**Panel Description   
*Women in Entrepreneurship: Investment and Opportunity***

Investors often chase and cluster around the same companies, thereby inflating valuations and producing questionable returns for later investors. One way they can see better returns and benefit an often underserved demographic is to take a close look at women-led and gendered-balanced teams.

Data shows that women-led and gender-balanced teams outperform others by producing higher returns with less capital. Indeed, companies that include both women and men in product creation and leadership are best positioned for survival.

By some accounts, women participated as equally as men in entrepreneurship in the United States, the U.S. GDP could rise by another $30 billion. At this panel, hear about this and other value that is created by tapping all brain power and diverse consumer interest.