

THE
Angel Insights
SERIES

What is an Angel Investor?

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WFW WOMEN
FUNDING
WOMEN

In partnership with
Richard Rooney

A LETTER FROM WFW'S CO-FOUNDERS

At *Women Funding Women Inc. (WFW)*, we are driven by the belief that informed action is the key to building a more equitable and dynamic investment landscape. It's with this conviction, and the generous support of *Richard Rooney*, that we proudly present **The Angel Insights Series**.

This insightful resource guide is designed to illuminate the world of angel investing for everyone involved. As co-founders of *WFW*, we bring our diverse experiences as entrepreneurs, investors, and corporate directors to address a critical need: bridging the funding gap for women-led businesses in Canada.

By demystifying the angel investing process, we aim to inspire and equip both founders seeking capital and funders looking to make impactful investments. This series is crafted to provide angel investors with the knowledge and tools to confidently invest in high-potential women-led ventures, and to offer founders invaluable insights into navigating the funding landscape, understanding investor perspectives, and securing the capital you need to thrive.

Whether you're a trailblazing founder ready to grow your venture or an individual eager to diversify your portfolio and champion the next generation of innovators, this series is for you. We believe that by mobilizing more women to become angel investors and by providing founders with the resources to effectively raise capital, we can build an equitable funding landscape, where women's groundbreaking ideas find the support they need to flourish.

We're happy you're here, helping us to bridge the persistent funding gap for Canadian women entrepreneurs.

Warmly,

Lara, Deborah and Sherry
Co-founders,
Women Funding Women Inc.



What is an Angel Investor?

Disclaimer: The Angel Insights Series is published by WFW and provides general educational information only. It is not intended as, and does not constitute, financial or legal advice. Readers should consult with qualified financial and/or legal professionals for advice tailored to their specific circumstances.

What is an Angel Investor?

An angel investor is an individual who invests their own money in early-stage startups in exchange for equity or convertible debt. They typically provide financial support during the initial phases of a company's development, when risks are high and traditional financing options are limited.

Beyond Capital

Angel Investors often contribute more than just capital; they may offer **guidance, mentorship**, and valuable business **connections** to help the startup thrive.

What Sets Angel Investing Apart from Venture Capital?

Angel investing is similar in many ways to [venture capital](#), however there are differences.

Angel investors are typically individuals investing their own **personal funds**, compared to venture capitalists (VCs) who are part of professional firms and invest pools of capital raised among limited partners.

While the lines are often not clearly defined, angel investors usually **invest earlier** than VCs, sometimes when the founder only has an idea or prototype.

Angel investors typically write **smaller cheque** amounts than VCs, in the range of \$10,000 to \$100,000, perhaps even less.

As individuals are investing their own money, angel investors can often **decide more quickly** whether to invest.

Angel Investors Play a Critical Role in the Startup Ecosystem

By offering vital capital and support, angel investors enable groundbreaking innovation and the creation of new businesses. They're key to helping startups progress from a raw idea to securing subsequent funding.

The Main Characteristics of Angel Investors

PERSONAL FUNDS

They invest their own capital instead of managing pooled funds as venture capitalists do. Make sure you consult your tax and investment advisors when investing in this asset class.

EARLY-STAGE INVESTMENT

They concentrate on startups in the early growth phases prior to generating substantial revenue. [Learn about the different funding stages](#), from pre-seed to seed to series A funding.

EQUITY OR CONVERTIBLE DEBT

In exchange for their investment, angel investors typically receive ownership equity (shares or ownership stake) or a convertible note that can later be converted into shares, as specified in the convertible debenture agreement. [Learn more about equity, venture debt, and convertible notes.](#)

MENTORING ROLE

Angel investors often offer expertise, experience, and networks to help support the startup's growth.

DIVERSE BACKGROUNDS

Angel investors can be former entrepreneurs, professionals, or affluent individuals interested in fostering innovation.

HIGH RISK, HIGH REWARD

Investments carry risks since many startups fail; however, successful ventures can yield substantial returns.

Additional resources from the WFW ecosystem to further empower you on your angel investing journey:

Flexible Online Education

Access foundational knowledge from [Movement51](#)'s live and on-demand [Angel Investing 101 Webinar Series](#).

Immersive In-Person Experiences

Gain hands-on education from [The Firehood](#)'s experts by participating at [Startup Fest](#) and [SaaS North](#).

ABOUT WFW

Women Funding Women Inc. (WFW) is a Collective driven by a singular mission: to **address the persistent funding gap faced by Canadian women entrepreneurs.**

WFW operates as a platform and community, not a fund itself. Recognizing that access to capital is crucial for growth and success, we empower both sides of the funding equation. We're mobilizing more women to invest in women by activating more Canadian women angel investors, and connecting new and experienced women funders with high-potential, women-led ventures.

Our strategic alliances bring together organizations and resources committed to empowering women, championing gender equality, and catalyzing economic growth. By fostering informed action and building strong connections, we can create a more equitable and dynamic investment landscape.

**A COLLECTIVE ADDRESSING
THE PERSISTENT FUNDING GAP
FACED BY CANADIAN WOMEN
ENTREPRENEURS.**

**WFW IS A PLATFORM, A
COMMUNITY, A MISSION -
IT IS NOT A FUND.**

[LEARN MORE](#)

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Together, we're building momentum to supercharge angel investing in women-led ventures, setting sights on coast-to-coast impact.

Canadian women are empowering women entrepreneurs by providing crucial funding. You can play a vital role in bridging the funding gap for women-led ventures by joining this movement - subscribe to our newsletter and follow us on LinkedIn!

NEWSLETTER

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womenfundingwomen.ca