

CITRINE  
ANGELS

CITRINE ANGELS 2025

# SPONSORSHIPS

## CONTACT US

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# About Us

Citrine Angels is a 501(c)(6) not-for-profit (application for 501(c)(3) subsidiary status pending) of more than 80 women angel investors committed to empowering female founders and funders through investments, education and mentorship. We aim to close the gender funding gap and increase the number of successful women-led businesses. Our focus is to provide both the financial backing and the necessary resources, networks, and expertise to cultivate female angel investors to help female-founded businesses grow and succeed.

In an industry where capital disproportionately goes to men, Citrine Angels is the only angel investing organization in the mid-Atlantic region pledged solely to supporting female-founded companies. Citrine Angels takes particular pride in its meticulous adherence to this mission and seeks to augment its impact by actively and consistently seeking out early-stage or seed-stage companies with female BIPOC (Black, Indigenous, and people of color) founders.

## Our Mission



Citrine Angels supports the growth and success of female-founded businesses by matching them with female funders. Our platform addresses a broad range of early-stage investment. We are creating, cultivating and educating more female funders to address the well-known gender gap in access to capital. We are committed to facilitating early-stage investment opportunities and providing top-quality education resources to our members.

## Quick Stats



**\$1.5M+** invested in **23** female-founded early-stage businesses who have collectively since raised over **\$400M** in capital

**\$430K+** invested in 2024

**80+** High Net Worth Members

**34%** of our members are BIPOC women, as are **half** of our Board

Founded in **2019**

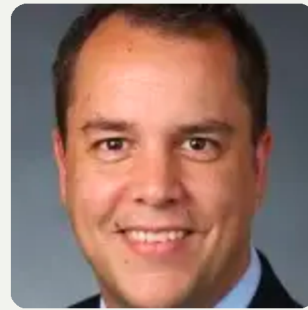
# Meet Our Executive Board



**Stephanie Marshall**  
M3 Advisors



**Aurelia Flores**  
Virginia Venture Partners



**Russell Makepeace**  
International Lifeline  
Fund



**Allyson Redpath**  
Former Investment  
Banker



**Barb White**  
The Avoka Group



**Elyssa Haynes**  
Director, Citrine Angels

# Governance Process

- Citrine Angels is a 501(c)(6) not-for-profit membership organization with a mission to support the growth and success of female-founded businesses and increase access to investment opportunities to for women. We are in the process of forming a 501(c)(3) nonprofit subsidiary (anticipated Q2 2025).
- Citrine is governed by a Board of Directors consisting of 15 elected business executive members contributing on three standing committees – Executive, Finance, Governance – and four ad hoc committees – Deal Flow, Portfolio, Membership, and Advancement.
- The Executive Committee meets eight times a year and is comprised of the President, Secretary, Treasurer, two chairs of the board committees and the Director to oversee the ongoing business activities of the organization. The full Board meets quarterly, including an annual retreat, to set strategy and implement strategic goals.
- The Board of Directors has engaged a part-time Director and Operations Coordinator to manage the day-to-day activities of Citrine.

# Our Members

Our 80+ members are successful, powerful, high net worth women who are both aspiring and seasoned angel investors. The group is diverse in background and expertise, but each member shares a common goal in supporting female entrepreneurs.

They are corporate executives, lawyers, doctors, and business owners across a wide range of industries - from healthcare to telecommunications, food and beverage, automobiles, and more.

Several have won awards and received recognition for their investment work, including DCA Live's Power Women of Tech, Smart Business's Dealmakers, and Washingtonian Magazine's Tech Titan. Co-founder and board president Stephanie Bauer Marshall was featured by Forbes among VCs who want to invest in underrepresented founders. Citrine Angels was honored as one of Washington Business Journal's Fire Award Honorees in 2024.



# Our Investments

Citrine Angels targets early stage venture-backable female-founded startups across any industry. Since our founding in 2019, months before the COVID pandemic, Citrine has invested more than \$1.5 million in 22 female-founded early-stage businesses who have gone on to collectively raise over \$400 million in capital to fuel business growth. Collectively, they are valued at more than \$819 million.

While industry agnostic, 42% of our investments have been in consumer product companies and 29% in medical and biotech. A large portion of our funding applicants are BIPOC women. You can learn more about our [portfolio companies on our website](#), which includes companies like [Nutr](#), [Wellfound Foods](#), [Healium](#), [Madison Reed](#), and [Pocket Naloxone](#).



## Investment Thesis

Citrine Angels supports the growth and success of female-founded businesses and increases access to investment opportunities for women of all backgrounds and ethnicities.

Our management team are veteran angel investors with substantial business acumen as well as enthusiasm for our mission.

Our members are high-powered female executives who are both aspiring and seasoned angel investors.

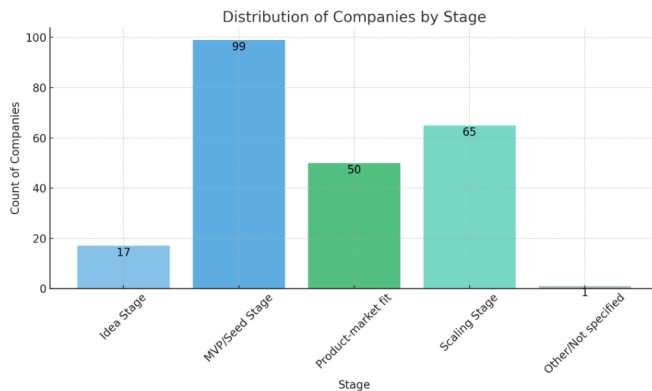
# Startups Who Apply for Funding

## 2024 Application Trends

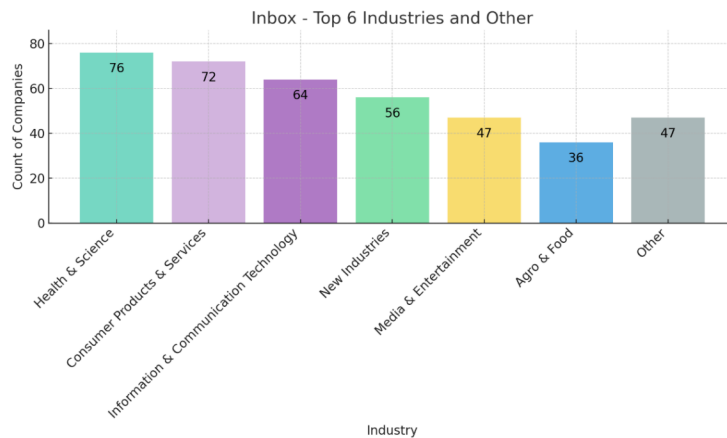
- Citrine Angels received 303 applications, with about 50 companies moving to pre-pitch to our deal flow committee members
- 68% of companies applying to Citrine Angels are in their seed or product-market fit stage and 25% are growth (Series A or later) stage
- Citrine Angels receives applications from a wide range of industries

Citrine utilizes the Dealum platform for accepting applications

### Companies that Submitted Application



### Companies that Submitted Application



# Portfolio

## Value: \$800M+

Year of Initial Investment	Company
2019	Dolcezza
2020	Fenris
2020	Madison Reed
2020	Pocket Naloxone
2021	Healium
2021	KEY Travel
2021	Landsdowne Labs
2021	Tympanogen
2021	Wellfound Foods
2022	KLEOS
2022	No Limbits
2022	Nutr
2022	SkySquad
2023	Elidah
2023	Mocktail Club
2023	Mosie Baby
2023	NopSec
2023	Oxiwear
2023	Relavo
2024	MITO Materials
2024	Deeplook
2025	VirgilHR

\* Valuation determined via Pitchbook.



# Sponsor Benefits



Supporting Citrine Angels is a smart business decision - one that achieves the all-important double bottom-line: you can feel good about supporting diversity while being fiscally smart.

## **Access to influential women**

Citrine members are among the most successful women in and beyond the Washington, D.C. area.

## **A great way to show your support of diversity**

Our mission is to support female founders and funders. We're a smart group for brand association.

## **We know startups**

We choose smart startups to pitch and invest in. We are known to be savvy investors.

# The Female Funder Series



Approximately \$30 trillion in wealth is set to change hands in the next decade and women are poised to inherit a sizable share. New for 2025, Citrine is launching its Female Funder Series, offering resources designed specifically to help accredited women investors become savvy and confident angel investors. Featuring three panel discussions, this will create a unique opportunity to connect with an engaged and exclusive audience of accredited women investors.

## The Female Funder Panel Series

Our Female Funder panel series aims to reach both existing and prospective Citrine investors with content aimed at educating and empowering this key demographic.

### Anticipated Topics:

- The Angel Investment Derby - How to Bet on the Right Company
- The Tools For Successful Angel Investing
- Angel Investment Exits 101 - Modeling Different Scenarios and What you Need to Know

## Sponsor This!

- Individual Event: \$7,500 each, including Partner Level sponsorship
- Series (Three Events): \$15,000, including Spark level sponsorship

### *Includes:*

- *respective general sponsorship benefits based on tier noted above*
- *distribution of promotional material and/or add a banner at the sponsored event(s)*
- *verbal recognition at the sponsored event(s)*

# Brain Trust Dinners



The most meaningful conversations happen in intimate settings where ideas flow freely, connections deepen, and insights spark action. Our exclusive Brain Trust Dinners bring together accredited women investors and/or female founders for an evening of thought-provoking discussions, high-value networking, and strategic collaboration.

## Brain Trust Dinners

Two exclusive, intimate private dinners (limited to 15 guests), designed to foster candid dialogue among influential investors.

One Brain Trust Dinner will feature an executive female audience, while another dinner will feature a mix of founders and funders.

## Sponsor This!

- \$6,500 per dinner (minimum two sponsors), including Partner level sponsorship
- \$15,000 exclusivity per dinner, including Spark level sponsorship

*Includes:*

- *respective general sponsorship benefits based on tier noted above*
- *distribution of promotional material and/or add a banner at the sponsored event(s)*
- *recognition at the sponsored event(s) with the opportunity to make short remarks*
- *ability to collaborate on the dinner discussion topic and theme*

# General Sponsorship Tiers and Benefits



	Partner	Spark	Catalyst	Trailblazer
	\$5,000	\$10,000	\$15,000	\$25,000
				<i>Limited to 2 sponsors per industry</i>
Logo displayed on the Citrine Angels website and included in newsletters	✓	✓	✓	✓
Permission to add our logo to your website as a partner	✓	✓	✓	✓
Social Media Mentions	2	4	6	8
Recognition on all promotional materials		✓	✓	✓
Complimentary membership to Citrine Angels		1	2	3
Sponsor recognition at all member events			✓	✓
Opportunity to speak for 5 minutes at a pitch meeting			✓	✓
An Event Sponsorship of Your Choice				✓
Opportunity to display advertising materials at in-person meetings				✓

# Citrine Angels Underwriting Partner



**\$50,000**

Includes:

- Industry exclusivity
- 3 complimentary memberships to Citrine Angels for female partners
- Recognition on all promotional materials
- Logo displayed on the Citrine Angels website and included in newsletters
- 12+ Social Media Mentions
- Joint PR press release announcing partnership
- Sponsor recognition at all member events
- Permission to add our logo to your website as a partner
- Opportunity to draft content for the Citrine Angels blog
- Opportunity to display advertising materials at in-person meetings
- Opportunity to speak for 5 minutes at a pitch meeting
- Citrine Angels will host and/or plan an educational workshop for your audience

# Women Play to Win!



**Get out of the Boardroom and Into the Arena.** Citrine is hosting a box at the Washington Mystics for VC Investors to informally gather and build a strong community of deal-makers who invest in women.

We're gathering interest and plan to reserve one box per month over the 2025 Summer Season. Each game can host ~70 individual investors. *Sponsors will receive access to all games where Citrine hosts a box.*

## Sponsor This!

- **Title Sponsor**
  - \$35,000 (limited to 1)
  - Announced by the MC at the game to all attendee
  - Featured on all promotional materials\*
  - Up to 3 attendees per game
- **Prime Sponsor**
  - \$25,000 (limited to 4)
  - Included on promotional materials\*
  - Up to 2 attendees per game
- **Supporting Sponsor**
  - \$15,000 (limited to 4)
  - 1 attendee per game

*\*Promotional material inclusion subject to meeting printing deadline. Possible swag to be included: t-shirt and/or coffee mug/water bottle with sponsor names.*



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# Thank you!

## Contact

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