

Lioness



FOR THE FEMALE ENTREPRENEUR

LIONESSMAGAZINE.COM



There has never been a better time in history to be a female entrepreneur than today. Women are founding companies at a historic rate. Over the past year, 163 million women started businesses worldwide and in the U.S. alone we generated more than \$1.6 trillion in revenue. But, our startups face additional barriers to market. We're dealing with things like imposter syndrome and the confidence gap and the fact that **our startups are underfunded and underexposed**. Welcome to Lioness. We give women the latest news, tools and resources to launch and scale high-growth startups. Women come to us for the news and the knowledge, but **they stay because of how we make them feel ... like lionesses prepping for world domination**.



Lioness

BY THE NUMBERS

ANNUAL VISITORS

90,000

GENDER

73% FEMALE
27% MALE

MEDIAN AGE

41

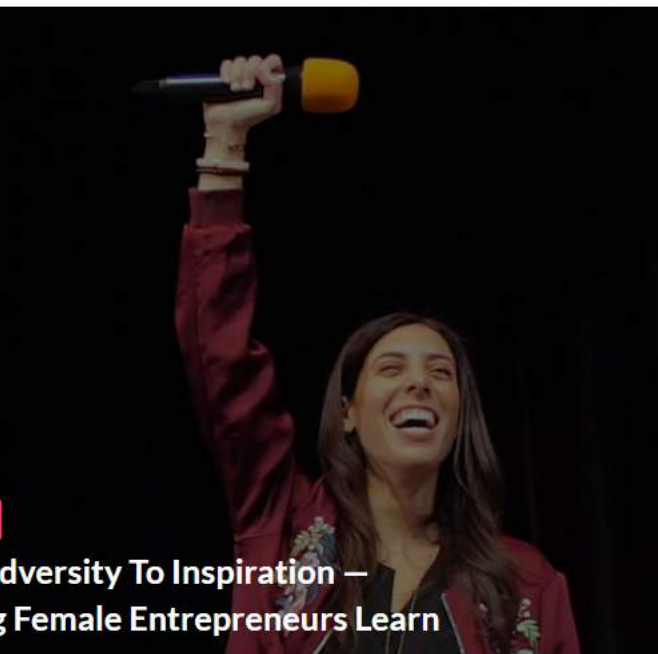
TOP FIVE CITIES

-
1. NEW YORK CITY
 2. LOS ANGELES
 3. LONDON
 4. HOUSTON
 5. CHICAGO



the digital magazine for female entrepreneurs

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**Diversity To Inspiration —
g Female Entrepreneurs Learn**

FEATURES

**How Nely Galán's Journey As An
Immigrant Taught Her To Be Self-
Made**

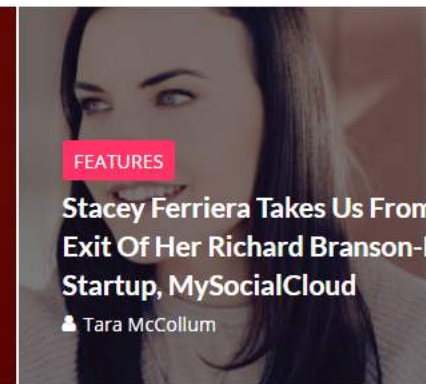
👤 Evelyn Fiske



FEATURES

**Stacey Ferriera Takes Us From
Exit Of Her Richard Branson-
Startup, MySocialCloud**

👤 Tara McCollum



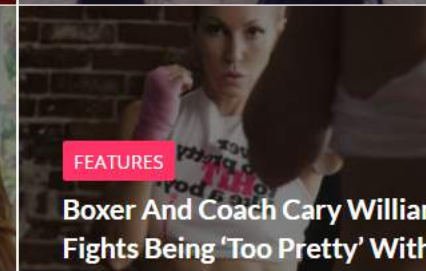
FEATURES

**How Betsie Larkin's Undergarments
Malfunctioning On Stage Helped Her**



FEATURES

**Boxer And Coach Cary William
Fights Being 'Too Pretty' With**



GIVING VOICE TO FEMALE ENTREPRENEURS



*elevation
education
& support*

Stories about women entrepreneurs, our challenges and successes, receive limited exposure compared to those of our male counterparts.

Raising the visibility of women launching high-growth startups allows other women to see examples of female entrepreneurship in action and get real-life advice along with the most up-to-date information on trends and opportunities.

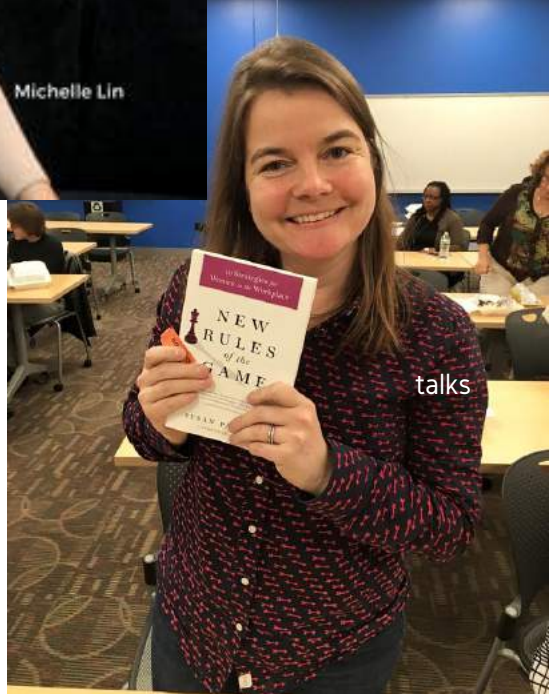
Media coverage increases a startup's reach to potential clients and/or customers, assists with branding efforts and can potentially drive revenue, all of which helps prime the company to scale.

At LionessMagazine.com women find a home. We are the go-to place for female entrepreneurs who want **kick-ass news, knowledge and community**. Women no longer feel like they're in their startup journey alone.

Our mission is to elevate, educate and support female entrepreneurs. We help women deal with their additional barriers to market by also giving them access to high-level leadership training and development opportunities, mentoring and coaching.

WEEKLY ROUND UP

EVERYTHING
WE TOLD
FEMALE
ENTREPRENEURS
THIS WEEK
THAT MATTERS



INSPIRING, ENGAGING & EMPOWERING

Lioness gives women access to tools and techniques to move them forward with passion, purpose and confidence. Because, what is a lioness if she is not a woman of confidence?

Female entrepreneurs need support to establish the infrastructure of their companies. We bring like-minded, kickass women together in major cities for our popular 5 Talks series, Unleash Your Vision events, roundtable conversations for women founders and more.

Our readers get access to empowerment gurus and successful entrepreneurs to assist with troubleshooting, clarity, imposter syndrome, profit margins and more.

Lioness is regularly invited to organizations, higher-ed classrooms, accelerators for women and conferences to speak on the current state of female entrepreneurs and to provide leadership training to female founders and their teams.

talks
workshops
roundtables
audio interviews
events



"I want content that fits with my reality as a woman. From management to funding, to ... you name it. We face different struggles."

- Gisela Rodriguez, entrepreneur

"I think we empower women by giving them opportunities to grow and learn. In addition, we allow room for creative and innovative thinking, which I think also empowers women."

- Denise N. Cogman, CEO, SSV

"Women helping women to get ahead. It's just that simple and yet most people haven't tapped into the power of it yet."

- Tina Aldatz, CEO
Savvy Travelers



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Lioness Magazine is owned by Lioness For The Female Entrepreneur.

2019

EDITORIAL CALENDAR

JANUARY

Startups to Watch in 2019

FEBRUARY

Black Founders, FinTech Advances

MARCH

Generations of Female
Entrepreneurs

APRIL

Fundraising
I Support A Lioness

MAY

Startup Hacks
Asian Founder Week (May 1-10)

JUNE

Tech (New + Emerging Tech and
Tools) / CleanTech

JULY

Pretty Things (Beauty + Design)

AUGUST

Women to Watch

SEPTEMBER

Latina Founders (Sept. 15)

OCTOBER

Women Pushing Entertainment

NOVEMBER

Inside Edition (coaching, spiritual),

DECEMBER

Resource Guide, Favorite Things