

The Canaccord Genuity Advisory
Program for Women Entrepreneurs

You have a
great business

How do you:

- Finance it?
- Partner it?
- Grow it?
- Know when to sell?

Let us help you take your
business to the next level

Elevating High-Potential Businesses Led by Women

Canaccord Genuity is committed to fostering an inclusive, innovative and entrepreneurial environment, both within our firm and in the broader business community. We are a leading independent investment bank for global growth companies, and we have a 50+ year track record of helping entrepreneurs access capital.

It is in the spirit of these values that we are launching The Canaccord Genuity Advisory Program for Women Entrepreneurs.

/ Driven by your success.

Program participants will receive:

1. A minimum of four hours of one-on-one mentorship from a member of our advisory group of successful entrepreneurs and leading business innovators.
2. Advice from Canaccord Genuity's specialists, who will offer relevant industry expertise and advice on how to:
 - Access private and public investors
 - Grow your company
 - Network
 - Strategize for long-term success
 - Position your company for ultimate monetization
3. An invitation to our flagship Global Growth Conference in Boston, Massachusetts. The conference provides a unique opportunity to network with fellow entrepreneurs and to meet leading growth-focused investors.



The Canaccord Genuity Advisory Program for Women Entrepreneurs



We are excited to launch this program in Canada. Together with our external advisors, we aim to leverage our expansive resources and deep expertise as we help high-potential women entrepreneurs achieve their business goals.

David Kassie
Executive Chairman
Canaccord Genuity Group Inc.

Who should apply?

Are you a female CEO of a revenue-generating business, or one with invested capital?

Do you want to develop the tools to take your business to the next level?

If you answered yes, then we want to hear from you.

How to apply

Interested applicants can apply [here](#)

Know a high-potential female CEO? [Forward program information](#)

Shortlisted candidates will be invited to interview with our program committee.

Please direct all questions to womenentrepreneurs@cgf.com

Key dates

Application deadline:
28 June 2019

First participants announced:
15 July 2019



Meet our advisors



Jill Denham, Founder, Authentum Ltd.

Jill Denham began her career as an investment banker at CIBC in Canada. She subsequently moved into private equity and ran the private equity business of CIBC. She went on to run many areas of the bank, including the retail bank. The retail bank had over 20 thousand employees and >\$1 billion bottom line. Ms. Denham has been a board member of the Ontario Teachers' Pension Plan, Kinaxis (a world leader in supply chain software), Markit, National Bank, and CP Rail. She is also the Chair of Morneau Shepell, a world leader in Health & Wellness, and Benefits and Pension Advisory & Administration. She is a founder of Authentum Partners, which invests in and advises financial technology startups and growth companies.

Ms. Denham holds an HBA from the University of Western Ontario, and an MBA from Harvard University.



Joelle Faulkner, President & CEO, Area One Farms

Joelle Faulkner is the President and CEO of Area One Farms, an alternative asset management firm that she co-founded in 2012. At Area One, she created a farmer-centric private equity model to simultaneously help scale Canadian family farms and deliver premium investor returns. Ms. Faulkner has raised three funds and invested \$200 million in the acquisition and improvement of over 110,000 acres. Prior to establishing Area One Farms, Ms. Faulkner worked at Bain & Co., Morgan Stanley, Onex and Stanford University.

Ms. Faulkner sits on the boards of Colibri Inc., Cognicity Inc. and Baycrest Global Solutions Inc.

Ms. Faulkner holds degrees in Engineering and Business from Western; Law from Oxford; and a Master of Laws and Certificate in Biodesign from Stanford University. She is a Rhodes Scholar, Fulbright Scholar, a member of the New York Bar Association, on the list of Canada's Most Powerful Women: Top 100, and one of EY's Entrepreneurial Winning Women.



Janet Hawkins, President & CEO, Opterus Inc.

Janet Hawkins is president, CEO and co-founder of Opterus Inc., whose cloud-based software solutions simplify retail communications. Janet has more than 20 years of experience working in the Retail industry. Before launching Opterus in 2006, she held management roles with NCR and SAP where she focused on creating alliances, building partner programs and business development.

When she isn't solving problems for retailers and forging strategic alliances, Janet enjoys hiking near her Toronto-area home, painting and creating mosaic glass art, and traveling to awesome restaurants to fulfill her inner foodie.

Janet graduated from York University with an English degree. You can follow Janet on Twitter at @janhawk1969 and follow Opterus Inc. at @opterus



Kim Rivers, CEO, Trulieve Cannabis Corp.

Kim Rivers is the CEO of Trulieve, Florida's first and leading medical cannabis company and one of the most profitable American cannabis companies. As CEO, Ms. Rivers directed the construction of the company's cultivation and processing facilities. She presided over the creation of Trulieve's Florida dispensary network and developed its marketing program. She led a successful effort to raise capital in coordinating the effort to sell Trulieve shares on the Canadian Securities Exchange. Ms. Rivers has negotiated acquisition terms of multiple licenses in other states, including recent acquisitions in California and Massachusetts. She's enhanced the firm's marketing potential by entering into licensing arrangements with national cannabis brands, enabling Trulieve's customers to enjoy other familiar brands.

Prior to Trulieve, Ms. Rivers ran numerous successful businesses, from real estate to finance, for over a decade. She spent several years in private practice as a lawyer where she specialized in mergers, acquisitions, and securities for large companies.

Ms. Rivers earned a Bachelor's degree with honors in Multinational Business and Political Science from Florida State University and her Juris Doctorate from the University of Florida.



David Kassie, Executive Chairman of Canaccord Genuity Group Inc.

David Kassie has been Executive Chairman of Canaccord Genuity Group Inc. since May 2010 and was Chairman and CEO from April to October 2015. David was Principal, Chairman and CEO of Genuity Capital Markets (November 2004 to May 2010) at which time Genuity was acquired by Canaccord Financial. He is the former Chairman and Chief Executive Officer of CIBC World Markets and the Vice Chairman of CIBC (1979 – 2004).

Mr. Kassie has extensive experience as an advisor, underwriter and principal. He sits on a number of corporate boards and is actively involved in community and charitable organizations. He is the former Chairman of Baycrest Health Sciences and was formerly on the Boards of the Toronto International Film Festival Group, the Hospital for Sick Children and Ivey Business School.

Mr. Kassie is an experienced angel investor and has worked as Chairman and a lead investor with many entrepreneurs including female CEO entrepreneurs.

Mr. Kassie holds a B.Comm. (Honours) in Economics from McGill University (1977) and an MBA from the University of Western Ontario (1979).

Global Growth Conference

The Canaccord Genuity Global Growth Conference is one of the industry's premier investment industry conferences for companies and investors focused on growth. In 2018, more than 350 public and private companies attended, along with almost 700 public investors, private equity firms and family offices.

**Highlighting growth companies
for almost 40 years**

About Canaccord Genuity

Through its principal subsidiaries, Canaccord Genuity Group Inc. (the "Company") is a leading independent, full-service financial services firm, with operations in two principal segments of the securities industry: wealth management and capital markets. Since its establishment in 1950, the Company has been driven by an unwavering commitment to building lasting client relationships. We achieve this by generating value for our individual, institutional and corporate clients through comprehensive investment solutions, brokerage services and investment banking services. The Company has Wealth Management offices located in Canada, the UK, Guernsey, Jersey, the Isle of Man and Australia. Canaccord Genuity, the international capital markets division, operates in North America, Europe, Asia, Australia and the Middle East.



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