



*From left to right, Anna-Sophie Hartvigsen, Emma Due Bitz & Camilla Falkenberg.*

# Female Invest

*Meet Europe's largest financial education platform for women, closing the gender investment gap*

Danish startup, Female Invest ([www.femaleinvest.com](http://www.femaleinvest.com)), is an EdTech platform and community which, through approachable subscription-based e-learning, empowers millennial and Gen Z women by increasing their understanding of personal finance and investing.

At a time when 70% of stocks are owned by male investors (1 in 5 British women admitting to having never held stocks), and female workers retiring with around £70,000 less in their pensions than men (Nest survey - Oct 2020), Female Invest aims to close the gender investment gap by providing a space in which women can acquire the skills necessary to control their own capital and obtain financial independence. What's more, according to analysis by Warwick Business School, women who do take the plunge outperform men when it comes to investment returns, making the need for a company run by women, for women, that approaches finance in a fun and authentic way, all the more pertinent.

Already Europe's largest financial educator of its type for women, following financing from the Danish state investment fund in December 2020, Female Invest's priority for 2021 is to further expand its presence within the UK, with its British membership having grown 1,000%+ during 2020.

## **FEMALE INVEST - HOW IT WORKS**

For a subscription of £8 per month (or £65 annually), members gain access to an online universe of content, courses, webinars, video tutorials, articles, easy-explainers and live events: all designed to empower women to take control of their finances and underpinned by Female Invest's message of "Get your S.H.I.T. together - (salary, home, investments, taxes)."

Approximately 50% of live events have external speakers, with guests contributors from the likes of Nasdaq, SaxoBank, and Maj Invest providing additional content and industry-specific expertise.

An example of a popular concept is the F\*\*\* U Fund, which is a savings account that Female Invest suggests its members set up. The F\*\*\* U Fund empowers women to be able to say F\*\*\* U to something that no longer serves

them - such as a job they no longer want. It gives women the financial padding that they need when choosing to make a change.

Female Invest has members across 55 countries. To date, more than 45,000 women have attended live events staged by Female Invest (both in-person and online, in the wake of Covid-19) where women are taught how to invest with a starting fund of as little as £400.

## **FEMALE INVEST - DEVELOPED BY WOMEN FOR WOMEN**

Female Invest was founded in 2017 by Emma Due Bitz (25), Camilla Falkenberg (27), and Anna-Sophie Hartvigsen (26), and inspired by their own experiences of attending personal finance educational events at which women were largely absent, and their subsequent discovery of the unaddressed gender disparity in investments and savings.

All three co-founders were named in the Forbes 30 Under 30 list for 2020, and in the same year, the company was the recipient of the Cartier Women's Initiative Award and the prize of 100,000 USD.

Female Invest co-founder, Anna-Sophie Hartvigsen, explains the rationale underpinning the platform: "Internationally, women are falling further behind when it comes to finance. They are earning less, saving less and then - with what money they have - they are investing less. Our job at Female Invest is to close that gap as quickly and helpfully as possible."

Co-founder, Camilla Falkenberg, outlines the need to reinvent the paradigm of how young women experience financial advice: "When it comes to money-saving insights, the internet is filled with sites which advise young women on how to save money on beauty, clothes, food and going out. Yet, when it comes to making money, there is almost nothing on helping women make substantial investments. Female Invest fills this gap."

Yet Female Invest intends to achieve more than just financial education. Co-founder Emma Due Bitz, who worked as a certified stockbroker from the age of 20, explains that a byproduct of the platform should be to contribute to the demystification of the world of investments: "The financial industry has traditionally been dominated by men. This is reflected in every aspect of it: from communication style to the corporate culture and product offerings. While this is not done with the intention to exclude women, it effectively does just that."

## **FEMALE INVEST - COMPANY BACKGROUND**

*Female Invest was founded in 2017, and is headquartered in Copenhagen, Denmark.*

In December 2020, Female Invest closed a 1.6 million USD funding round led by Danish state investment fund, Vækstfonden, alongside five prominent investors including Jeppe Christiansen, CEO and co-owner of Maj Invest, Shailendra Patel, co-founder of Saxo Bank and Mia Wagner, co-founder of Nordic Female Founders and an investor on Danish Dragons' Den.