

# SheBoot

Fueling the next generation of  
Canadian tech entrepreneurs.

## Is Your Start-up Ready for SheBoot?

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**Welcome to**  
*The SheBoot Founder Readiness  
Webinar Series.*



Application deadline is April 30, 2026

[www.sheboot.ca](http://www.sheboot.ca)

# ABOUT THE WEBINARS

The **SheBoot Founder Readiness Webinar Series** helps founders determine whether the SheBoot program and early-stage investment is the right next step for their company.

Across four short webinars, we break down what the SheBoot program and SheBoot investors look for in early-stage companies: eligibility, traction, founder readiness, and how early-stage investment works.

## Who This Series Is For

Founders who are:

- Building an innovative tech or tech-enabled start-up
- Exploring whether SheBoot could support their growth
- Curious about what investors look for at the pre-seed stage

## What You'll Walk Away With

By the end of the series, founders will have a clearer sense of what they need to do to be ready to apply to SheBoot!

***Founders who attend the series typically submit stronger applications.***

# WEBINAR NO. 1: IS YOUR START-UP READY FOR SHEBOOT?

**March 26 | 1 to 1:45 pm ET**

Understand the core eligibility criteria behind the SheBoot program and assess whether your company is ready to apply now, 6–12 months away, or still earlier in its journey.

Topics include:

- Overview of program
- What qualifies as a women-led company
- Innovation, scalability, and tech-enabled businesses
- Pre-seed stage expectations
- Early traction signals

Participants will complete a short self-assessment to determine whether their company aligns with the program.

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“ We wouldn’t be where we are today without SheBoot... if you’re thinking about applying, I say just do it! You only have something to gain.

*Ania Geerts, Co-Founder & CEO, Paloma Software*



# WEBINAR NO. 2: WHAT DOES TRACTION REALLY MEAN?

**April 9 | 1 to 1:45 pm ET**

One of the most common questions founders ask is: “Do we have enough traction yet?”

Learn what investors actually mean by traction at the pre-seed stage and how founders can demonstrate meaningful progress – even before significant revenue appears.

Topics include:

- Different forms of traction across industries
- Validation vs revenue
- Signals of early momentum
- How founders communicate investability

This session helps founders determine whether their company is showing the types of signals SheBoot and investors look for.

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“ Our experience at SheBoot was incredible... The \$150,000 prize is critical as we scale our company. We recommend SheBoot to all entrepreneurs who want to become investment-ready.

*Inara Lalani, Co-Founder & CEO, FemTherapeutics*



# WEBINAR NO. 3: FOUNDER READINESS: THE SOFT SIGNALS INVESTORS NOTICE

April 16 | 1 to 1:45 pm ET

Many founders think investment readiness is about pitch decks, traction metrics, and financial projections. But investors evaluate more than just the company. They also assess **founder readiness**.

Explore the personal qualities investors look for in founders, from coachability and leadership to resilience and decision-making under uncertainty.

Topics include:

- Program commitment and 2026 schedule
- The Six Signals Investors use to assess founder readiness

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“ SheBoot is one of the best programs in the country. SheBoot did a phenomenal job in preparing us to raise capital.

*Payal Singh, Co-Founder & CEO, YoGPS*



# WEBINAR NO. 4: DEMYSTIFYING EARLY-STAGE DEAL STRUCTURES

April 28 | 1 to 1:45 pm ET

Gain a clear introduction to the basics of the SheBoot investment vehicle which uses a convertible note, how angel investment works, and what founders should expect when raising early-stage capital.

Topics include:

- Examples of deal structures
- How early-stage investments are commonly structured
- Convertible notes vs priced equity rounds
- Key terms founders should understand

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Presented by our expert partners:



“ SheBoot is a phenomenal program that gave me access to fantastic mentors and opened doors to securing investment to help grow my company.

*Jane Lapon, Co-Founder and CEO at Atorvia*

