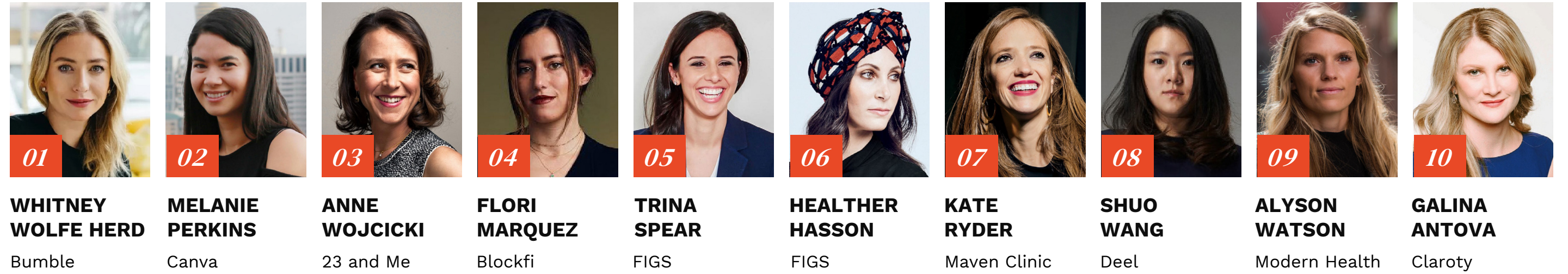


Female Founders Scorecard



| 1. BUSINESS | WOLFE HERD | PERKINS | WOJCICKI | MARQUEZ | SPEAR | HASSON | RYDER | WANG | WATSON | ANTOVA |
|---------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Valuation | 4 | 5 | 4 | 3 | 4 | 4 | 1 | 5 | 2 | 1 |
| Funding | 4 | 4 | 5 | 4 | 2 | 3 | 3 | 4 | 3 | 4 |
| Glassdoor Reviews for CEO | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 |
| Revenue | 5 | 3 | 4 | 4 | 4 | 4 | 1 | 1 | 2 | 1 |
| AVERAGE SCORE | 5 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 3 | 3 |
| 2. MEDIA MENTIONS | | | | | | | | | | |
| Broadcast | 5 | 0 | 2 | 1 | 2 | 2 | 0 | 0 | 0 | 0 |
| Media | 5 | 3 | 4 | 4 | 3 | 3 | 3 | 1 | 1 | 1 |
| AVERAGE SCORE | 5 | 2 | 3 | 3 | 3 | 3 | 2 | 1 | 1 | 1 |
| 3. LEADERSHIP | | | | | | | | | | |
| Content | 5 | 4 | 5 | 3 | 1 | 1 | 2 | 1 | 1 | 1 |
| Speaking | 5 | 5 | 4 | 5 | 2 | 1 | 2 | 2 | 2 | 1 |
| Awards | 5 | 5 | 4 | 3 | 2 | 2 | 2 | 2 | 2 | 0 |
| AVERAGE SCORE | 5 | 5 | 4 | 4 | 2 | 2 | 2 | 2 | 2 | 1 |
| 4. SOCIAL MEDIA | | | | | | | | | | |
| Wikipedia | 4 | 5 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Blog | 1 | 3 | 1 | 1 | 0 | 0 | 2 | 1 | 0 | 0 |
| Twitter | 5 | 5 | 4 | 4 | 2 | 1 | 3 | 2 | 1 | 2 |
| LinkedIn | 5 | 5 | 2 | 3 | 4 | 4 | 3 | 2 | 3 | 4 |
| Facebook | 2 | 4 | 1 | 0 | 1 | 1 | 3 | 2 | 1 | 0 |
| Instagram | 5 | 4 | 3 | 2 | 3 | 3 | 2 | 0 | 2 | 0 |
| YouTube | 5 | 5 | 3 | 4 | 2 | 2 | 2 | 2 | 0 | 0 |
| AVERAGE SCORE | 4 | 4 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 |
| CRITERIA SCORES | WOLFE HERD | PERKINS | WOJCICKI | MARQUEZ | SPEAR | HASSON | RYDER | WANG | WATSON | ANTOVA |
| Business | 5 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 3 | 3 |
| Media Mentions | 5 | 2 | 3 | 3 | 3 | 3 | 2 | 1 | 1 | 0 |
| Leadership | 5 | 5 | 4 | 4 | 2 | 2 | 2 | 2 | 1 | 1 |
| Social Media | 4 | 4 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 |
| TOTAL SCORE | 4.75 | 3.75 | 3.50 | 3.25 | 2.69 | 2.60 | 2.25 | 2.09 | 1.75 | 1.37 |

SUTHERLANDGOLD.COM/FEMALE-FOUNDERS

SutherlandGold chose 10 leading female founders to analyze based on the extraordinary success of their company's initial public stock offering or status as a "unicorn" with an IPO value of more than \$1 billion. We used the SutherlandGold Leadership Communication Scorecard to score leaders on metrics related to their business performance, visibility in the media, thought leadership, and digital and social media engagement. It rates leaders on a 1 to 5 scale, with 1 signifying performance improvement is needed and 5 signifying excellent performance. We rounded out that analysis by consulting publicly available information and data pulled from subscription-based media research tools such as Crunchbase, Cision, and BuzzSumo. See the complete scoring metrics at SutherlandGold Leadership Communication Scorecard.