



For Immediate Release

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Headline: Fort Lauderdale Based National Startup Conference Features Opening Forum for Female Founders, Entrepreneurs, Investors and Business Leaders

SUP-X®: The StartUp Expo presented by South Florida Technology Alliance, Florida's largest early stage conference, announced that its programming will include an opening forum devoted to female founders, entrepreneurs, investors, business leaders and technologists. The three hour-long forum, called *#women4women*, will be the opening event of SUP-X, which will be held at the Broward Convention Center in Fort Lauderdale, Florida, on July 26th. The forum will include two panels on raising capital and entrepreneurship, a keynote address by direct deal expert and business builder, Samira Salman, and specialized networking for the forum participants.

"*#women4women* has several goals - to increase knowledge of and access to capital for female founders and entrepreneurs, to educate female entrepreneurs on successful business strategies and to form relationships both between the female entrepreneurs and the investors in attendance and among all the participants in general. *#women4women* is about women informing, funding, helping and inspiring other women," said Bob Fitts, SUP-X founder and producer.

#women4women is chaired by Marcia Dawood, Angel Capital Association board member and General Partner of Mindshift Capital, a post-seed early-stage fund that invests globally with a gender lens, ensuring diversity of thought while narrowing the funding gap for female-led

ventures. Dawood said "Studies show women founders perform better than their male counterparts yet today women still have much less access to capital. While the gap is beginning to narrow, we need to continue to do everything we can to build awareness and join together to get women the funding they need for their businesses. One purpose of *#women4women* is to get more individuals, groups and funds investing with a gender-lens to collaborate and syndicate to increase the pool of capital available to female entrepreneurs."

#women4women includes about a dozen funds that invest in female founders and entrepreneurs, including nationally renowned organizations such as Golden Seeds, 37 Angels, and Next Wave Impact as well Miami-based Aminta Ventures. The forum participants also include various organizations whose mission is to support female entrepreneurship, women in tech, and women owned businesses such as the Commonwealth Institute, Babson University's WIN Lab, Women in Miami Tech, NAWBO (National Association of Women Business Owners), The Greater Fort Lauderdale Alliance, the Miami-Dade Beacon Council, Women's Innovator Network, and Code Explorers. Over 50 non-profits and governmental agencies are participating in SUP-X and *#women4women*. Other organizations interested in participating should contact SUP-X founder and producer, Bob Fitts, at bob@sup-x.org.

SUP-X is Florida's largest early stage technology and venture capital conference and is held annually in Fort Lauderdale. The event is in its fifth year of production and annually attracts 1000-1500 attendees from throughout North America, Latin America and the Caribbean. The all day conference has numerous panels and speeches on cutting edge topics that are relevant to the startup and VC communities, including those on social innovation, crypto currencies and blockchain, cannabis, healthcare innovation and more. Nearly 100 non-profits devoted to entrepreneurship, accelerators and angel groups from around the country have partnered with SUP-X and approximately 100 startups and corporate sponsors will exhibit at SUP-X as well.

Tickets to SUP-X are affordably priced from \$29-\$299. More information about SUP-X may be found at <http://www.sup-x.org/> or by contacting info@sup-x.org.

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About SUP-X: The StartUp Expo

SUP-X®: The StartUp Expo presented by South Florida Technology Alliance is an international startup and early-stage conference at the Greater Fort Lauderdale-Broward Convention Center, on July 26, 2018. The conference is in its fifth year of production and is held annually in Fort Lauderdale, Florida. SUP-X is expected to attract 1250-1500 startup and early-stage entrepreneurs, angel and venture capital investors, service providers and others from a couple dozen states and a half-dozen countries this year. It is the largest conference of its kind in Florida and one of the largest in the country. SUP-X features *#women4women*, a forum devoted to female founders, entrepreneurs, investors, business leaders and technologists that

includes two panels on raising capital and entrepreneurship, a keynote address by direct deal expert and business builder, Samira Salman, and specialized networking for the forum participants. The event also has numerous panels and speeches on cutting edge topics that are relevant to the startup and VC communities, including those on social innovation, crypto currencies and blockchain, healthcare innovation and more. Nearly 100 non-profits devoted to entrepreneurship, accelerators and angel groups from around the country have partnered with SUP-X and approximately 100 startups and corporate sponsors will exhibit at SUP-X as well. Tickets to SUP-X are affordably priced from \$29-\$299. More information about SUP-X may be found at <http://www.sup-x.org/>.