and identifying key opportunities has also been invaluable.*

*Moreover, your approachability and openness have made you feel like a big sister to me, guiding me through this journey with honesty and support. Your leadership has motivated me immensely, and your generosity with your time and insights has been a true gift. I am grateful for the chance to learn from you and to have had you as a mentor. Thank you for allowing me to be unapologetically myself with you, I hope we stay in touch.*

*With sincere gratitude,  
Bronwyn*

Finalist Mentor

Sarah Willson

Semi-Finalist Mentor

Thealzel Lee

PRAGMACLIN.COM

@PRAGMACLIN

**PragmaClin has developed PRIMS, a digital tool for accurately assessing and scoring Parkinson's Disease progression using depth cameras for motor data capture and surveys for patient-reported data, enabling clinicians and patients to manage the disease more effectively and efficiently.**

**What barriers have you faced in accessing the capital you need to thrive? (community, wisdom, and/or financial)**

Honestly, the journey to secure capital has felt like navigating a maze blindfolded at times. Pitching to rooms full of people who don't look like me or understand the unique challenges and perspectives I bring to the table all of the time. There's also this community barrier; finding a network that genuinely supports and believes in young female entrepreneurs isn't always easy. And wisdom? It's one thing to have a ground-breaking idea, but navigating the business landscape to bring it to fruition requires mentorship and guidance, which can be hard to come by when you're stereotyped by your age and gender.

**Looking ahead, what are the next growth opportunities for your company?**

PragmaClin is poised for growth by expanding our digital health platform to underserved communities and leveraging AI for assessment accuracy, alongside exploring strategic partnerships and global market expansion to solidify our impact in making healthcare accessible worldwide.

**How has The Odium Brown Forum Pitch Program impacted you?**

This program has been a game-changer. It's not just about the pitch; it's the workshops, the mentorship, and the community. I've been equipped with tools and knowledge that have fundamentally shifted how I approach my business. The confidence boost? Unreal. It's one thing to believe in your product, but having seasoned professionals validate your vision and offer constructive feedback is empowering on another level.

## CHLOE BEAUDOIN & JESSICA MIAO, APRICOTTON



*Dear Crystal,*

*Thank you for all of your support throughout the entire process. We are deeply grateful for your guidance and thoughtful approach to mentorship.*

*You challenged us to think deeper about the key messages we're trying to convey through our pitch and ensure that we leave a lasting impression on the audience. Thank you for your time and supporting us to succeed!*

*Chloe and Jessica*

Finalist Mentor  
Crystal Lo

Semi-Finalist Mentor  
Nagar Rahmani

APRICOTTON.CO  
@APRICOTTONGIRLS

**Apricotton designs the only bras globally that grow as teens grow, helping the 90% of teen girls embarrassed to wear a bra, ensuring they feel confident during puberty.**

*What barriers have you faced in accessing the capital you need to thrive? (community, wisdom, and/or financial)*

Community and financial barriers are the hardest to access, especially as young women founders in the e-commerce space. We've worked hard to put ourselves in positions to reach our fundraising goals (i.e., through pitch competitions), however, we still face barriers especially when dealing with men who want to maintain the status quo. Opportunities like this are helping us, and other women founders, access capital through mentorship and exposure.

We've also found it difficult to connect with other women and D2C founders in Toronto. The Odlum Brown Forum Pitch has been a great opportunity to meet 9 other wonderful women founders. We've gotten really great advice from the other founders and we're excited to continue to stay connected with them.

*Looking ahead, what are the next growth opportunities for your company?*

Our goal is to become the go-to teen apparel brand worldwide. Our next step is to expand operations and increase capacity so we can meet this goal. We now ship to the US and Europe and want to continue growing internationally. To achieve this, we're working on better understanding our customers in different geographies and targeting them through an omnichannel approach.

*How has The Odlum Brown Forum Pitch Program impacted you?*

The Odlum Brown Forum Pitch Program gave us the opportunity to refine our pitch and get in front of important people in the industry. It's helped us a lot with our credibility as a Canadian D2C company. Winning has also helped validate that we're on the right track.

SARA  
JÓNSDÓTTIR,  
REVOL CARES



Nagar,

*Your passion to see me, and my pitch, evolve was precisely what I needed at this stage. I felt so supported through my growth, and your undeniable energy gave me the momentum to push myself to dig deeper and think bigger. Understanding how my pitch was landing from your lens was so insightful and motivated me to refine my vision and make sure it was front and centre of my pitch.*

*Having you as a mentor is like having a coach, who knows which buttons to push to help you grow and accelerate to the next level. I am incredibly grateful to you, for being my cheerleader as I redefined and sculpted my pitch. Looking forward to continuing on my path, with you as a supporter!*

Sara

Finalist Mentor

Nagar Rahmani

Semi-Finalist Mentor

Crystal Lo

GETCARES.COM

@REVOLCARES

**Revol Cares is changing the way people experience periods and disrupting the “back up” landscape of menstrual care solutions. We are driven by innovation and technology and are the leaders in “one product” period care solution. No pads, no tampons, just Cares leak proof undies.**

*What barriers have you faced in accessing the capital you need to thrive? (community, wisdom, and/or financial)*

The biggest barriers I have faced, actually have been my own insecurities and doubts about accessing capital. As a female founded business, there are very systemic barriers at play, but my roadblocks needed to be dismantled for me and my business to take on the right capital for us. Women often aren't included in the conversations on how best to approach capital, so for myself, the best way to break those barriers was accessing resources and networks, and learning from other founders.

*Looking ahead, what are the next growth opportunities for your company?*

With our rapid growth into retail, we are completely disrupting the period aisles of grocery stores across North America. We are working with retail partners that have never had reusables in the past and setting the standard for efficacy on store shelves. That has led us to some incredible partnerships with government agencies and military organizations, where the institutional growth is exponential.

*How has The Odium Brown Forum Pitch Program impacted you?*

The Odium Brown Forum Pitch Program has created access to incredible founders, community members and mentors that have all had a lasting imprint on myself and my business. There is nothing like getting together with people that align with your values and help you see how you can grow. It has truly been an incredible journey of growth and support along the way.



# WHERE THEY ARE NOW



2018

**Nicole Smith**  
Flytographer

- Sold over \$22 million in vacation photo shoots across six continents
- Launched two new verticals during pandemic: headshots and local photo shoots
- Profitable and scaling fast again with global travel rebounding



2019

**Sonia Strobel**  
Skipper Otto Community Supported Fishery

- Tripled revenue since 2019
- Became a registered B Corp in November 2023
- Featured in the 2023 CBC documentary "Fresh Catch," about independent BC fishing families



2020

**Lynn Dargis**  
Farmbucks

- Canada's largest database for grain prices; recently expanded to the USA
- 100% retained ownership
- One of two recipients of the 2023 Women in Ag Grant from Credit Unions of Alberta and Alberta Central



2021

**Connie Stacey**  
Grenge (Formerly Growing Greener Innovations)

- 2021 Women Entrepreneur of the Year; Alberta Business Awards of Distinction
- 2022 Alternative Energy Systems Challenge Winner; International Minerals Innovation Institute (iMii)
- 2022 Queen Elizabeth II's Platinum Jubilee Medal
- Featured in Edmonton Global's 2024 "Trade Heroes" series



2022

**Brianna Blaney & Aria Hahn**  
Pocketed

- Grew revenue by 4.5x in 2023
- Achieved profitability in the second half of 2023
- Accessed over \$100M in funding for 14,000+ companies



2023

**Carlyn Loncaric**  
VodaSafe

- Passed 280 AquaEye customers in North America and over 1000 units worldwide
- Secured a lead investor and is well on her way to raising a \$5M series A
- Accelerated international demand and taken large orders for AquaEye from federal-level organizations in Turkey and regional organizations in Germany

# CAPITALS: WHAT THE FINALISTS RECEIVE

The three finalists of The Odium Brown Forum Pitch program receive \$46,500 CAD prize packages to fund their business visions forward! Each will receive a prize package consisting of financial, community and wisdom capital.

FINANCIAL  
CAPITAL

## Wheaton Precious Metals

\$10,000 CAD in financial capital

Pitch Capital Sponsor,  
Wheaton Precious Metals  
is giving each Finalist  
\$10,000 CAD in financial capital.

WISDOM  
CAPITAL

## Metronomics

\$20,000 CAD in wisdom capital

Metronomics Roundtable Coaching Package, valued at over \$20,000 CAD, including one year of coaching on Strategy and Execution alongside other top CEOs and leaders, and one year's access to Metronome Growth Systems Software License for up to ten users.

WISDOM  
CAPITAL

## Talk Shop Media

\$15,000 CAD in wisdom capital

A comprehensive media training and PR readiness session, valued at \$15K, including personalized coaching, simulated interviews, and constructive feedback.

COMMUNITY  
CAPITAL

## Pocketed

\$1,500 CAD in community capital

One year Pocketed Concierge Subscription, including a strategy session with a Grant Specialist, a custom grant roadmap report, ongoing grant recommendations, access to Concierge support, and unlimited access to Pocketed's software, valued at \$1,500.

On April 25, the audience will also select one business to receive the following additional \$15,000 CAD.



Thank you to Pitch Capital Sponsor Wheaton Precious Metals for their continued deep generosity in supporting our Finalists and for this additional contribution.

## SUPPORT AN ENTREPRENEUR

The Forum's one and only mission is to unlock access to wisdom, financial and social capital for self-identifying women, trans-femme and non-binary entrepreneurs across Canada. Our charitable work provides programming, mentorship, and a deeply collaborative community to help women entrepreneurs build and sustain the success they envision.

We have come a long way in our 22 year history; however, there is more work to be done. Women entrepreneurs contribute approximately \$150 billion annually to the Canadian economy and consistently generate high return on investment, yet only 4% of venture capital funding is distributed to women-owned businesses (WES, Progress Report 2023)

We are grateful to be able to activate a tremendous community of supporters and champions to step into the work of providing women with all the different forms of capital – financial capital, wisdom capital, social capital, amongst others – they need to succeed. Our impactful programs serve over 1700 women per year, coming to us from more than 230 unique communities, and the demand just keeps on growing.

Every dollar we raise gets us one step closer to building a truly inclusive, equitable and vibrant economy in Canada in our lifetime. \$1,500 supports one woman with one year of programming through The Forum. Please support us in our work.

Our critical programming has changed the business trajectory for many of our entrepreneurs, and with your help will continue to do so for many more women in 2024 and beyond.

# \$1500

SUPPORTS ONE ENTREPRENEUR  
WITH ONE YEAR OF PROGRAMMING  
THROUGH THE FORUM

### OUR IMPACT IN OUR 2023 2024 FISCAL SO FAR

- **210 registrants for The Forum E-Series Fall presented by RBC**
- **386 applications for Pitch Program**
- **341 Mentor Pairings**
- **300 unique participants for Weekly Connects; 30-40 participants per week**
- **6 Growth Peer Mentorship groups supporting 46 entrepreneurs**
- **70 entrepreneurs supported through Business Finance Essentials**

## LIVE AUCTION



### CANUCKS EXPERIENCE PACKAGE

Bring your kids' entire hockey team for a back of house tour of Rogers Arena, home of the Vancouver Canucks. See where Elias Pettersson and Quinn Hughes get ready to play with a tour of the Canucks dressing room. See how Hockey night in Canada is produced.

And, after the tour, it's time to get your skates on and go for a skate at Rogers Arena.

**RETAIL VALUE: \$10,000**

Generously Donated By: Ed McLaughlin



### EXCLUSIVE ART SHOW AND VIP RECEPTION AT THE CENTRE OF INTERNATIONAL CONTEMPORARY ARTS (CICA) IN VANCOUVER BC

Bring up to 50 guests of your choice to the gallery for a private and exclusive experience featuring wine and canapes.

Includes twelve bottles of Le Vieux Pin, professional photography, and Le Doux Ciel Catering with savoury snacks and desserts.

**RETAIL VALUE: \$15,000**

Generously Donated By: CICA Vancouver



### A JET-SETTER'S WEEKEND AT THE BERKSHIRE HATHAWAY AGM

Rule No.1: Never lose money. Rule No.2: Never forget rule No.1. If you recognize this quote, then THIS is the package for you. You and your five guests will head to the "Woodstock of capitalism" for the Berkshire Hathaway AGM, May 2 - 4 , 2025. You will fly direct in a Bombardier Global private jet graciously donated by Amar and Natallie Doman. This bucket list experience includes the elusive passes to the Berkshire Hathaway AGM. You will stay in the city's beautiful old market district, where each guest will enjoy their own room along with dining on Friday and Saturday, and car service .

In the immortal words of Warren Buffett - Price is what you pay. Value is what you get.

**RETAIL VALUE: \$72,000**

Generously Donated By: Amar & Natallie Doman and Christina Anthony



### A NIGHT ON THE ERAS TOUR FLOOR WITH TAYLOR SWIFT

Are you ready for it? This is your chance to see Taylor Swift's record-breaking Eras Tour in Toronto, on November 22, 2024, with a photo shoot to capture this memorable evening forever.

Includes two floor seat tickets in section A4, Row 7 with amazing views (just two rows from both the front stage and runway) coupled with a one hour pre-event photo shoot with Flytographer to capture this once in a lifetime moment.

**RETAIL VALUE: \$15,000** (if you could actually get tickets!)

Generously Donated By: Katherine Dunstan and Flytographer

## SPOTLIGHT SILENT AUCTION



### ORIGINAL ARTWORK BY ZOË PAWLAK, PLUS AN INTIMATE STUDIO TOUR FOR SIX

Original Art:  
Everything Forgiven Glows  
Oil on Canvas, 30" x 40" H

Zoë Pawlak is a Vancouver-based artist and industrial designer. This Spotlight package includes original artwork by Zoë Pawlak, plus a studio tour for six people with bubbly from Sansorium.

**RETAIL VALUE: \$5,300**

Generously Donated By: Zoë Pawlak



### PURE CASHMERE MIDS WRAP SLOAN COAT BY HEATHER LYNN

A luxurious 100% cashmere wrap-style essential by Heather Lynn. Hand-stitched with double-faced cashmere, this piece offers unmatched softness and quality. Its relaxed silhouette includes kimono sleeves, a stand-up collar, side pockets, and a coordinating belt for effortless elegance. Versatile and timeless, it's perfect for year-round layering with standout style.

**RETAIL VALUE: \$1,400**

Generously Donated By: Heather Lynn



### CHIC STAYCATION AT JW MARRIOTT PARQ VANCOUVER, COMPLETE WITH A DINING EXPERIENCE, WINE PAIRING AND CASINO CREDIT

Indulge in a luxury hotel experience unlike any other at JW Marriott Parq Vancouver.

Enjoy a complimentary One Night Stay in a Standard Room at JW Marriott Parq Vancouver, \$100 CAD Credit towards Casino Free Play and a dining experience at the Victor for Four Guests with wine pairings valued at \$800 CAD. Also take some time to relax at Spa by JW with a \$250 credit towards a treatment of your choice.

**RETAIL VALUE: \$1,950**

Generously Donated By: JW Marriott Parq Vancouver



### FOUR ALL-ACCESS PASSES TO THE VANCOUVER INTERNATIONAL FILM FESTIVAL

Four all-access passes to the 2024 Vancouver International Film Festival (details on this would follow closer to the date as we find out specific events and would include access to Opening Night and one other Scotia Evening hosted in the atrium). Also includes premium movie snacks and beverages!

**RETAIL VALUE: APPROXIMATE \$2,000** (Priceless)

Generously Donated By: Scotiabank



### LOOKING FOR THE SILENT OR LIVE AUCTION, OR TO DONATE?

Scan the QR code below or go to [givevgy.ca/TheForumPitch2024](https://givevgy.ca/TheForumPitch2024) to support The Forum.

## TAKE YOUR BUSINESS TO THE NEXT LEVEL WITH THE FORUM

### THE ODLUM BROWN FORUM PITCH

Addressing the barrier of access to capitals, The Odlum Brown Forum Pitch program offers education, 1:1 mentorship, coaching, national exposure, and access to specialized resources and networks so you can share your business pitch with confidence. Join the waitlist and be among the first to know when applications open in September 2024.

### AFIA DEI INDEX

AFIA DEI Index is a nation-wide initiative to address the systemic barriers experienced by women entrepreneurs in accessing capital. AFIA DEI Index encourages Canadian funders to take action on access to business funding that inspires accelerated growth for women entrepreneurs, especially BIPOC women and 2SLGBTQ+ individuals. This initiative is funded by Women and Gender Equality Canada.

### THE FORUM GROWTH PEER MENTORSHIP

Connect with other growth-minded self-identifying women, trans-femme and non-binary entrepreneurs to gain support as you scale your business. Guided by a Mentor who is an experienced entrepreneur, Peer Groups offer feedback and fresh perspective on your business challenges and growth opportunities, using a solution-based approach.

### THE FORUM E-SERIES PRESENTED BY RBC

E-Series is an intensive program designed for self-identified women, trans-femme and non-binary entrepreneurs at both early and intermediate stages of business. Participants will find themselves surrounded by those who have the same drive and dedication that they do, and our community is an integral part of what makes this program so special. Next cohort is Spring 2024.

### FINANCIAL FUNDAMENTALS

A free self-paced, online course providing access to the financial knowledge you need to be wildly successful in business. Education on day-to-day money management so you can balance budgets, price work, and invest in your future with confidence.

### THE FORUM MENTOR PROGRAM

#### PRESENTED BY

#### THE SCOTIABANK WOMEN INITIATIVE®

12 months of 1:1 mentorship to support you in your business. The Mentor Program thoughtfully pairs self-identifying women, trans-femme and non-binary entrepreneurs across Canada, in all stages of business, with experienced mentors who can offer practical guidance and support on the individual challenges and opportunities your business is facing. Registration is open year-round. Interested in becoming a mentor? Contact us today.

THE FORUM ENTREPRENEUR SUMMITS  
PRESENTED BY

THE SCOTIABANK WOMEN INITIATIVE®

Whether you're a program alumnae or brand new to The Forum, this is your opportunity to meet other entrepreneurs and supporters who could be game-changing champions and collaborators. Join us in Vancouver or Toronto to explore, leverage, and activate all types of capital that are critical to growing and sustaining a thriving business.

THE FORUM FOUNDER'S CIRCLE  
PRESENTED BY TD

This program seeks to support high-growth self-identifying women, trans-femme and non-binary entrepreneurs across Canada who need specialized advice and connect them with a community of women entrepreneurs at a similar stage of growth.

THE FORUM BUSINESS FINANCE ESSENTIALS  
PRESENTED BY TD

The Forum Business Finance Essentials is a free program designed to help self-identifying women, trans-femme and non-binary entrepreneurs, especially Black, Indigenous and Women of Colour, to build their financial confidence and capabilities, and foster a deeper connection to their business financial well-being.

MENTAL HEALTH RESILIENCE PROGRAM

The Mental Health Resilience Program is a free self-paced, online course that focuses on helping self-identifying women, trans-femme and non-binary entrepreneurs learn how to plan for adversity, pivot during challenging times, and develop a resilient, confident mindset when it comes to business ownership.

WEEKLY VIRTUAL CONNECTS

Bringing together self-identifying women, trans-femme, and non-binary entrepreneurs from across the country for an hour of community and connection every Wednesday.

Come once, or every week! It's a great time to come with questions, learn so much from fellow entrepreneurs and offer support too.

Join us virtually weekly for free at 11am-12pm PT | 2pm-3pm ET.

THANK YOU TO THE FORUM PROGRAM  
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Event Manager

**Anne McLean**  
Director, Marketing &  
Communications

**Ariel Letterick**  
Mentor Program Manager

**Ariel Stern**  
Program Coordinator,  
E-Series & Community

**Cherie Kai**  
Project Manager, Strategic  
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**Erika Thomas**  
Program & Community Manager

**Gretchen Ferguson**  
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**Kirsten Koppang Telford**  
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**Libin Mohamed**  
Program Coordinator,  
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**Makenna Campbell**  
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**Naomi Menezes**  
Community & Impact Manager

**Nolizwe Mhlaba**  
Program & Community Manager

**Traci Costa**  
Silent Auction Coordinator

**Traci Myles**  
The Odium Brown Forum Pitch  
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## COUNTDOWN EVENTS *planning & design*

This gorgeous event was brought to you in partnership with CountDown Events. A special thank you to Soha Lavin and Jenny DeJong, as well as the entire CountDown Events team for making our event such a beautiful success for the past 15+ years.

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support all women on  
their entrepreneurial  
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We are working together with The Forum. It's just one way we are helping to open doors for a more inclusive and sustainable tomorrow.

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We celebrate those who help women express the power within themselves.

We are inspired by our friends at **The Odlum Brown Forum Pitch Finale** and their efforts to improve access to capital for women entrepreneurs.

[speakupforinclusion.com](https://speakupforinclusion.com)



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Aritzia is proud to partner with The Forum to support the success of the next generation of women entrepreneurs.

ARITZIA

## SILENT AUCTION DONORS

Our heartfelt gratitude to the 100+ businesses that donated their incredible products to this year's Silent Auction, in support of The Forum! With over 60% coming from women-led companies, we encourage you to learn more about their businesses and continue supporting them.

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Follow us @TELUSBusiness on social media for updates on our upcoming 2024 #StandWithOwners campaign



## Championing a culture of inclusion and entrepreneurship

CIBC is proud to support The Odium Brown Forum Pitch Finale.

At CIBC, we are committed to fostering an inclusive economy with opportunity for all, and celebrate entrepreneurs in their strong business visions.

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## VOTING INFO

When it's time to cast your vote, scan the QR code here or go to [digitaljoyengage.com](https://digitaljoyengage.com) and enter code 49521



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