

Tulane Innovation Institute and Tulane Ventures to host screening of 'Show Her the Money' highlighting female founders and investors

July 16, 2024 9:00 AM Tulane Today staff
today@tulane.edu



Kimberly Gramm (right), managing director of Tulane Ventures and the David & Marion Mussafer Chief Innovation & Entrepreneurship Officer of the Tulane Innovation Institute, with Andrea Turner Moffitt (left), who serves on the Tulane Ventures Investment Committee and the Tulane Innovation & Entrepreneurship Council (Photo courtesy of TUII)

The [Tulane Innovation Institute](#) and Tulane Ventures will host a screening of the documentary [Show Her the Money](#) at 6 p.m., Wednesday, Aug. 7, at the Woldenberg Art Center + Freeman Auditorium on Tulane's uptown campus.

Show Her the Money starts with the shocking statistic that women founders receive less than 2% of venture capital funding in the United States and Europe, according to PitchBook. The documentary follows female entrepreneurs on their journey to secure capital and profiles three female investors seeking the next big opportunity. After receiving multiple awards at film festivals nationwide, the movie is on a world tour sponsored by Wells Fargo, visiting over 50 cities.

The [event](#), open to the public with a \$10 donation to Dress for Success, will kick off with a meet-and-greet reception. At this reception, attendees will learn about various support organizations for women entrepreneurs in the greater New Orleans area and Tulane Ventures, a new \$10 million seed fund focused on supporting underrepresented, early-stage ventures in Louisiana, including those led by female founders. Before the screening, Tulane Ventures will announce its first investment in a local female-led company.

"The Tulane Ventures Seed Fund is more than just an investment. It signifies a commitment to eliminating barriers that have historically obstructed access to capital for underrepresented entrepreneurs," said Kimberly Gramm, managing director of Tulane Ventures and the David & Marion Mussafer Chief Innovation & Entrepreneurship Officer of the Tulane Innovation Institute. "We are actively looking for female founders to provide financial support and advance their innovative ideas with mentorship and resources. We are excited to showcase this film to inspire our community about supporting female entrepreneurs."

[Tulane Ventures](#) will invest between \$50,000 and \$250,000 in select companies poised to make a tangible impact on the community. The fund emphasizes ventures in the health/medical, climate/energy and artificial intelligence/technology sectors.

Guests are encouraged to bring a gently used or new professional handbag filled with interview-appropriate jewelry, unopened cosmetics, or an additional donation check for Dress for Success to the event.

"The Tulane Innovation Institute is dedicated to supporting entrepreneurs at every step of their journey. We've chosen Dress for Success New Orleans as our charitable

partner for this event. Their mission of supporting women to attain financial independence through assistance such as professional attire and development support is crucial for securing a job and empowering them to pursue entrepreneurial ventures,” Gramm said.

Show Her the Money event partners include Salon 22, WBEC South, Flamingo Funders, Pure Dermatology, Junior League New Orleans, We Global Studios, The International Women’s Forum (Louisiana Chapter), and the Greater New Orleans Foundation Impact 100.

For more information about the film and to purchase tickets, visit <https://innovation.tulane.edu/her>.