

CANADA'S LARGEST COLLABORATION PROJECT  
FOR WOMEN ENTREPRENEURS

# CAPITALElle

*Business Impact Award*

CANADA'S LARGEST COLLABORATION PROJECT  
FOR WOMEN ENTREPRENEURS

# FACT

**Women entrepreneurs are one of the fastest-growing and most underfunded economic forces in Canada.**

**50% of small small businesses are started by women but less than 2% scale past \$1M in Revenue**

**Women access less than 2% of venture capital and significantly less commercial lending.**

**Women drive 85% of consumer purchasing decisions** — meaning brands that earn their trust shape entire markets.

# the elleiance network

*The Elleiance Network* is Canada's leading business mastermind network for women entrepreneurs, serving women founders nationwide.

Our model combines  
**capital + strategic mentorship + community + visibility,**  
the elements proven to accelerate business growth.

# CAPITAlle

*Business Impact Award*

**4 of 5**

**Canadian Businesses  
are Service-Based**

**80%**

**of Service-Based  
Businesses are  
Women Owned**

*The Capital Elle Business Impact Award* provides support in Canada's  
**least funded industries – social impact, service, creative.**

# Funding The Unfundable

This is for the builders,  
creators & visionaries  
who are  
building **alone**,  
**unfunded**,  
**unsupported**,  
**unrepresented**  
*... but still get up  
every day  
to build  
and create.*



Most funding programs offer money OR mentorship, but not both. *The Capital Elle Business Impact Award* provides a complete growth environment, designed for business transformation and real impact.

Since inception in 2024, this award has become Canada's Largest Collaboration Project for Women Entrepreneurs, raising over \$70,000 in funding and business support for women-owned businesses.

# ABOUT OUR FOUNDER

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**OUR MISSION:**  
EMPOWERING CANADIAN  
WOMEN ENTREPRENEURS  
THROUGH COMMUNITY,  
CAPITAL, AND CONNECTION.

## ERIN SISKO

Erin Sisko is a former corporate banker, entrepreneur, and connector who's helping redefine what business success looks like for women in Canada.

After more than a decade in commercial and small business banking, Erin saw the same problem repeat itself, women were building incredible businesses, but they weren't getting access to the capital, mentorship, or connections they deserved.

So, she founded The Elleiance Network, a 100% women-led and women-owned organization on a mission to make business growth easier for women entrepreneurs through community, collaboration, and access to funding.

Under Erin's leadership, The Elleiance Network has become Canada's fastest-growing business mastermind network designed to help women-owned businesses grow and thrive.

A devoted mother and proud mentor, Erin leads with empathy, purpose, and the deep belief that "one connection can change everything."

**Her story is rooted in impact, proving that when women are supported, they don't just build businesses; they build futures.**

**Backing women founders  
is not philanthropy — it is  
smart economic investment  
and brand positioning.**

# **Corporate sponsors who meaningfully support women entrepreneurs win:**



**\$20,000**

AWARD PACKAGE

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**269**

APPLICATIONS RECEIVED

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**9**

STRATEGIC PARTNERS

**YEAR 1**

**2024**

**\$50,000**

AWARD PACKAGE

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**710**

APPLICATIONS RECEIVED

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**315**

NOMINATIONS

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**30+**

STRATEGIC PARTNERS

**YEAR 2**

**2025**

YEAR 2

2025

AWARD  
SPONSORS



# MARKETING REACH FOR AWARD SPONSORS

**100%**

ORGANIC MARKETING  
TO-DATE, INCLUDING:

**IN-HOUSE EMAIL  
NEWSLETTER**

**PODCAST  
APPEARANCES**

**GUEST-  
NEWSLETTERS**

**SOCIAL MEDIA  
CONTENT**

**25+**

DIGITAL MARKETING  
TOUCHPOINTS PER  
AWARD SPONSOR

**60%+**

EMAIL OPEN RATE

**20%+**

CROSS-PLATFORM  
ENGAGEMENT RATE

**85,000+**

IN-HOUSE GENERATED  
SOCIAL MEDIA VIEWS IN ~8 WEEKS

Our audience is  
qualified and  
highly engaged,  
making this an  
incredibly  
valuable  
opportunity for  
sponsors to get  
in front of the  
right people.

# **UNDERSTANDING THE 2025 APPLICANTS**

# BUSINESS LOCATION & STAGE

**53%**

OF APPLICANTS ARE IN ONTARIO

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**55%**

OF APPLICANTS ARE IN THEIR  
FIRST 2 YEARS IN BUSINESS

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**29%**

OF APPLICANTS ARE  
IN YEAR 3-5

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**21 %**

OF APPLICANTS ARE  
5+ YEARS IN BUSINESS

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**2.9 YEARS**

IS THE AVERAGE AGE OF BUSINESSES, INDICATING  
A YOUNG, HIGH-GROWTH COHORT — IDEAL FOR  
MEASURABLE ECONOMIC IMPACT.

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# INDUSTRIES REPRESENTED THE *UNFUNDABLE*

**54%**  
CREATIVE

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**31%**  
SERVICE-BASED

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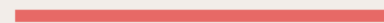
APPLICANTS SPAN DIVERSE SECTORS — BUT  
OVERWHELMINGLY REPRESENT SERVICE-DRIVEN AND  
CREATIVE-DRIVEN CANADIAN BUSINESSES.

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## REVENUE

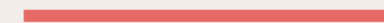
**56%**

UNDER \$30K REVENUE



**11%**

\$31-\$50K REVENUE



**12%**

\$51-\$100K REVENUE



**13%**

\$101-\$250K REVENUE



**8%**

\$500K+ REVENUE



**IMAGINE THE  
IMPACT WITH  
INSTITUTIONAL  
CAPITAL AND  
NATIONAL  
CORPORATE  
PARTNERSHIP!**

**YEAR 3**

**2026**

**WE NEED YOUR SUPPORT!**

# Why **Corporate Partners** Need To Join Us NOW

The opportunity is to lead — not follow — the national shift in who gets funded.

Corporate Canada says it wants to support diversity and economic renewal... **this is where those statements become real.**

By sponsoring the 2026 Business Impact Award, brands can:

- Demonstrate **real action** — not performative DEI messaging.
- **Directly invest** into Canadian job creation and innovation.
- **Build long-term trust** with an influential consumer and business market.
- **Be seen as the organization that believed in women before it was convenient.**

**This is not charity.**

**This is economic empowerment  
that delivers ROI.**