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**CAROLE SPANGLER VAUGHN**

CEO, EISANA CORP

[CAROLE@EISANA.COM](mailto:CAROLE@EISANA.COM)

<b>Funding Stage</b>	Seed Stage
<b>Capital Raised to Date</b>	\$800,000
<b>Capital Seeking</b>	\$3,000,000

**Company Description**

Eisana develops products to solve unmet medical needs resulting from cancer treatment side effects; our first product will prevent chemotherapy-induced nerve damage in hands and feet (peripheral neuropathy).

**Panelist Ask**

I would definitely like feedback on my pitch, on the slides as well as the presentation. And, if any of the panelists know of someone who invests in this space, I would love an introduction.

**Team Bio**

Dr. Carole Spangler Vaughn holds a Ph.D. in Biophysics (Johns Hopkins University) and an MBA (University of Washington). For over 25 years, she has worked for large and small entities, in the laboratory and in business development, including Bristol-Myers Squibb, University of Washington (Office of Technology Transfer), Dendreon Corporation, and Clario Medical Imaging. She owned and operated MediVet Hawaii, a veterinary regenerative medicine franchise. She was a Strategy Consultant/Interim CEO for Emtora Biosciences. She has also consulted several life science companies on strategy, partnering, fundraising, sales, and marketing



**Spontivly**

**MARISSA HUGGINS**

CO-FOUNDER/COO, SPONTIVLY

[MHUGGINS@SPONTIVLY.COM](mailto:MHUGGINS@SPONTIVLY.COM)

<b>Funding Stage</b>	Seed Stage
<b>Capital Raised to Date</b>	\$2,000,000
<b>Capital Seeking</b>	\$1,500,000

**Company Description**

Spontivly empowers teams with simple data dashboards without the need for a data engineer.

**Panelist Ask**

My asks from the panelists would be the following: 1. Would love to hear your thoughts or feedback on the pitch, the opportunity, or the business in general 2. Any connections you think would be valuable are always greatly appreciated!

**Team Bio**

Marissa Huggins is the co-founder and COO of Spontivly, a community management system that integrates with a company's suite of community tools to allow for greater insights and efficiencies. Marissa is a grassroots community builder with a range of experience across many sectors, from tech to banking. She was most recently awarded the Tampa Bay Tech Emerging Leader of the year award for her community impact.



# We Are Here

**CAROLYN TREVIÑO JENKINS**  
 CO-FOUNDER & CEO, WE ARE HERE  
[CAROLYN@WEAREHERE.COM](mailto:CAROLYN@WEAREHERE.COM)

<b>Funding Stage</b>	Seed Stage
<b>Capital Raised to Date</b>	\$1,150,000
<b>Capital Seeking</b>	TBD

**Company Description**

We Are Here helps patients, caregivers, and survivors minimize the impact cancer has on finances, emotions and stamina to improve their everyday life and outcomes.

**Panelist Ask**

Connections: to pharma – particularly principal investigators for clinical trials; to individuals over digital health and patient experience at providers; to HR teams in mid-market companies; to innovators at insurance companies.

**Team Bio**

Carolyn Treviño Jenkins is Co-founder & CEO of We Are Here, a startup blending human guidance and technology to help individuals affected by cancer reduce the impact to their finances, emotions and fatigue in order to improve outcomes. Carolyn is a serial tech entrepreneur and a cancer survivor. As a technology executive she has led companies that have won international recognition for outstanding customer success, as well as national awards for growth and cutting-edge work in people management. With over 25 years of experience, she has led companies through economic downturns, as well as through rapid growth (organic and through M&A). As a serial entrepreneur she has co-led multiple companies through successful fund raises and profitable exits up to 10x return on capital.



**ASHLEY BALLA**  
PARTNER, HALOGEN VENTURES

Ashley Balla is a Partner at Halogen Ventures. Halogen invests in early stage companies led by female founders. Among Halogen's 70 portfolio companies are Babylist, Teadrops, the Skimm, Live Tinted, AllVoices, and The Flex Company to name a few.

Balla brings a unique and valuable perspective to the industry. She is a leader and advocate for the diversification in venture capital and is playing a key role in shifting the playing field to become more inclusive on all fronts in terms of age, race, gender and backgrounds. She co-runs the Halogen Fellowship in Venture Capital, a Fellowship that aims to train exceptional undergraduate students in venture capital and to create more opportunities for young people from all backgrounds to become investors. She also started the Halogen Influencer Initiative.

Balla sits as a board member of Los Angeles based Teadrops, StyleRow and board observer of Kentucky based Inked Brands. Balla is on the steering committee of AllRaise LA, on the Board of Latinx VC, and part of the Multicultural Leadership Coalition by Goldhouse. She is dedicated to supporting and growing young entrepreneurs, women in finance and creating a more diverse pipeline of investors in venture capital. She is a graduate of UCLA.



## **RAKIA REYNOLDS** FOUNDER, SKAI BLUE MEDIA

Rakia Reynolds is a thought leader, taste maker and branding expert who advises name brands on creative strategy. Her guiding principles as an intriguing storyteller focus on distilling equity in messaging, and her ability to navigate the ever-increasing complex cultural and social media landscapes are only some of the reasons Rakia has successfully created her own distinct brand of authenticity and expertise for over 15 years. Rakia has been named by Inc. Magazine as one of the 27 Business Leaders Aiming to Change the World, was listed as one of the 25 Most Socially Influential Tastemakers on Dell's "Inspire 100" list, and recently was also profiled by Forbes on their "Next 1000" list.

Rakia regularly contributes her expertise to the pages of Forbes, Inc.com, HuffPost, Fast Company, and more. Onstage, she captivates audiences across many industries as her talks span branding, media, multicultural business, economic development, and the entrepreneurial journey, all of which are more than relevant to the recent challenging and changing times. Rakia is recognized for her innovative approach and commitment to authenticity and has spoken at TEDx, SXSW, Inbound, and others. More than a keynote speaker, Rakia is often called upon to moderate panel discussions due her in-depth knowledge of a wide range of topics affecting the business community.



**SHELLEY ZALIS**  
CEO, THE FEMALE QUOTIENT

Shelley Zalis is the CEO of The Female Quotient, a woman-owned business working with companies and conscious leaders to curate experiences, thought leadership, and solutions designed to achieve gender equality in the workplace and beyond. The FQ's end-to-end equality platform includes co-branded research, content campaigns, and partnership opportunities at its signature Equality Lounges®. Visibility is further driven through The FQ's robust social, media, and editorial channels. The FQ approach is intersectional, inspirational, and inclusive, working with leaders and rising stars in every industry and around the world.

Zalis is a pioneer for online research, becoming the first female chief executive ranked in the research industry's top 25. Today, Zalis works with Fortune 500 companies, impact organizations, and conscious leaders to advance equality in the workplace. A firm believer in giving back with generosity, Zalis is a proud mentor to women around the world.

Zalis authors a Forbes column that provides virtual mentorship for women in middle management. She is co-founder of #SeeHer, a movement led by the Association of National Advertisers (ANA) to increase the accurate portrayal of women and girls in advertising and media.



**RANDALL J. CLARK**  
PARTNER, GUNDERSON DETTMER

Randall's practice focuses on the representation of emerging growth companies, including companies within the following industries: software, hardware, education, consumer, and healthcare.

Randall's work with companies spans the entire corporate life-cycle, including company formation and entity selection, general corporate representation and counseling, venture capital financings of equity and debt securities, and mergers and acquisitions.

Randall also devotes a substantial amount of time to the representation of venture capital funds of all stages in their foreign and domestic investment activities.

Randall graduated summa cum laude from the University of Texas at Austin and received his J.D. from Harvard Law School. Prior to joining Gunderson Dettmer, Randall practiced in the New York office of Sullivan & Cromwell LLP.



MODERATOR

**ANNA CONSANI**

HEAD OF COMMUNITY,  
GOODWATER CAPITAL

Anna Consani is Head of Community at Goodwater Capital, the largest consumer tech focused VC fund in the world. Goodwater's mission is to empower exceptional entrepreneurs everywhere to change the world for good. At Goodwater, Anna works within Portfolio Services to better connect the Goodwater community of founders and support the growth of portfolio companies which range from seed to pre-IPO.

Prior to Goodwater, Anna was Vice President of Community and Partnerships at Springboard Enterprises, a global network for women-led tech and healthcare companies. Anna led the Springboard Dolphin Tank program, a "friendly-feedback" pitch session for entrepreneurs as well as the Women's Health Innovation Coalition. She has hosted and moderated pitch events in over 30 cities, across 6 countries and 50+ virtual events. Anna has worked for Members of Congress in both Washington, D.C., and California, and was a Panetta Congressional Fellow in 2012. Anna holds a B.A. in Political Science with a Minor in Sociology from Cal Poly, San Luis Obispo, and is currently based in Sacramento, CA.