

# WISE

## IMPACT REPORT



Spring 2026 | First Edition  
Northeastern University



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*Women's Interdisciplinary Society of Entrepreneurship*

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# WISE Overview



*Women's Interdisciplinary Society of Entrepreneurship*

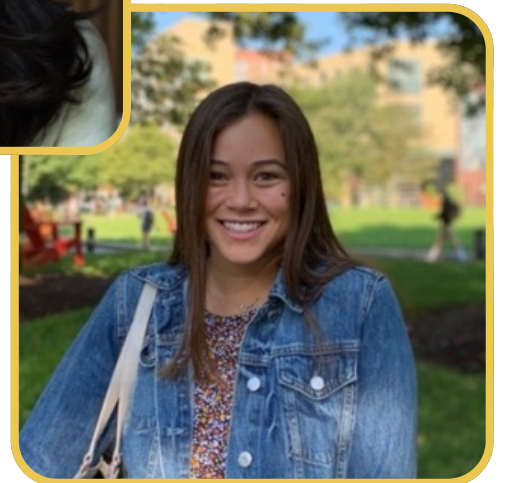
## OUR FOUNDING STORY

The Women's Interdisciplinary Society of Entrepreneurship (WISE) was founded in 2018 to combat the lack of leadership positions held by women in entrepreneurial organizations, as well as a lack of attendance and representation at events.

When asked "why", women expressed interest in participating, but ultimately felt a lack of safety, community, and comfort. Validating all these reasons, WISE was created so all students could explore entrepreneurship with a safe and supportive community by their side.



The Women's Interdisciplinary Society of Entrepreneurship (WISE) was ideated in October 2018 by two best friends, Eliana Berger and Mia Nguyen.



## OUR MISSION

The Women's Interdisciplinary Society of Entrepreneurship (WISE) is an undergraduate student-led group at Northeastern University dedicated to helping individuals develop an innovative mindset through **interactive workshops**, **community engagement**, a **thought-incubator**, **venture capital bootcamp**, **mentorship pairings**, **venture program**, and an **annual conference**. Our community operates globally, with satellite programs on **London** and **Oakland** campuses.

## OUR IMPACT OVER 7 YEARS

Hosted Annual summits **6**

**450+**  
Speakers Hosted

WISE supports over **1,200** students annually  
across Northeastern's Boston, London, & Oakland Campuses

Provided Over **560**  
Student Leadership Positions

Highschool summer programs for students **60**

**500+**  
Mentorship Pairings

**115+**  
Student Ventures

# Executive Board '26



## Women Interdisciplinary Society of Entrepreneurship



**Arshia Mathur**  
Co-President



**Betsy Ludwig**  
Executive Director  
of Women's Entrepreneurship, Northeastern

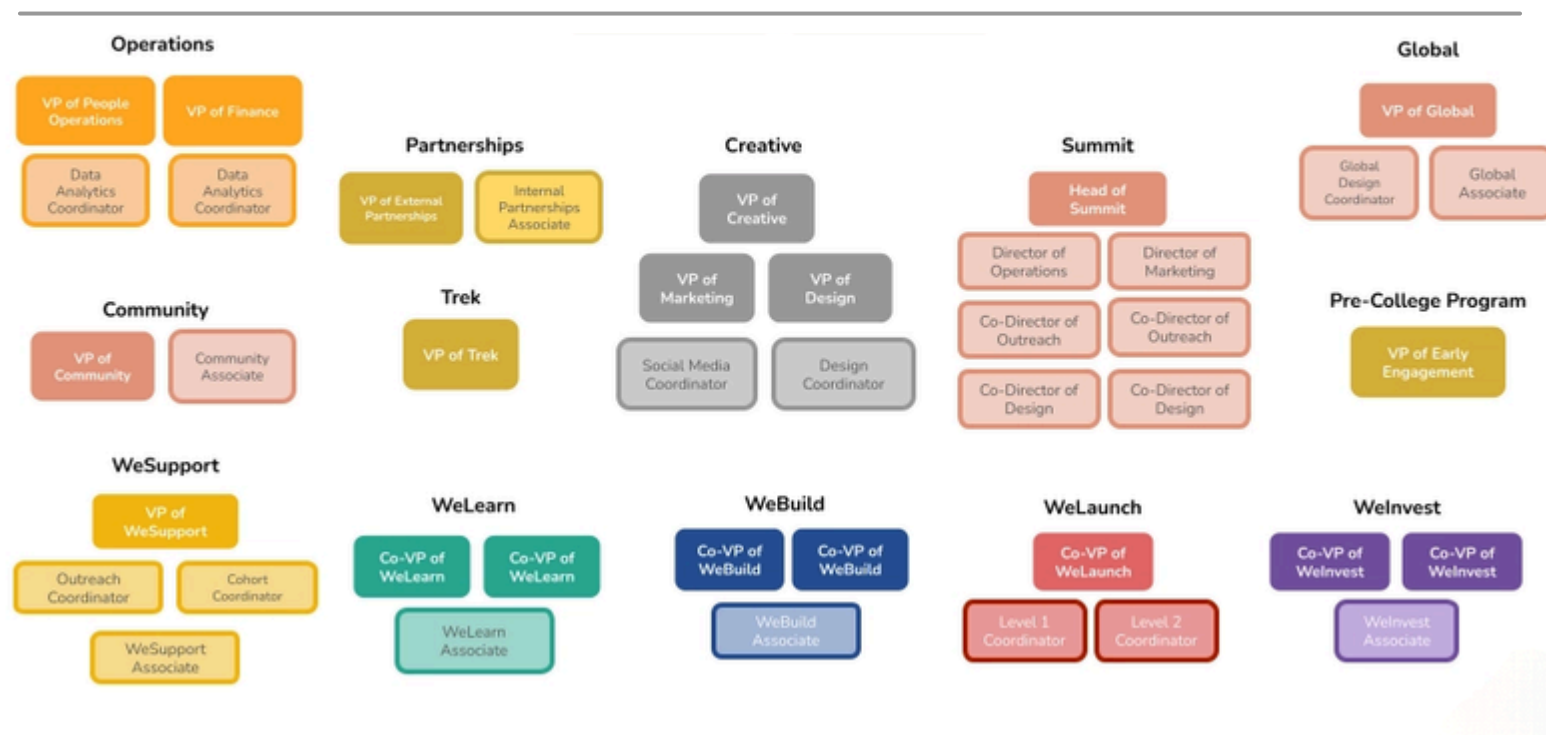


**Amelia Brooks**  
Co-President

WISE is powered by a fiercely determined group of undergraduate students at Northeastern University, this group is formally distinguished as our Executive Board. With over 50+ members on the board, this group of students leads initiatives and executes the programs of WISE.

Every organizational body needs a leader, and at WISE we have two: **Amelia Brooks** and **Arshia Mathur**, our Co-Presidents. This semester, due to special circumstances, we brought on an incredible Interim Co-Director, **Krithika Natarajan**. The Co-Director position guides and supports WISE's entire Executive Board, manages external stakeholders and partners, our programming, and identifies high-level strategic goals across all campuses. All that WISE has accomplished could not have been done without the help of our staff advisor, **Betsy Ludwig**, whose administrative and facilitatory support has been key in helping WISE grow.

## Executive Board '26 Structure



# Executive Board '26



## Women Interdisciplinary Society of Entrepreneurship

### Summit



**Krithika Natarajan**  
Head of Summit



**Alice Duong**  
Director of Operations



**Ruhri Lee**  
Director of Design



**Ella Forbes**  
VP of Creative



**Vivian Stewart**  
VP of Marketing



**Ella Wang**  
Director of Marketing



**Adya Chatterjee**  
Co-Director of Outreach



**Eliana Kazin**  
Co-Director of Outreach



**Bridget Swineford**  
Design Coordinator



**Julian Wu**  
Design Coordinator

### Operations



**Janet Liu**  
Data Analytics Coordinator



**Dhruvi Kapadia**  
Data Analytics Coordinator



**Olivia Graham**  
Internal Partnerships



**Riva Paripati**  
Co-VP of Trek, Operations



**Tory Malan**  
VP of People Operations



**Deborah He**  
VP of Finance



**Aashka Dave**  
VP of External Partnerships



**Lucrezia Tranchina**  
Co-VP of Trek, Outreach

### Creative

### Partnership

### Trek



# Executive Board '26



## Women Interdisciplinary Society of Entrepreneurship

### Community



Sophie Lai  
VP of Community



Marie Remmers  
Community Associate



Nidhi Kaki  
Co-VP of WeLearn



Tasneem Tapia  
Co-VP of WeLearn



Celina Chen  
WeLearn Associate

### WeLearn

### WeInvest



Sunithi Krishnan  
Co-VP of WeInvest



Ria Narayanan  
Co-VP of WeInvest



Maria Acuna  
WeInvest Associate

### WeSupport



Savannah Cole  
VP of WeSupport



Jennifer Wiitala  
WeSupport Associate

### WeLaunch



Anjali Laddah  
VP of WeLaunch



Lily McGoldrick  
WeLaunch Associate



Asmita Sharma  
WeLaunch Associate



Sarah Cheung  
WeSupport Associate



Chloe Mei  
WeSupport Associate

### WeBuild



Avery Neuner  
Co-VP of WeBuild



Khushi Patel  
Co-VP of WeBuild



Sabrina Lee  
WeBuild Associate

# Executive Board '26



## Women Interdisciplinary Society of Entrepreneurship

### Global Operations

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Charlotte Gliddon  
VP of Global



Madeline Shih  
Global Associate

### London Team

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Angel Will  
London Director



Anjali Fox  
Outreach Coordinator



Nicole Robinson  
Marketing Coordinator



Anika Kottaram  
Operations Coordinator



Jia Khandagale  
WeSupport Coordinator

### Oakland Team

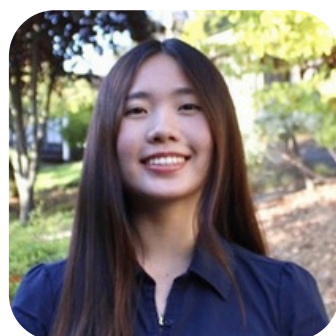
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Rohanna White  
Oakland Director



Sophia Soran  
WeSupport Coordinator



Karena Yau  
Marketing & Outreach  
Coordinator



Izzy Guerreiro  
Operations Coordinator

# STUDENT DEMOGRAPHICS



All 7

colleges represented

All 5

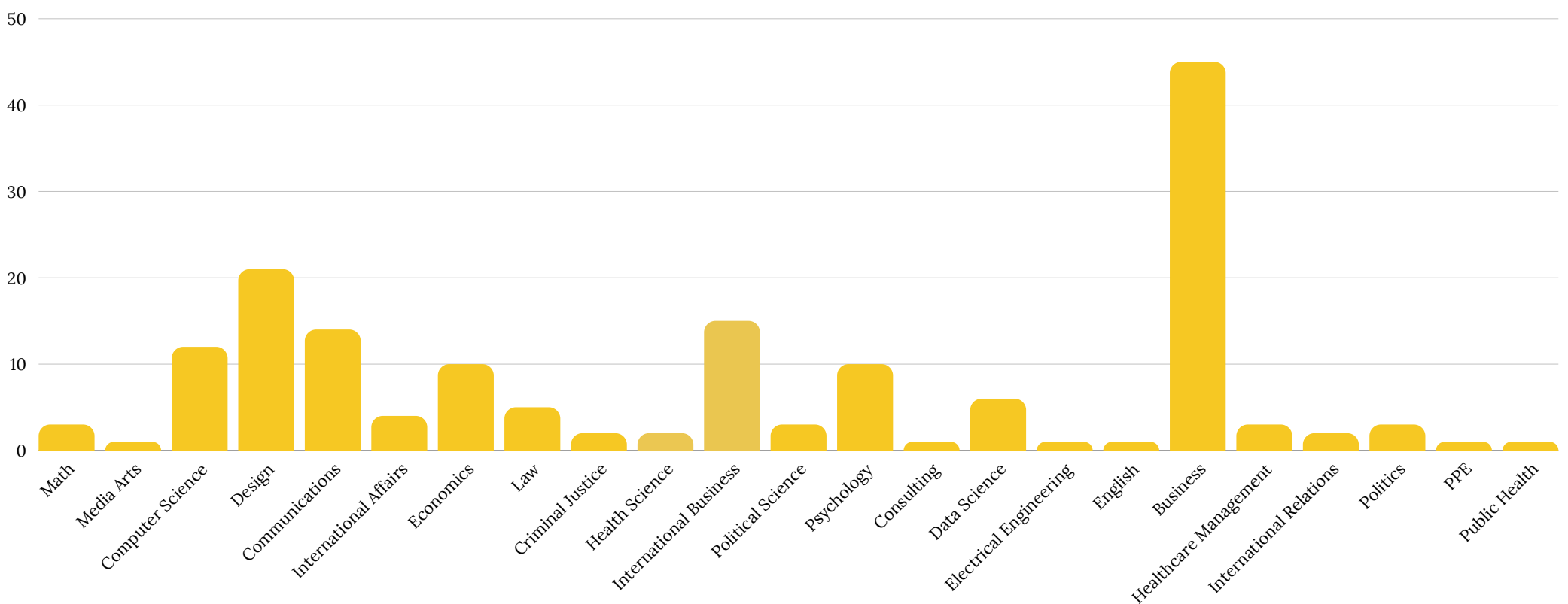
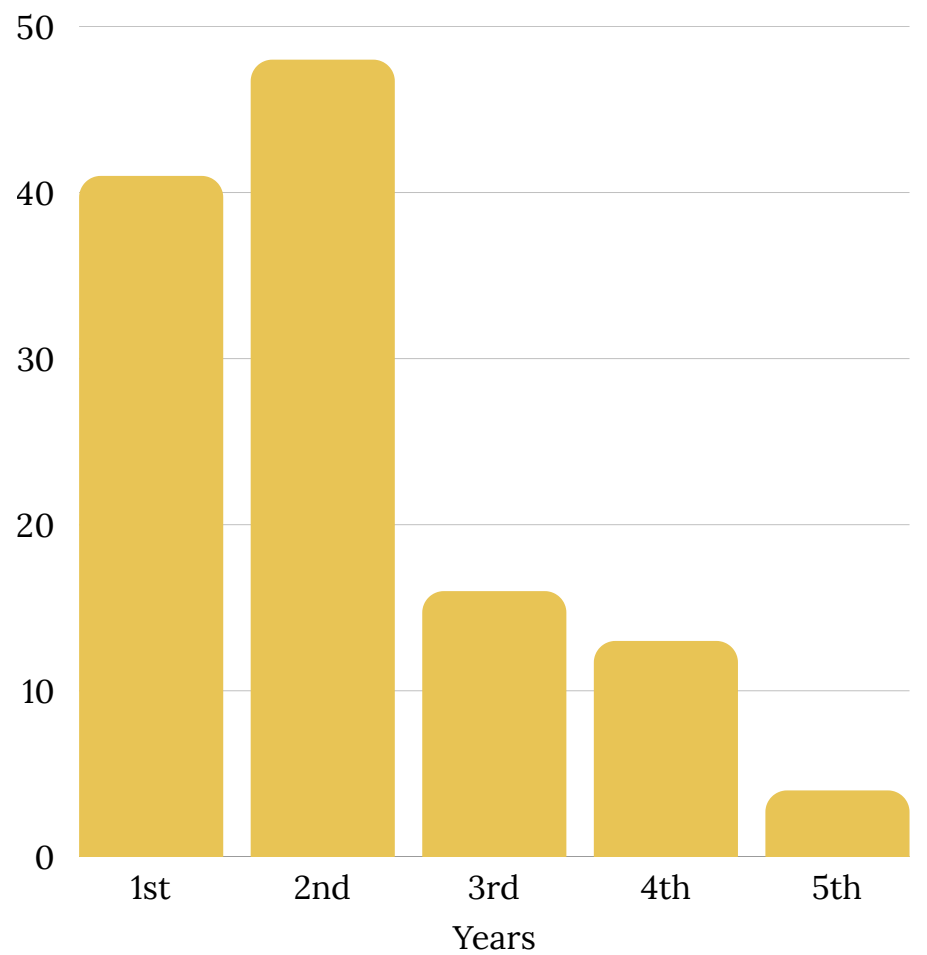
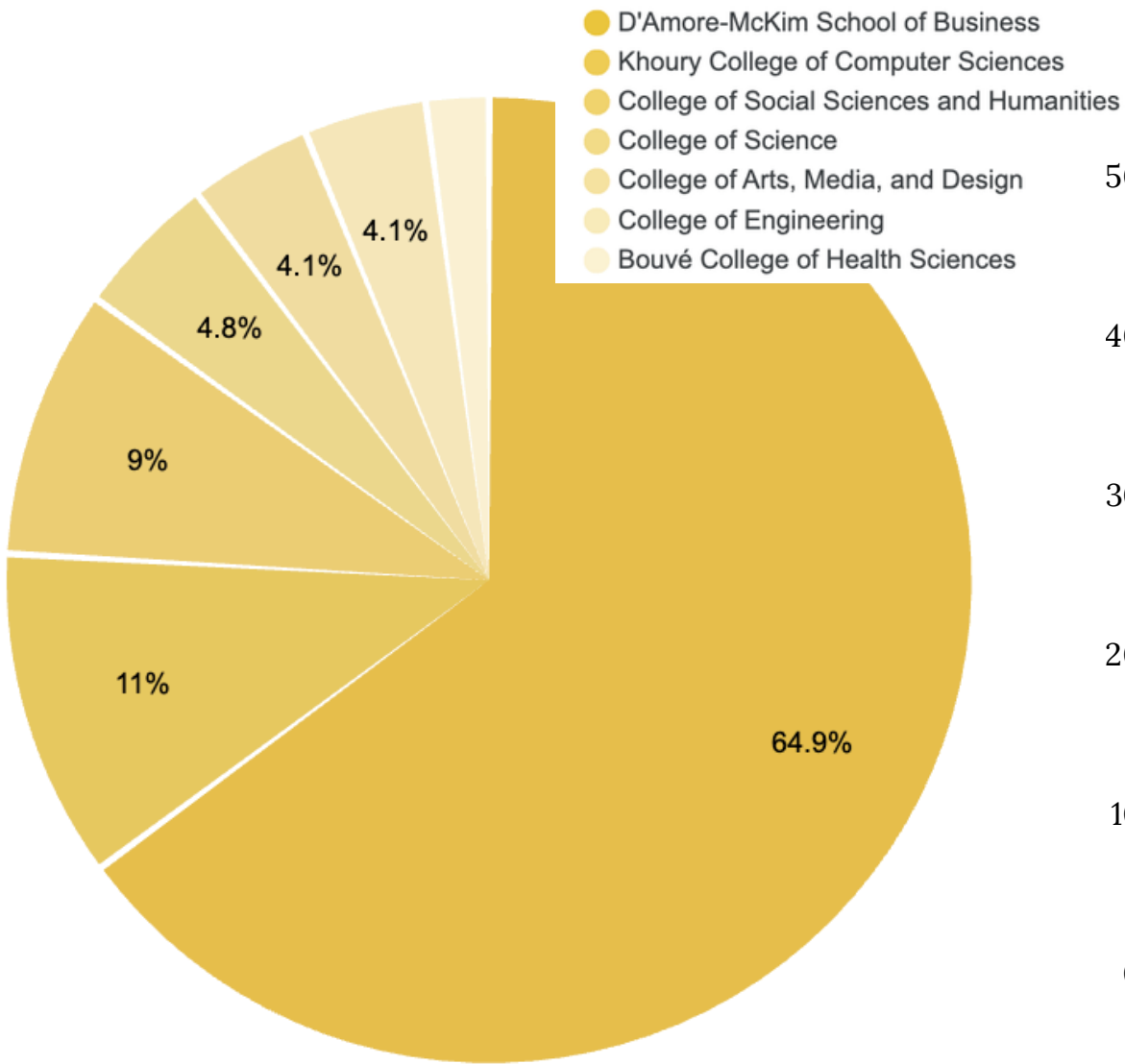
years represented

100+

combined majors

80+

unique minors



# WeSupport



*Women Interdisciplinary Society of Entrepreneurship*

## WHAT IS WESUPPORT?

WeSupport is our mentorship pipeline for students, alumnae, and professionals, focused on **creating long-lasting, authentic relationships** integral to personal development and professional success.

WeSupport is a two tiered program, offering opportunities for mentorship and connection to both current NEU students as well as Northeastern alumnae and industry professions. This year, WeSupport has engaged over **50+ mentors**, across industries like finance, technology/AI, venture capital, robotics, and marketing.

Pairs meet a minimum of three times per semester and build relationships within the cohort via four community events, including alumni networking, cohort bonding, and technical workshops. LinkedIn badges are awarded to all those members who successfully complete the program.



## Tier 1

Pairs underclassmen with upperclassmen mentors. Tier 1 is designed to help undergraduate students at Northeastern navigate the transition into college.

**Underclassmen**  
*with*  
**Upperclassmen**

## Tier 2

Pairs upperclassmen with alumnae and professional mentors. Tier 2 is designed for those in WISE who are preparing for their career path post graduation.

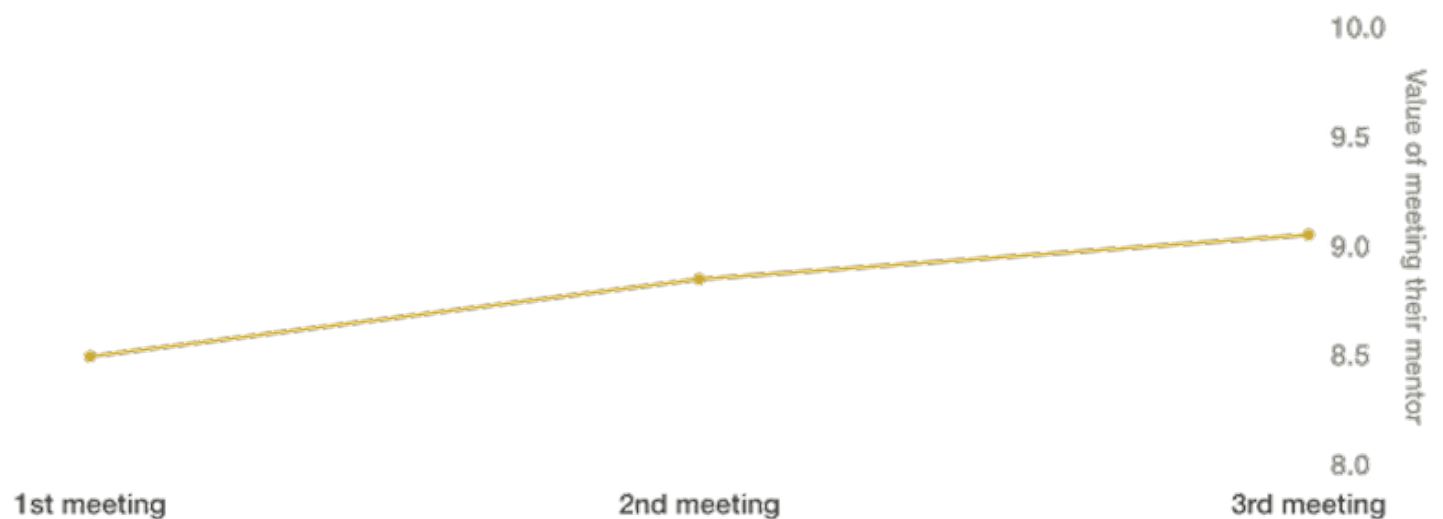
**Underclassmen**  
*with*  
**Professionals**

# WeSupport Program Outcomes

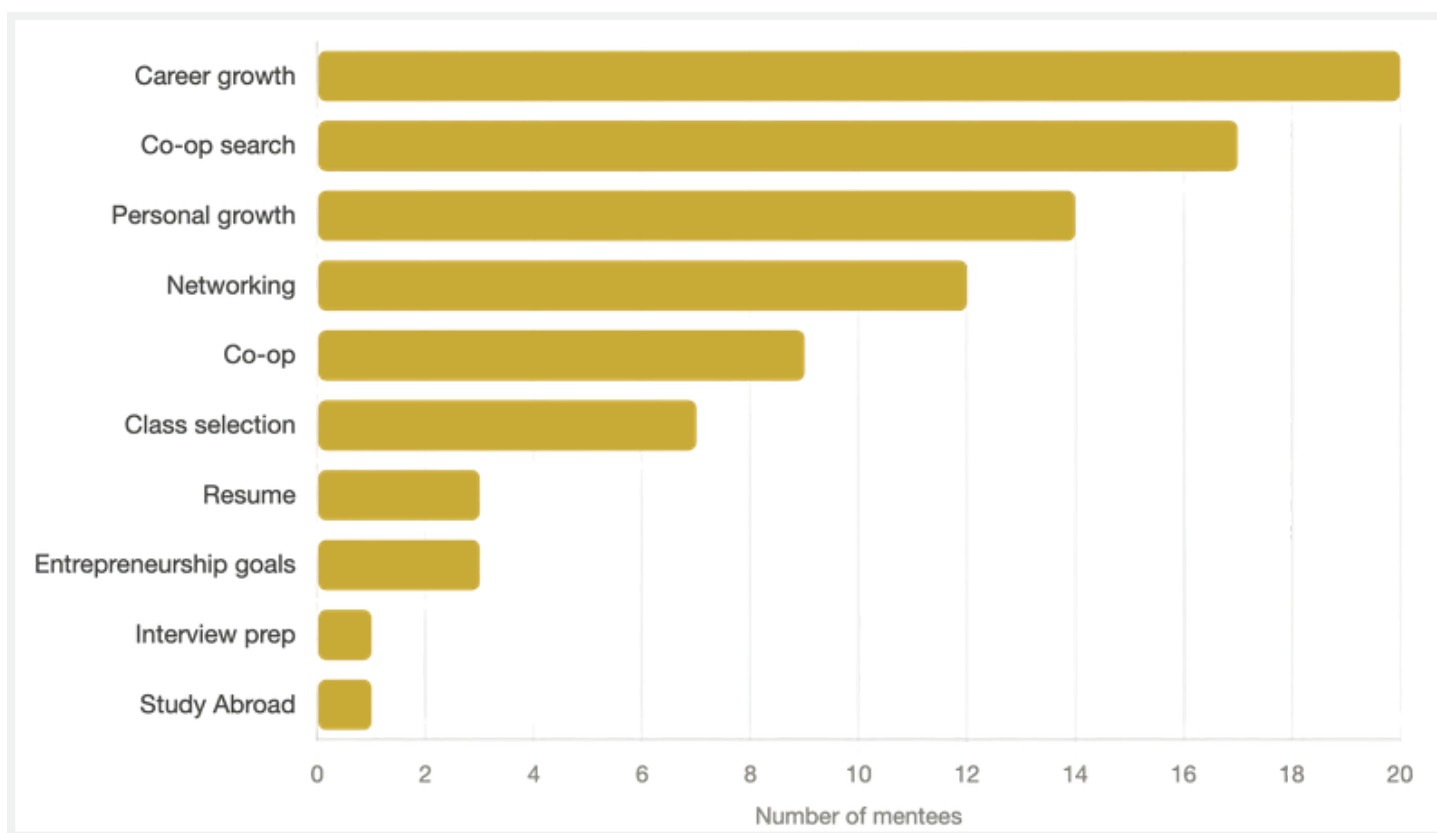
## Mentor - Mentee relationship

8.4/10

average strength  
of relationship



## Semester Goals



86%  
of mentees fulfilled  
their goal for the  
semester

83%

increase in interest  
in entrepreneurship

"I applied to the program to get some support in getting adjusted to Northeastern in a variety of ways. I am currently learning so much more than I expected, and I feel so much more comfortable knowing more about the upperclassman here. My mentor is amazing, and she is so thoughtful & articulate in our sessions which I truly appreciate! My favorite thing about WeSupport is the very friendly and overall supportive environment, no question why it is named that way. I am so grateful for the opportunity to take part in the program!"

- WeSupport cohort member



## WHAT IS WELEARN?

**WeLearn is our open interactive workshop series** designed to **spark an entrepreneurial mindset** and build tangible, hard skills applicable to any career path.

Open to all majors and experience levels, these fun, hands-on sessions are led by professionals and students from a wide range of industries.

Each workshop is a chance to gain fresh, experiential perspectives and connect with a strong community in a welcoming environment.

### **WeLearn #1 - Bank of America**

Students learned about early career paths, workstreams, and how to manage personal finances.

### **WeLearn #2 - Brand Management, Content Creation & Social Media**

Creators Amanda Gallant and Kate Weiser spoke on building an authentic brand to creating content that actually connects.

### **WeLearn #3 - Data for Impact**

Students learned from Molly Rowland, a Manager in Data, Analytics, and AI for PwC, on using data + AI to create real impact for nonprofits.

# WeLearn Program Outcomes

## Workshop Learning Goals

### #1 - Bank of America

Finance & career paths

Personal finance

Workstream navigation

Internship prep

Early career paths

### #2 - Brand Management

Amanda Gallant & Kate Weiser

Brand identity

Content creation

Social media strategy

Audience building

### #3 - Data for Impact

Molly Rowland, Manager — PwC

Data analytics

AI tools

Nonprofit strategy

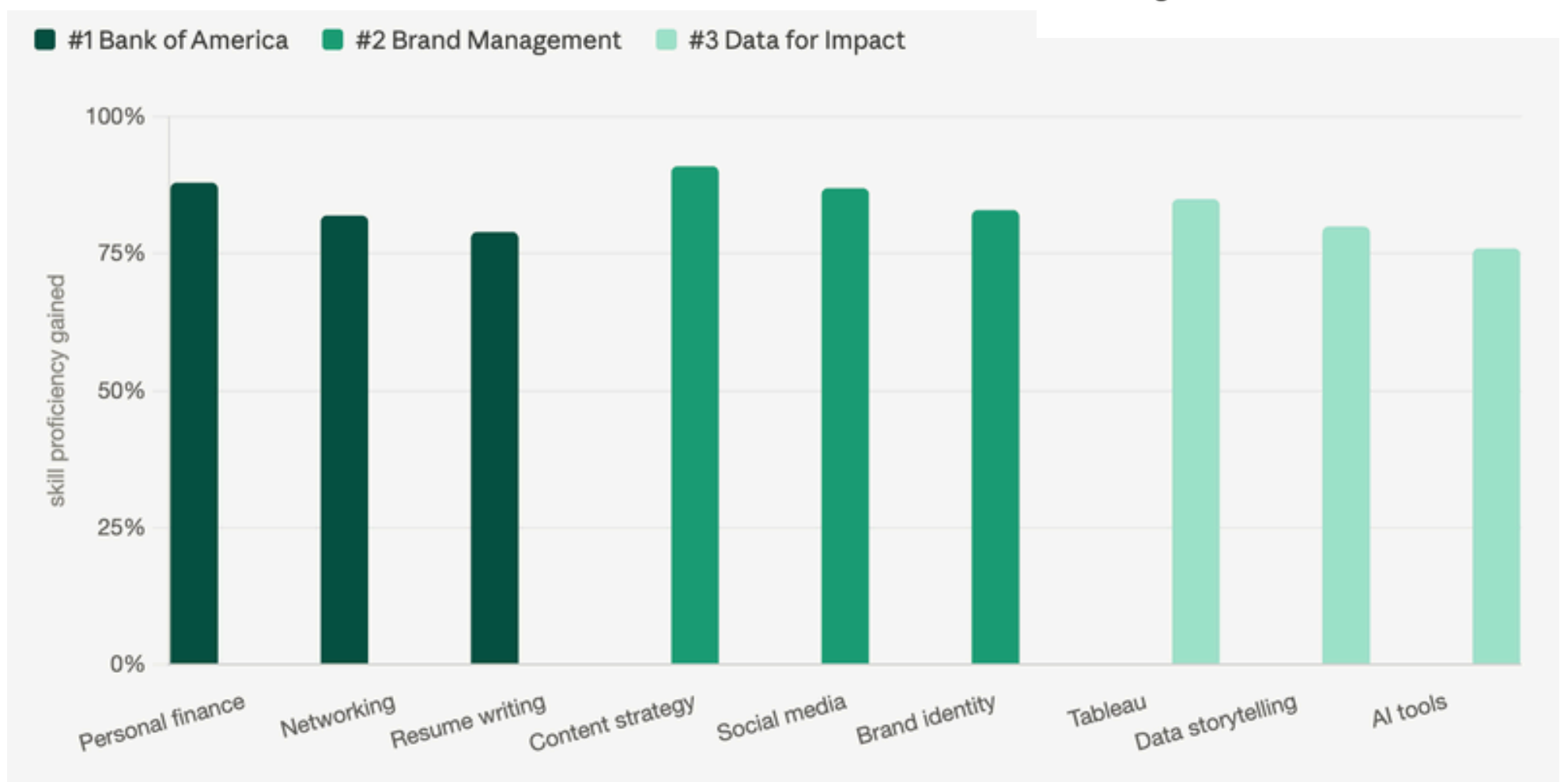
Impact measurement

Up to 55% of attendees were returners- from previous semesters, years, and events.

HOW ATTENDEES FOUND OUT



Instagram 55% Word of mouth 37%  
Mailing list 4% Winter Fest 4%





## WHAT IS WEBUILD?

**WeBuild is WISE's thought-incubator program- a sandbox for creativity, curiosity, and exploration.**

**Participants don't even need an idea to join.**

Instead, they spend six weeks **experimenting**: uncovering pain points, rethinking systems, ideating quickly, failing and rebuilding, and **learning what it means to think like a founder**. Students maintained a "bug journal", identifying different points of friction in their daily lives, environments, and areas of interest to focus on problem. Every week, students iterated over new problems and solutions- practicing design thinking- until an idea stuck. This would be the one they'd take into WeLaunch.

Led by women and underrepresented innovators, WeBuild combines **weekly workshops, collaborative activities, and speaker series** in a close-knit, **supportive community**.

WeBuild sets students up to leave with the skills, mindset, and confidence to innovate anywhere, and to be ready for next steps like WeLaunch.

## Spring 2026 WeBuild Goals:

- **Build** a scalable, repeatable program model
- **Drive** measurable hard and soft skill development
- **Deliver** dynamic, non-repetitive entrepreneurial programming
- **Foster** an engaged, connected cohort

# WeBuild Program Outcomes

## SKILL CONFIDENCE

**118%**

Average growth in *entrepreneurial skills* and *innovative thinking* after completing WeBuild

**4.2x**  
Growth

In finding and utilizing pain points

**1.5x**  
Growth

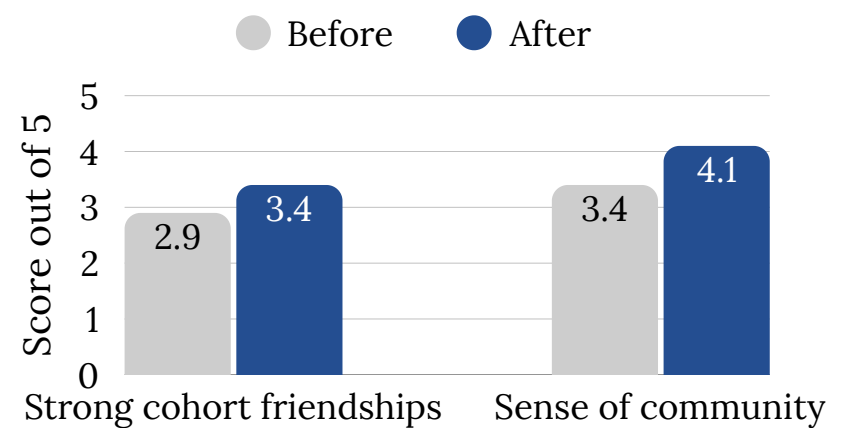
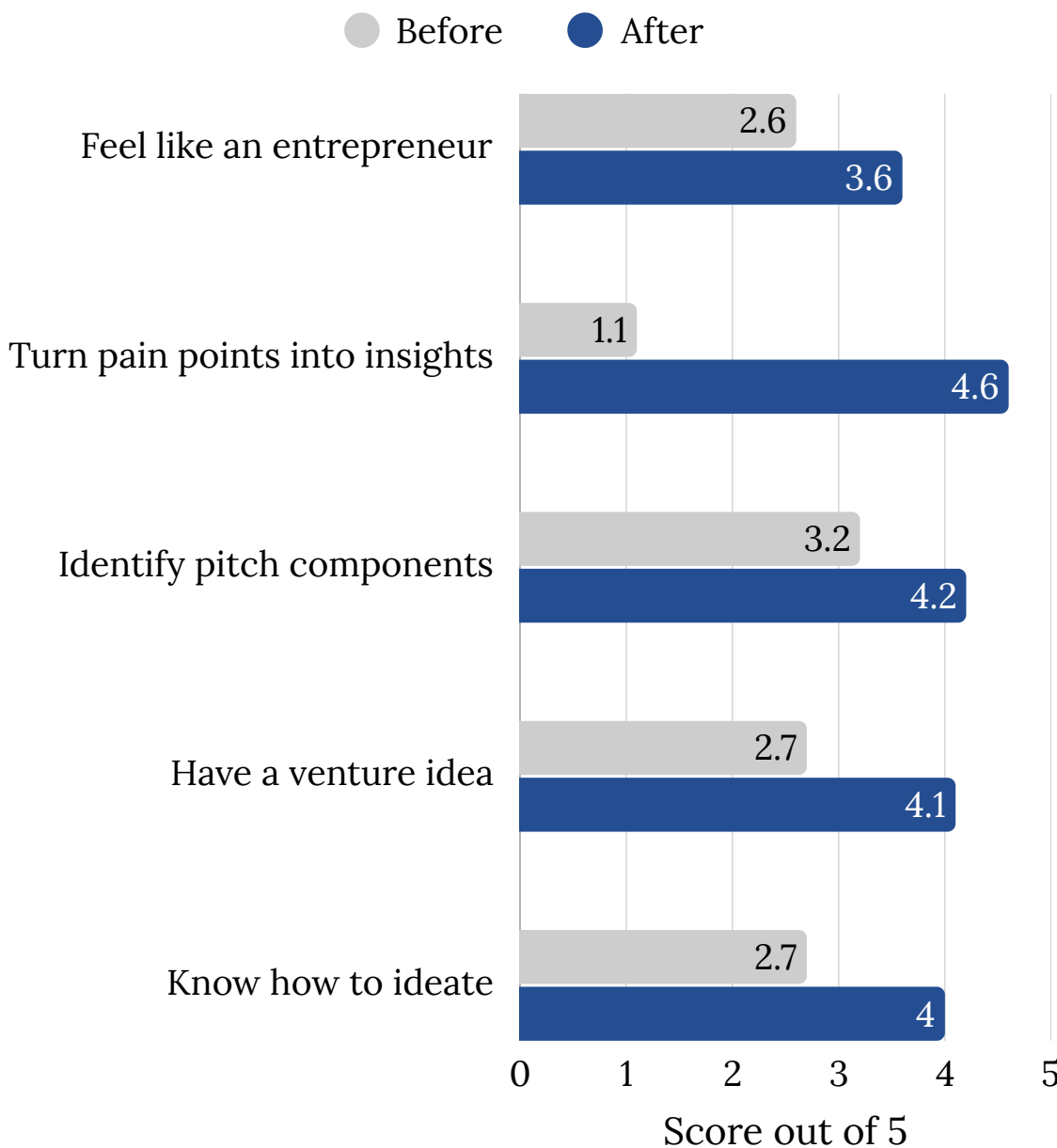
In developing a new venture idea

**100%**

Of Entrepreneurial Skills

Showed participant growth after completion of the program

## COMMUNITY & BELONGING



**100%**

Of Attendees

Would recommend WeBuild to others wanting to learn entrepreneurial skills



## WHAT IS WELAUNCH?

**WeLaunch is WISE's venture program, built to support founders at every stage of their journey.** Redesigned into a two-tiered program this year, WeLaunch caters to the cohorts, culminating with a pitch night at the end of each semester. **This year, WeLaunch received the highest number of applications for the program in WISE history.**

Whether someone is starting with just an idea or ready to grow their venture, WeLaunch meets founders where they are.

### Level 1

#### Early-stage Ventures

For anyone with an idea, moving from concept to prototype through seminars with entrepreneurs and industry experts on topics like market research, competitive analysis, and AI for prototyping, using Lovable and Replit. Participants also gain access to hands-on support, foundational tools, and resources.

### Level 2

#### Validated Ventures

For founders with an MVP, offering 1:1 mentorship with experienced entrepreneurs, providing tailored guidance and connections. Participants also join weekly startup clinics with topics like legal strategy, and build a customized growth plan focused on scaling, fundraising, and operations.

# WeLaunch Program Outcomes

## VENTURE KNOWLEDGE

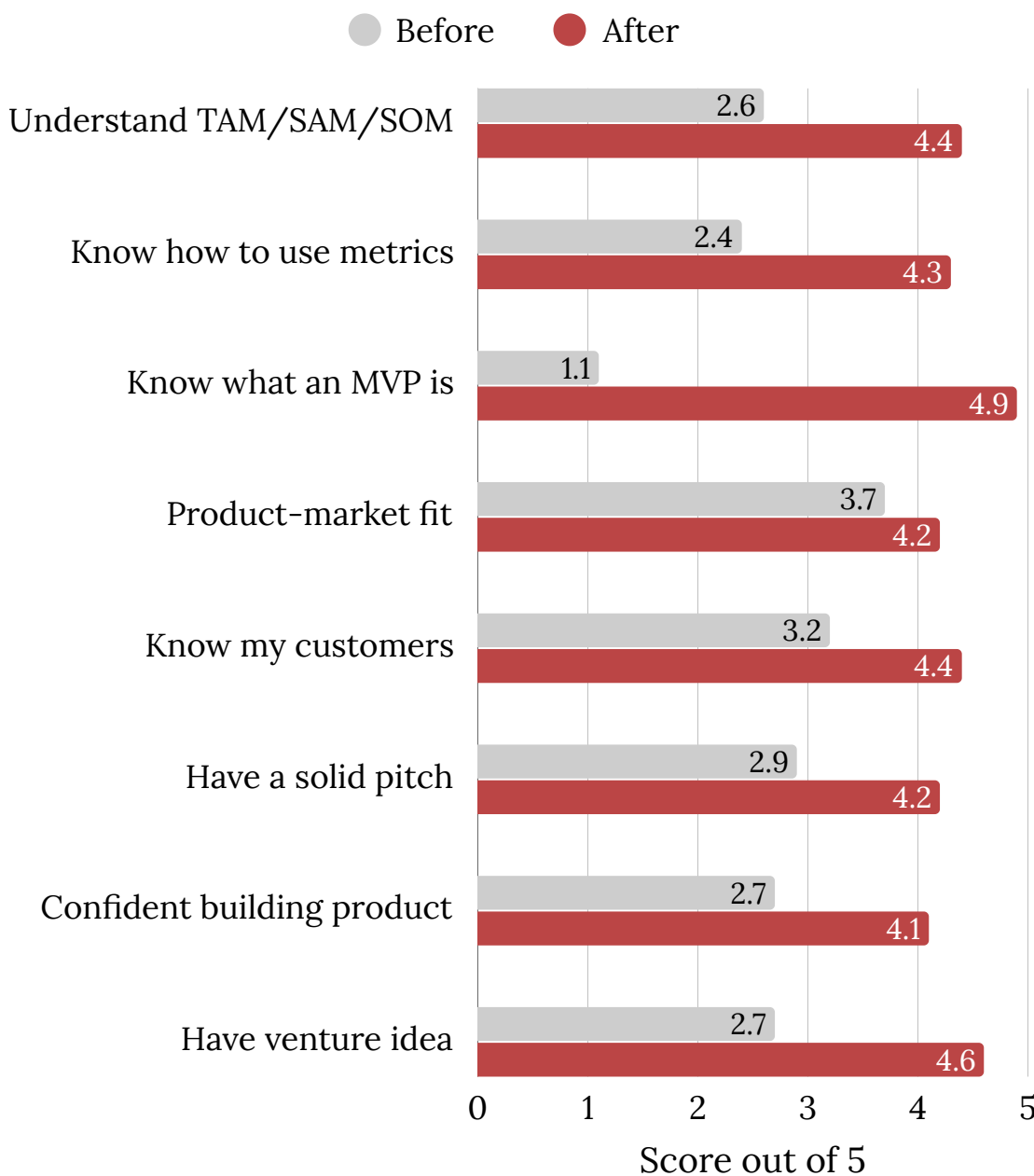
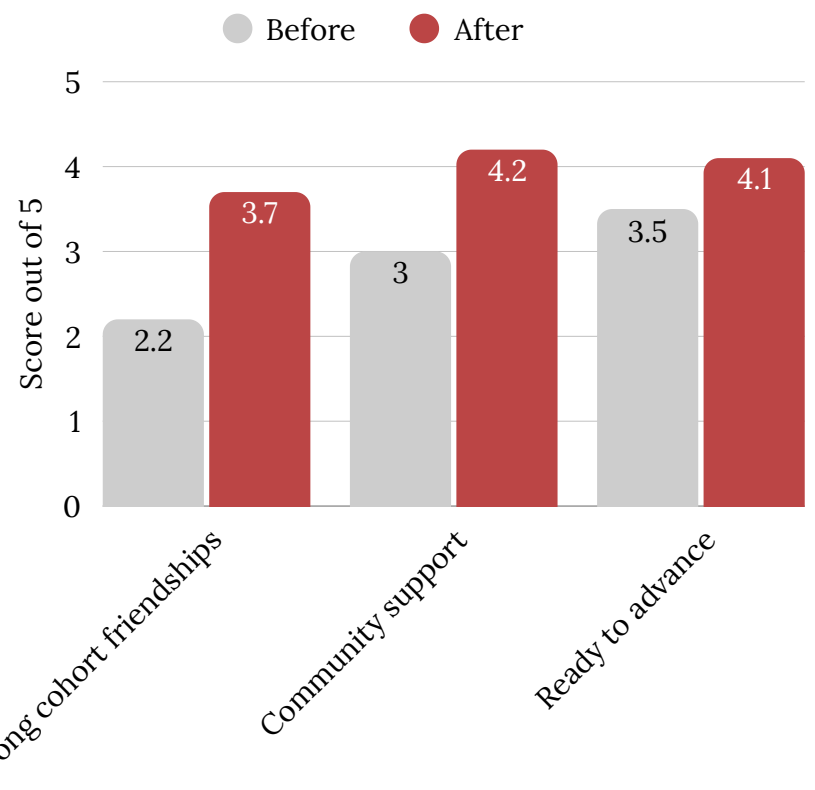
**124%** Average growth in venture knowledge after completing WeLaunch Level 1

**+136%** TAM/SAM/SOM Understanding

**+132%** Using business metrics

**+126%** Capability in defining an MVP

## COMMUNITY & READINESS



**168%** In strong friendships developed  
Growth

**96%** Would recommend the WeLaunch program  
Out of 5 Attendees

**4.1** Feel ready to advance to Level 2  
Out of 5 Founders in Level 1



## WHAT IS WEINVEST?

WeInvest is a hands-on venture capital workshop series designed for students interested in startup investing.

With less than 2% of funding allocated to women and underrepresented individuals, WeInvest was introduced in 2024 with the intention to expose these groups to the field of venture capital. By fostering interest in investing and demystify the funding process, WeInvest aims to grow the number of investors and founders. Open to all majors, years, and experience levels, the program introduces the **basics of VC**, from sourcing companies and analyzing funding rounds to building strong investment theses.

Through experiential weekly sessions with industry experts, guest speakers, team-building activities, and field trips, the cohort gains an introductory, fun, and **practical understanding of venture capital**. Members are encouraged to speak with founders and conduct due diligence calls. The semester culminates in a final pitch competition, giving students a real-world simulation to showcase their insights.

## OUR SPEAKERS



## ABOUT THE FUND

WeInvest Fund is a simulation fund focusing on Northeast-based, impact-driven startups that support the community WISE represents: individuals from underrepresented backgrounds making innovations that inspire, with a **maximum valuation of \$10M**.

# WeInvest Program Outcomes

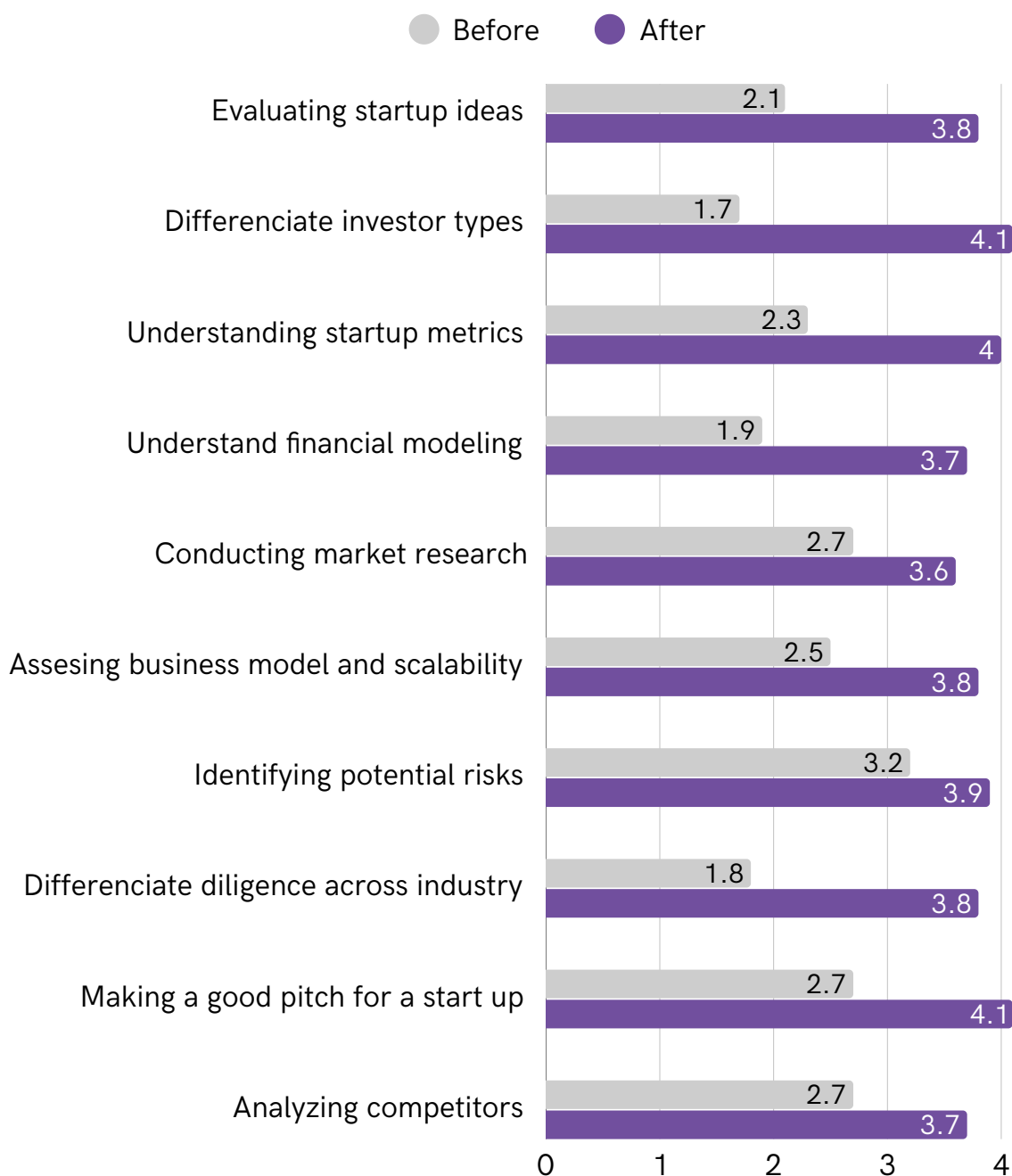
## VENTURE KNOWLEDGE

**124%** Increase in average familiarity with venture capitalists concepts

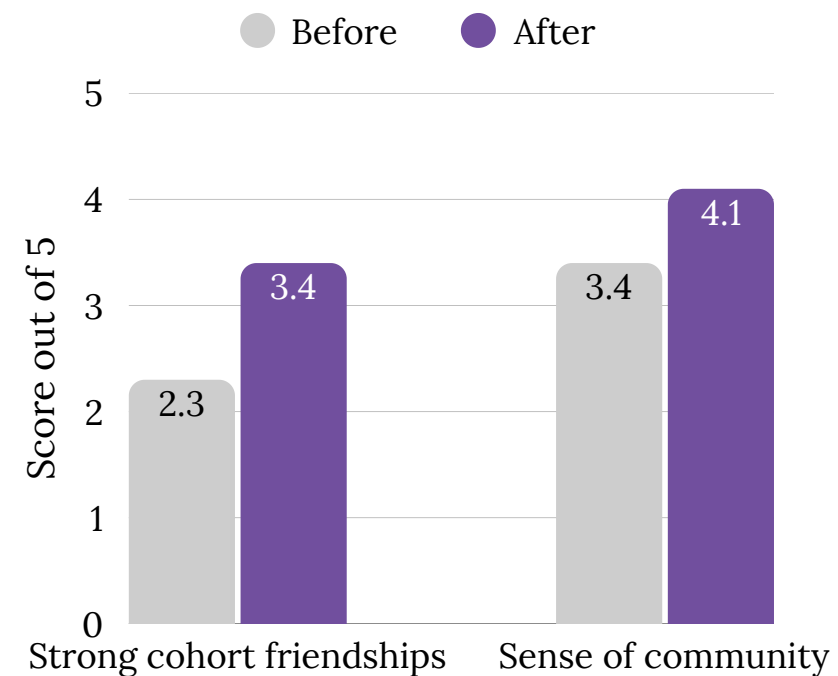
**+131%** Differentiating investor types

**+117%** Understanding VC concepts broadly

**+108%** Diligence and risk across verticals



## COMMUNITY & READINESS



**10%** Acceptance rate

**380+** Applications in 2 years of program launch

**4.25** Average interest in careers in VC/Entrepreneurship out of 5

**95%** Would recommend to students interested in learning VC

# Summit



*Women Interdisciplinary Society of Entrepreneurship*

## WHAT IS SUMMIT?

**WISE Summit** is our annual, university-wide conference aimed at providing Northeastern students and the greater Boston community an opportunity to **connect with a diverse collective of founders and entrepreneurs**, learn and collaborate with **industry professionals**, and **explore the possibilities within entrepreneurship**.

WISE Summit is **open to all disciplines** and backgrounds. It was created to foster community among women and those who are underrepresented in entrepreneurship beyond Northeastern University.

Summit strives to highlight unconventional paths to entrepreneurship and **make entrepreneurship accessible**.

## OUR SPONSORS

BANK OF AMERICA   **notability**

KATHY CAMPBELL  Northeastern University  
John Martinson Honors Program

   **REBEL BUNNY**  **Medora**

   **maude**  **gorjana**  **Fihri**  
FOUNDATION

 **Red Bull**  **GLOWBAR**  **REVD** INDOOR CYCLING  **LMNT**

**L&S** **SAXBYS**  **Replit** **GORGIE** 

## GOOD TO GROW SUMMIT 2026



Our theme this year was “**Good to Grow**”, which begins with the premise that **you are good to go**. We already hold the creativity, resourcefulness, and learn-by-doing aptitude needed to bring ideas to life from any role, whether on stage, behind the scenes, or anywhere in between. What’s missing isn’t capability; it’s advocacy, sharp feedback, and capital, paired with space to iterate and the courage to start before everything feels “ready”.

# Summit Outcomes



## KEYNOTE SPEAKERS

Carmel Galvin, CPO of Klaviyo

Suzanne Abair, Partner & CEO Atlanta Dream

Lindsey Belknap '11, VP of Marketing at Oura

Lauren Makler '09, Co-founder Cofertility

# 20+

speakers

# 20%

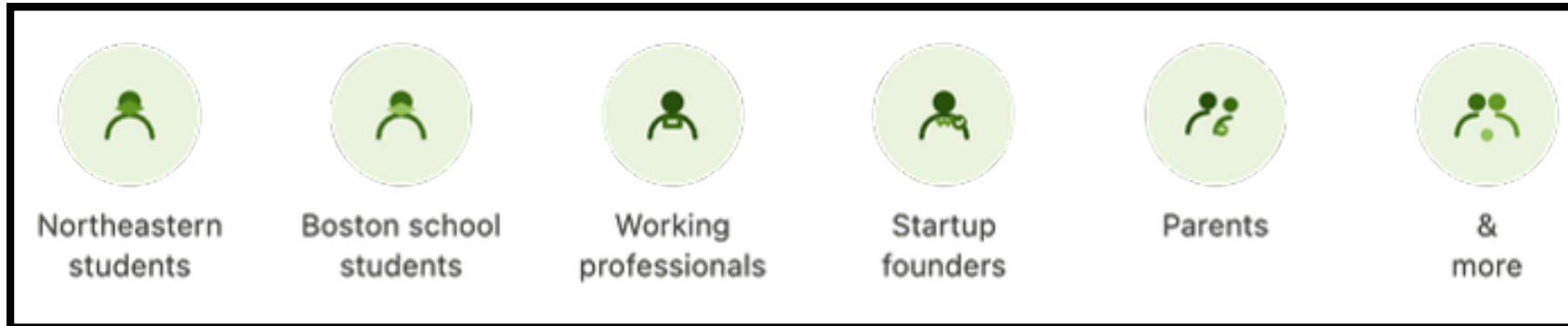
speakers were  
NEU alums

# 8

specialised  
workshops

# 300+

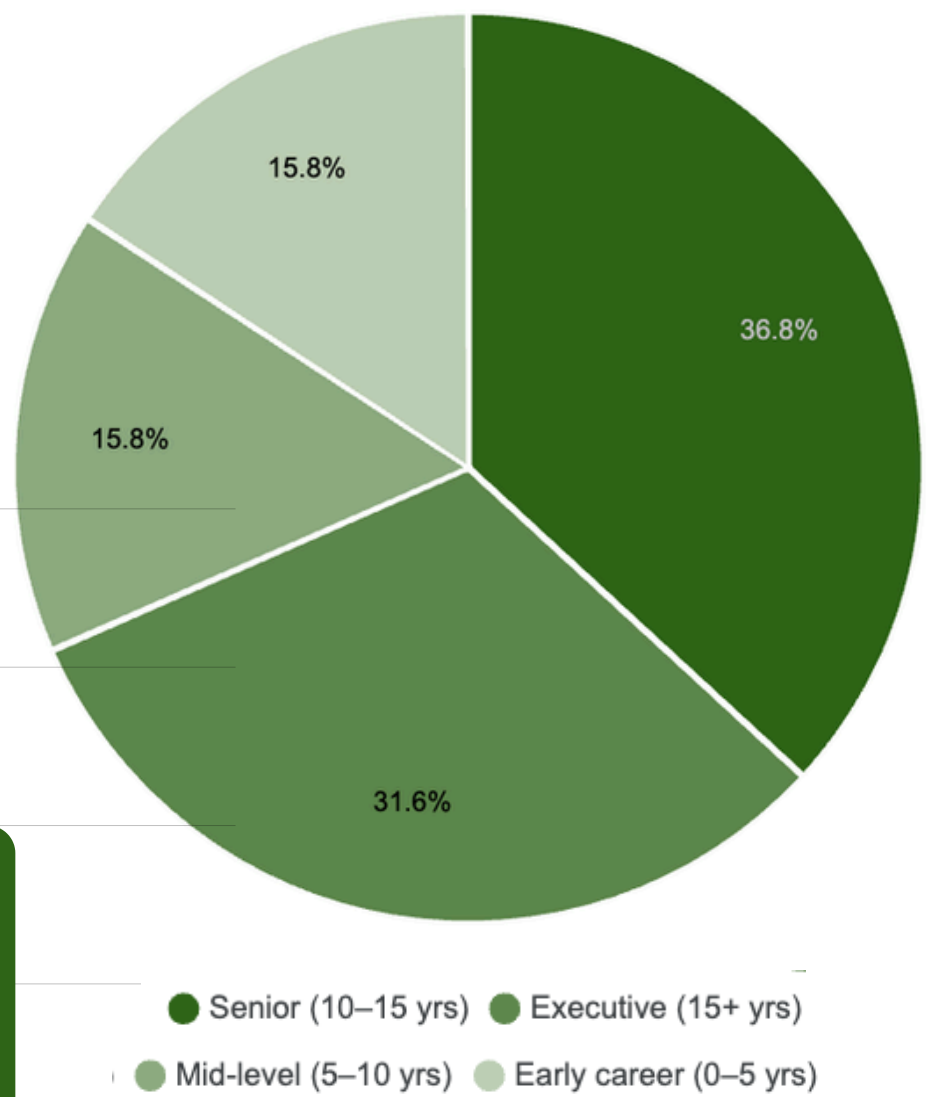
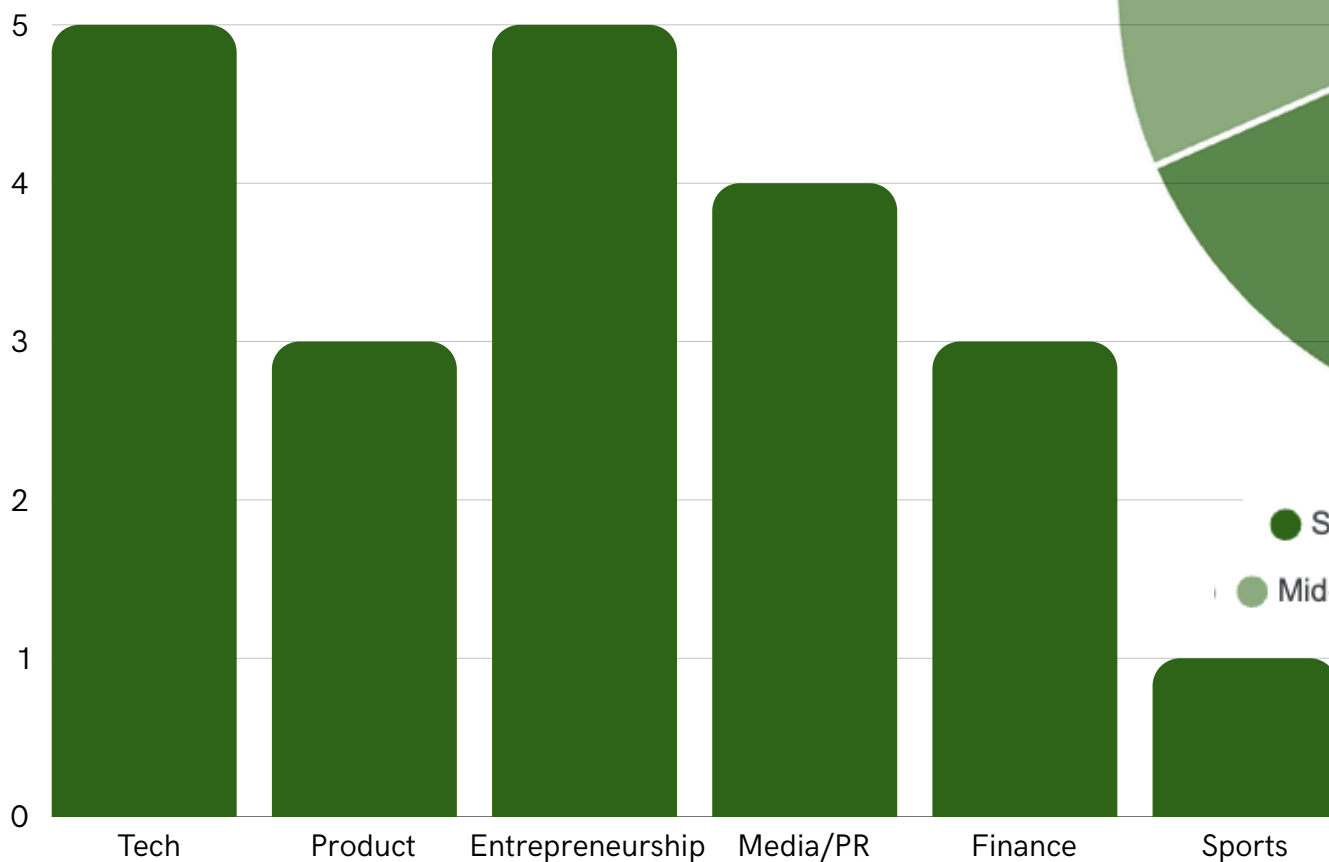
attendees



## SPEAKERS

The event featured a diverse lineup of professionals across tech, entrepreneurship, media, finance, and more. They brought perspectives from every career stage, ranging from early-career talent to seasoned executives with over 15 years of experience.

testimonial?



● Senior (10–15 yrs) ● Executive (15+ yrs)  
● Mid-level (5–10 yrs) ● Early career (0–5 yrs)

# Community



*Women Interdisciplinary Society of Entrepreneurship*



## WHAT IS COMMUNITY?

**Community is where WISE and friendship meet, focusing on the soft skills of entrepreneurship.**

Community creates a safe, welcoming space where students can connect, grow, and build lasting friendships while exploring the entrepreneurial side of WISE.

Community hosts WISE's annual MeetWISE event, introducing students to the organization and everything it has to offer. Beyond MeetWISE, this year Community has brought members together through experiences like guided meditation, aromatherapy, and a night of bites and insights with the CEO of Vester, a social cafe.

## Monthly Themes

### January

Orientation & Identity  
Building

### February

Belonging, Confidence &  
Embodiment

### March

Elevation, Celebration, &  
Visibility

## Spring 2026 Community Goals:

- 50+ number of attendees
- 85% of repeat attendees
- An Incentive Program
- Facilitate Belonging

## EVENT RETENTION

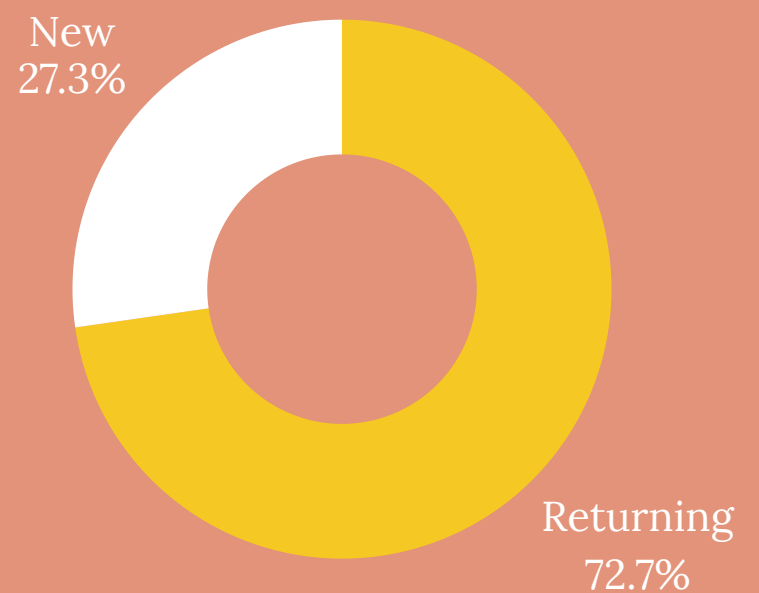
**100%** Of attendees would attend another WISE Event

**WISE's community events successfully strengthened peer connection and repeat engagement.**

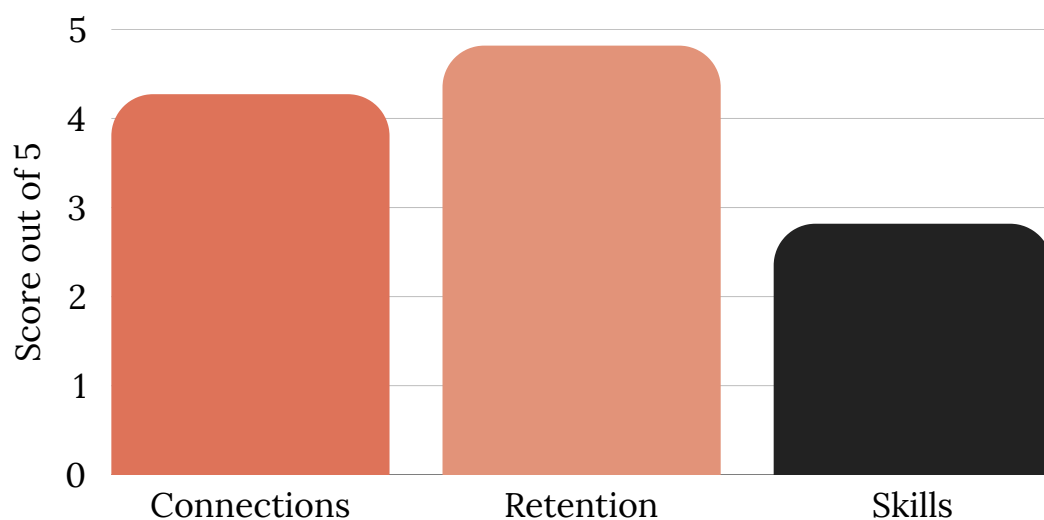
## NEW CONNECTIONS

**91%** Left with a new connection  
Of Attendees

### Newcomers vs Returners

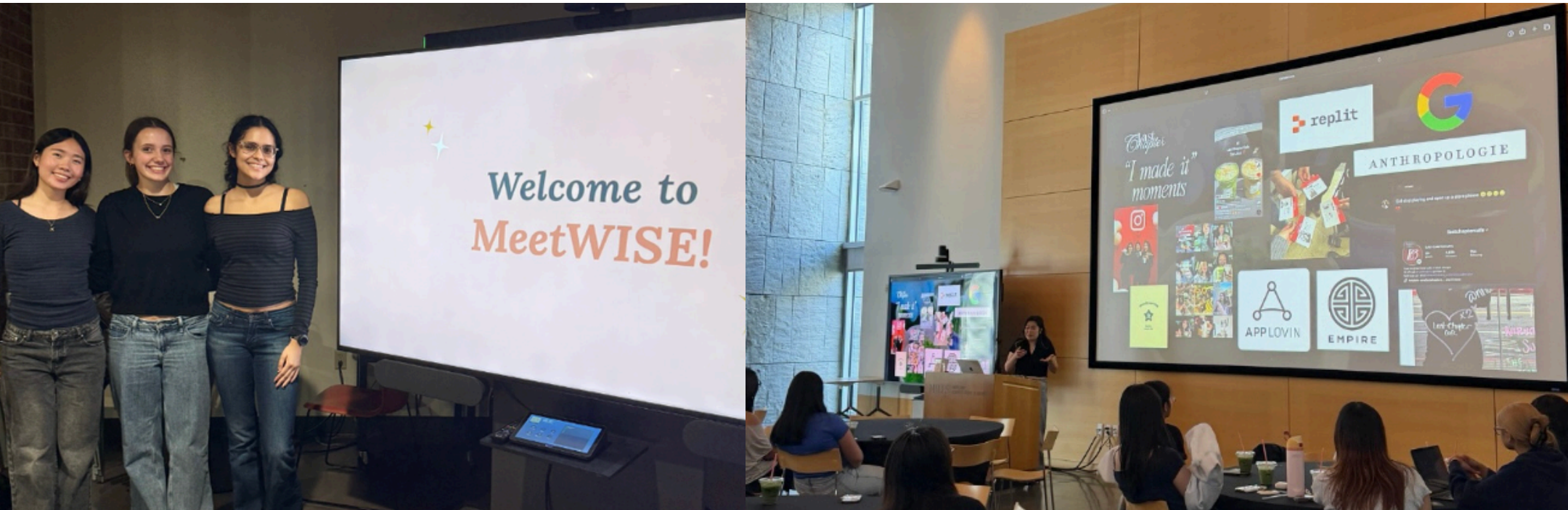


### Event Participants' Rating Themes



Events attract both returning and first-time participants, suggesting strong retention with continued opportunity for new member growth.

High return intent suggests strong satisfaction and future engagement potential. More than 9 in 10 attendees agreed they made a new connection in a Community event. Connection outcomes show events effectively fostered peer networking and belonging.



## WHAT IS GLOBAL?

**Global bridges the gap between WISE Boston and its London and Oakland branches.**

WISE is proud to extend its reach beyond Boston through Northeastern's global campus network. Since 2023, our program has been part of student organizations at the London, United Kingdom campus, later expanding to Oakland, California, connecting aspiring entrepreneurs across borders.

WISE London and WISE Oakland has enabled early-stage founders and entrepreneurially minded students to tap into mentorship and community no matter which campus they call home.

As the global network continues to grow, WISE plans to expand to additional Northeastern campuses, building a connected pipeline of student innovators worldwide.

## OUR LOCATIONS



**BOSTON**  
MASSACHUSETTS, UNITED STATES

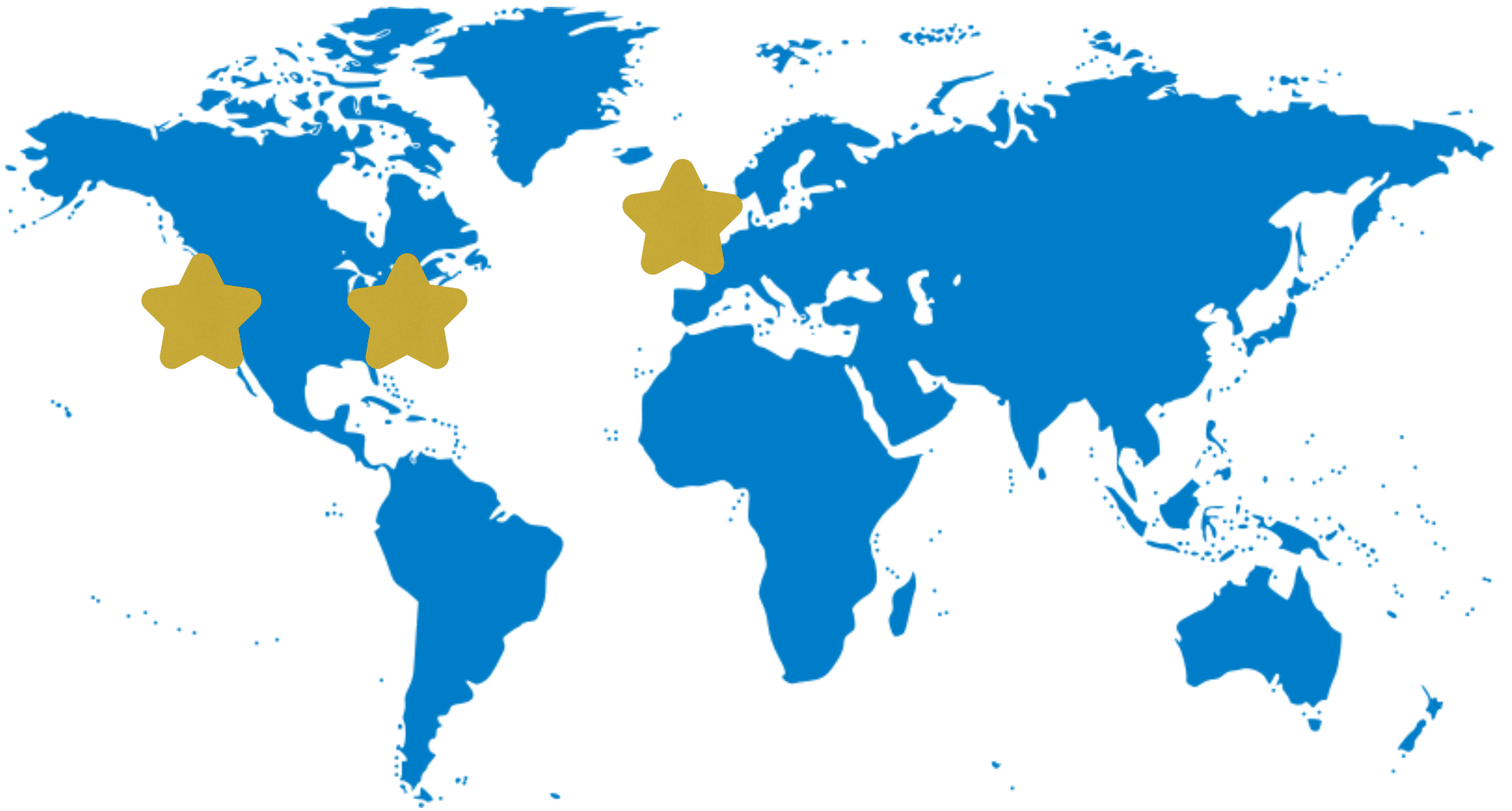


**LONDON**  
UNITED KINGDOM



**OAKLAND**  
CALIFORNIA, UNITED STATES

# WISE's Global Reach



## OAKLAND & LONDON

**60+** Attendees at each campus

**12** Community events

**55** Attendees at WeLearn's Last Chapter Cafe

**26** WeSupport members

**8** WeSupport events

**12** WeSupport mentors



# Trek



## Women Interdisciplinary Society of Entrepreneurship

### WHAT IS TREK?

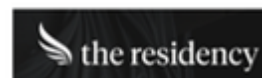
**Trek is a week-long excursion for WISE's leaders, which takes place every Spring semester.** Students explore what entrepreneurship looks like beyond the Boston ecosystem, meeting with founders, funders, innovators, leaders, and trailblazers. These individuals inspire and educate the next generation of innovators through special experiences including behind-the-scenes tours at iconic companies, intimate coffee chats, interactive workshops, and more. Each year, we select a cohort of student leaders from our Executive Board and bring them to a city chosen deliberately based on where startup culture is evolving, which industries are reshaping the future, and what our cohort wants to explore. Past treks have taken WISE leaders to San Francisco (2023), Paris (2024), and London (2025).

This year, our students returned to San Francisco, under the theme **Human Leadership in the Age of AI**, exploring how the most visionary founders, investors, and operators think about collaboration, creativity, and leadership in a world increasingly shaped by artificial intelligence. Our students visited early-stage startups to some of the most iconic names in tech, and met with **41 professionals across product, design, venture capital, operations, and the arts, with 13 individuals being Northeastern alumni.**

Trek is more than a trip. It's the moment where abstract ambitions become concrete direction, and it has historically been one of the most career-clarifying experiences WISE members have, not because of what they see, but because of the conversations they get to be part of.



### TREK 2026 COMPANIES



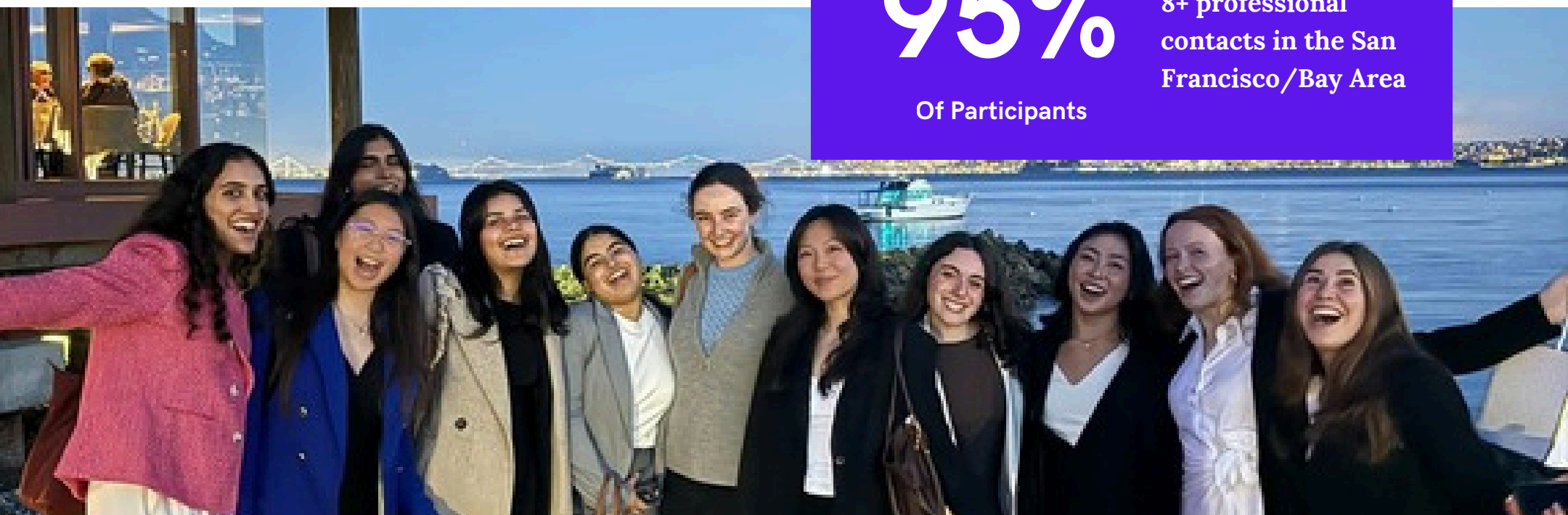
# San Francisco — 2026

## NETWORK GROWTH

# 95%

Of Participants

finished Trek with  
8+ professional  
contacts in the San  
Francisco/Bay Area



## PERSONAL DEVELOPMENT

# 44+

Contacts Gained

In the San  
Francisco & Bay  
Area after Trek's  
networking  
events

# 140%

Reported Increase

In leadership  
confidence & public  
speaking skills after  
Trek workshops

# 160%

Reported Increase

In sense of belonging  
in entrepreneurial  
or venture spaces

## CAREER CONFIDENCE

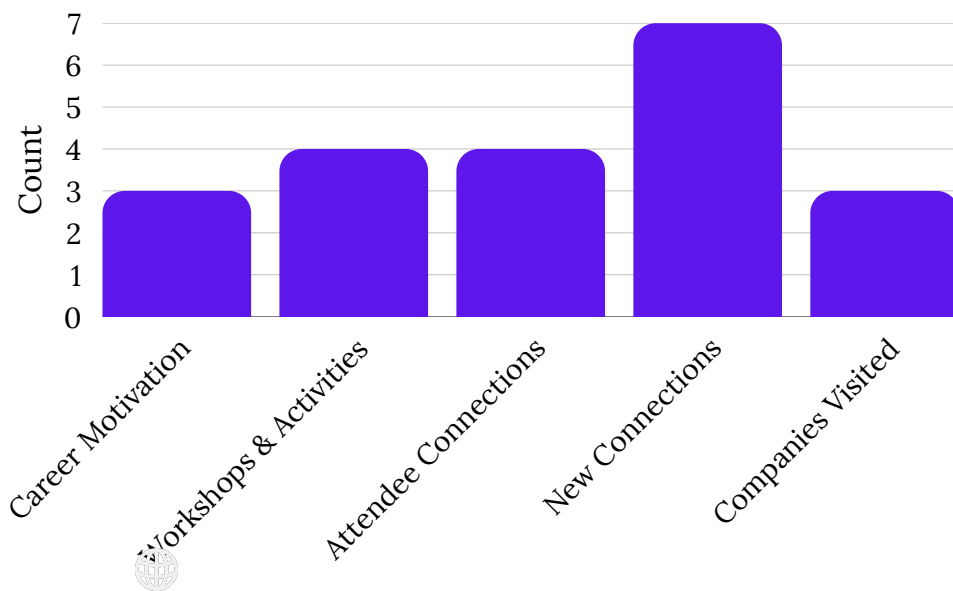
# 100%

Of Trek Attendees

Reported  
increased  
confidence in  
their career  
direction

## TREK HIGHLIGHTS

Attendees were asked what made this Trek truly transformational for them. These were the themes that stood out.



“I gained a deeper understanding of how I work and what I want in my professional career. The Trek inspired me to explore new industries and roles while also helping me better recognize my strengths and areas for growth. Meeting so many thoughtful and inspiring professionals left me feeling motivated and empowered about the possibilities ahead.”

# Creative



*Women Interdisciplinary Society of Entrepreneurship*

## WHAT IS CREATIVE?

The Creative team leads how WISE shows up to the world, shaping a cohesive and recognizable brand across all platforms. They handle **design requests**, create **graphics** and **event materials**, run WISE's Instagram, and **capture content** at events. By overseeing visual identity, content strategy, and storytelling, the team ensures *every touchpoint reflects WISE's mission and voice*.

Creative manages WISE's digital presence across **Instagram, LinkedIn, and newsletters** (Mailchimp), driving both engagement and awareness through thoughtful, platform-specific content. From **campaign development** to event materials and **social media execution**, the team produces high-impact creative that strengthens WISE's visibility and community connection.



At the start of each semester, Creative partners closely with program teams, acting as **strategic consultants** to develop tailored creative approaches for each initiative. This includes building integrated campaigns across social and out-of-home (OOH) channels to effectively support program goals and maximize reach.

In **collaboration with Co-Directors and cross-functional teams**, Creative ensures alignment between strategy and execution. Creative team leaders set the vision while designers and coordinators bring it to life, making **WISE's identity bold, consistent, and memorable**.



# Creative

TOTAL VIEWS

260,492

on Instagram  
during the Spring Semester

Across all content + profile.

**+75%** Growth in Reach

**20,280** Accounts Reached

## Profile Interactions

**8,007** +77% LS\*

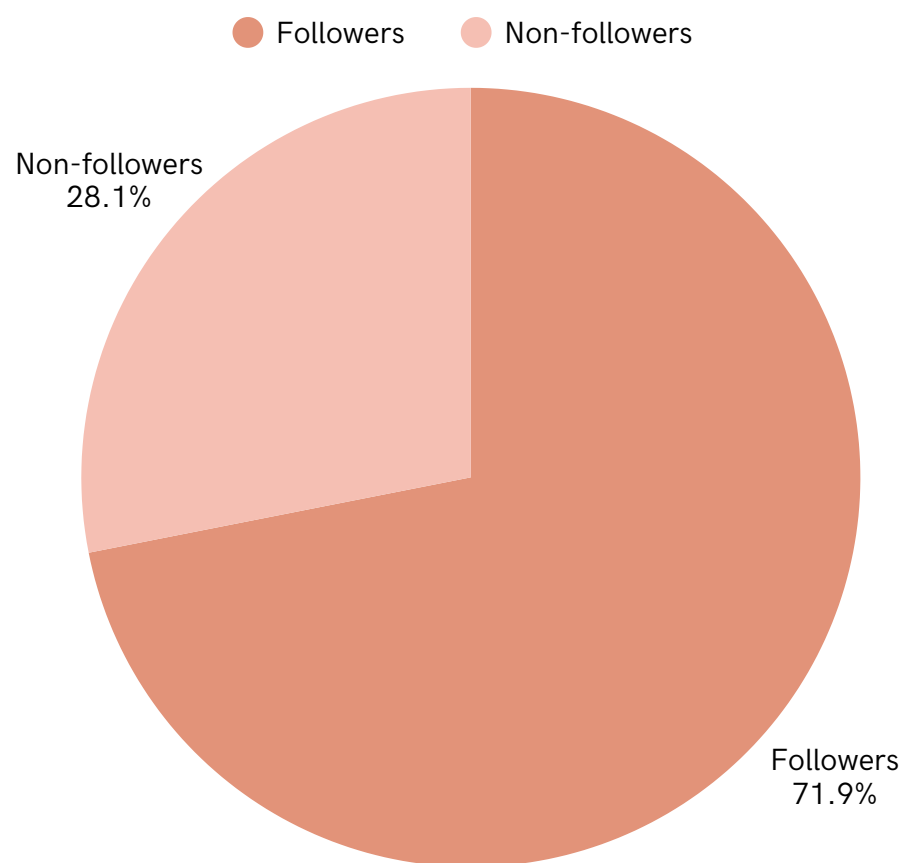
## Profile Visits

**7,205** +80% LS\*

## External Link Clicks

**802**

## Instagram Audience Reach



## KEY INSIGHTS

- 1** Reach is expanding beyond our core audience  
*we're increasingly attracting new viewers, not just engaging existing followers*
- 2** Community-led content performs best  
*events, speakers, and shared experiences drive the strongest response*

- 3** Content is converting attention into action  
*users are moving from viewing → exploring → engaging*
- 4** Our content strategy is working as a system  
*stories build awareness, posts drive deeper engagement*
- 5** Growth is driven by key moments  
*spikes align with campaigns, events, and high-energy initiatives*

# THANK YOU!

We would like to extend our deepest gratitude to everyone who has supported and contributed to WISE. This work would not have been possible without the time, energy, and care of our mentors, speakers, alumni, and donors, whose generosity and belief in our mission continue to move us forward. Your willingness to share knowledge, offer guidance, and invest in our community has made a lasting and meaningful impact.

We are deeply appreciative of our corporate and community sponsors, including **Bank of America** and **Notability**, as well as leadership donors like **Kathy Campbell, Lea Anne Dunton, Tracy Fink, Tara Sherman, Michelle Bottomley** and **Tom and Ronnie Stanford**, whose generosity and encouragement have played an important role in our success. Thank you to **Helen Russell** and the **Equator Coffee** team for their ongoing mentorship and support of WISE, including through the Northeastern Legacy Blend.

We would also like to recognize the many institutional partners and sponsors who have supported our work, including **Mosaic**, the **John Martinson Honors Program**, and **Northeastern University Alumni Relations**. Their continued support helps make our programming and initiatives possible.

We are especially grateful to our academic advisor, **Betsy Ludwig**, whose leadership, vision, and dedication have been instrumental in guiding WISE's growth and direction. Her commitment to fostering a supportive and empowering environment has strengthened our organization and inspired those around her to lead with purpose and intention. Additionally, thank you to the faculty and staff who have supported us along the way, including **Diane MacGillivray, Kathleen Holtz, and Kera Keene**, for their guidance, collaboration, and behind-the-scenes contributions that make so much of this work possible.

**To everyone who has been part of this community, thank you for believing in what we do and for helping us continue to build something meaningful together.**

## ENGAGE WITH WISE

If our impact speaks to you, consider supporting the work we do at WISE by making a donation or reaching out about sponsorship opportunities- every bit counts. To learn more about WISE and stay up to date with our latest initiatives, events, and insights, we encourage you to follow us on LinkedIn and Instagram and visit our website for additional information.



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