



Vicki Saunders

Entrepreneurship

Vicki Saunders is an entrepreneur, award-winning mentor, and advisor to the next generation of change-makers. She is a leading advocate for entrepreneurship as a way of creating positive transformation in the world.

Vicki is the founder of #radical generosity and SheEO, a global community of radically generous women supporting women-led ventures working on the World's To-Do List.

Through '#radical generosity,' Vicki is building an alternative funding system that measures the success of ventures by looking beyond profit alone. The program sees a community of women, known as activators, each invest \$1,100 with no expectation of financial return, creating a perpetual fund which is loaned out to support new social impact ventures run by women. These women entrepreneurs will also receive coaching through the program.

Since its inception, SheEO has raised over \$5 million, invested in 63 ventures globally, and the company has gone public on the Toronto Stock Exchange.

Vicki's commitment to empowering women does not stop with the '#radical generosity' program. She also created the 'Learning Lab,' which supports emerging women entrepreneurs across the world with live webinars and online resources. Vicki is always thinking of future generations of women. In 2018 she launched 'RadGen,' a program providing girls in grades 10 to 12 with experiential entrepreneurship training.

Recently, Vicki was named as one of 30 "World-Changing Women in Conscious Business" by Conscious Company Magazine and one of the 100 most influential leaders of 2015 from "EBW - Empowering A Billion Women." Vicki has also received numerous awards for her work at SheEO including: UBS Global Visionary in 2020, Business Leader of the Year 2019 by the Toronto Regional Board of Trade, 2018 Startup Canada Entrepreneurship Promotion Award, and was selected as a Global Leader for Tomorrow by the World Economic Forum in 2001.

Vicki sees women's entrepreneurship as a way of creating positive change in the world - and the ripple effects of her work have far-reaching impact.