



Fueling the Future: SheBoot Launches 2025 Cohort of Women-Led Ventures

Ottawa, Ontario — July 8, 2025 — SheBoot, the national non-profit that prepares women founders to pitch their business and secure investment, is proud to announce the 15 women-led Canadian tech startups selected to join its 2025 cohort. These entrepreneurs are from all across Canada and are driving innovation across a diverse range of sectors including medtech, software, consumer, life sciences, and more.

Since SheBoot's inception in 2020:

- 65 founders have graduated from the SheBoot program
- 52 women angel investors, both new and experienced, have joined the SheBoot Investment Group
- The SheBoot Investment Group has invested more than \$1.3 million in SheBoot graduate companies
- SheBoot graduates have gone on to raise over \$45 million in additional investment

SheBoot proudly welcomes the 15 Canadian startups to its 2025 cohort:

- Mahla Poudineh, Co-Founder and CEO of [Aptec Health](#), which delivers first-of-its-kind wearable technologies for painless, precision diabetes management, and next-generation health monitoring.
- Ellie Rahmani, Founder and CEO of [CNANO Pharmaceuticals](#), which develops nano-precision, biofunctional cosmeceutical and pharmaceutical products with a strong commitment to environmental safety and sustainability.
- Puja Pachchigar, Co-Founder and CEO of [GoKidu](#), which connects LGBTQ+ individuals, single parents by choice, and infertile couples with known gamete donors, offering affordable access, safe transactions, identity transparency, legal clarity, and expert guidance for building families.

- Yanira Moguel, Co-Founder of [IMMERROCK](#), a mixed reality app that helps people learn to play guitar.
- Nifemi Oguntuase, Founder of [LAB 4](#), a critical minerals producer that produces energy materials in a closed loop system.
- Sara Rykov, Co-Founder and CTO of [Metcove](#), which offers a service called Spoke. Spoke delivers audio airport announcements as text directly to users' smartphones, in the language of their device or in sign language.
- Ania Geerts, Co-Founder of [Paloma Software](#), aims to revolutionize and streamline the event-booking process through an interactive AI-supported solution.
- Maryam Bari, Co-Founder and CEO of [PINA Creation](#), which advances scalable printed electronics solutions for sensor applications, aiming to drive impactful technological change across industries.
- Jennifer Larouche, Co-Founder and Chief Scientific Officer of [Ribozone](#), which produces a sustainable, chocolate-flavoured mealworm powder, rich in protein for manufacturers of dog food and treats.
- Katheryn Vurinaris, Founder and CEO of [Sleaks](#), which creates reusable bladder leak underwear for men and women that empowers independence because it is discreet and reliable, breaks stigma, builds confidence and also protects the planet.
- Paola Marcato, Co-President of [Theranib](#), a biotechnology company that develops first-in-class precision medicine to combat cancer metastasis and chemoresistance.
- Mariia Zhuldybina, Co-Founder and CEO of [TRAQC](#), which is transforming printed electronics by replacing costly, slow quality checks with real-time, AI-powered defect detection.
- Ella Farlinger, Co-Founder and COO of [trusti](#), which aims to revolutionize the care and education surrounding sexually transmitted infections (STIs) with at-home rapid STI testing, follow-up care, and digital learning tools.
- Vanessa Lo, Co-Founder and CEO of [VanTech Med](#), an intelligent companion doll designed to comfort and engage older adults while tracking mood and supporting caregivers through real-time insights.
- Samira Soltani, Co-Founder and COO of [Wireless PnC](#), which develops compact, flush-mounted wireless charging pads for e-bikes and e-scooters that are compatible with all sizes and brands of batteries and retrofit-friendly, enabling safe, and convenient energy transfer in public spaces.

This fall, these visionary founders will participate in an intensive six-week bootcamp designed to accelerate the growth and success of their technology or technology-enabled startups. The program includes investment-readiness training, coaching, advisory services, and more. It culminates in a pitch competition where the top three founders will secure equity investment from the SheBoot Investment Group. The prize pool consists of a total \$300,000 investment prize pool, with awards of \$150,000, \$100,000, and \$50,000 for the top three founders.

SheBoot received applications from more than 160 startups across Canada. After a rigorous evaluation, 15 outstanding founders were selected. The 2025 cohort includes entrepreneurs from four provinces: British Columbia, Ontario, Quebec, and Nova Scotia. 60% of this year's founders self-identify as BIPOC, and their ventures span a broad range of sectors including SaaS, medhealth, cleantech, consumer products, and life sciences.

According to the National Angel Capital Organization's most recent report, women-owned businesses receive just 4% of venture capital funding in Canada. SheBoot is on a mission to change that.

SheBoot is designed by women investors and entrepreneurs for diverse women founders. It supports early-stage women-led companies where the funding gap is most pronounced, and access to capital and investment readiness are critical. SheBoot is building a robust community of women founders and women investors driving economic and social impact from Main Street to Bay Street to Sand Hill Road.

SheBoot was founded in partnership with [Invest Ottawa](#) and [Capital Angel Network](#). It is made possible through funding support from the National Research Council of Canada Industrial Research Assistance Program ([NRC IRAP](#)), and strong partnerships with [Mistral Venture Partners](#), [Welch LLP](#), [Gowling WLG](#), [Numbercrunch](#), and [Kinaxis](#). It also benefits from a co-investment partnership with [BDC's Thive Lab](#).

Quotes

"We're thrilled to announce the 15 startups joining SheBoot's 2025 cohort. The continued growth in applications reinforces the importance of programs like ours that equip women entrepreneurs with the investment-readiness training, tools, and network they need to thrive. We're looking forward to working with this year's founders and helping them scale their ventures to new heights."

— Jane Baird, Executive Director, SheBoot

"SheBoot was founded to close the funding gap for women entrepreneurs in Canada. The 2025 cohort is an exceptional group of visionary founders leading high-potential startups across diverse sectors. With access to strategic guidance, mentorship, and capital, they are well-positioned to scale innovative companies and help build a more inclusive economy."

— Julia Elvidge, Co-Founder and Chair, SheBoot

“Our angel investors are core to SheBoot’s success. They offer more than just capital—they share critical mentorship and insight that fuels startup growth. As we enter our sixth year, we’re proud of the deep impact our community of investors and founders continues to create.”

— Jennifer Francis, Co-Founder and Director, SheBoot

About SheBoot

SheBoot is a national non-profit that prepares women founders to pitch their business and secure investment. Founded by Jennifer Francis, Julia Elvidge, and Sonya Shorey with the Capital Angel Network and Invest Ottawa in 2020, SheBoot was created to help close the funding gap for women entrepreneurs by increasing the number of women founders who secure investment and the number of women making investments. It provides intensive investment-readiness training and culminates in a pitch competition for a minimum of \$300,000 in equity-based funding from women angels.

Learn more at www.sheboot.ca.

About the Capital Angel Network

Founded in 2009, the Capital Angel Network (CAN) has invested close to \$65M into more than 160 early-stage companies, leveraging more than \$500M in additional investment into the startup ecosystem. CAN is the largest early-stage investor group in the National Capital Region, and one of the most active groups in Canada. It has over 50 angel investors, including more than 35% women. CAN is committed to increasing women angels and investment in women founders.

About Invest Ottawa

Invest Ottawa is the lead economic development agency for knowledge-based industries in Canada’s Capital. Guided by a vision to be a globally recognized, innovative, inclusive, and future-ready city, Invest Ottawa delivers venture development, global expansion and talent programs and supports Women Founders and International Soft Landings. Since 2013, Invest Ottawa has supported almost 14,000 companies; helped firms raise \$1.86 billion in capital; and contributed to the creation of over 14,700 jobs. It also operates Bayview Yards and Area X.O, a futureplex of innovation and collaboration.

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