

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

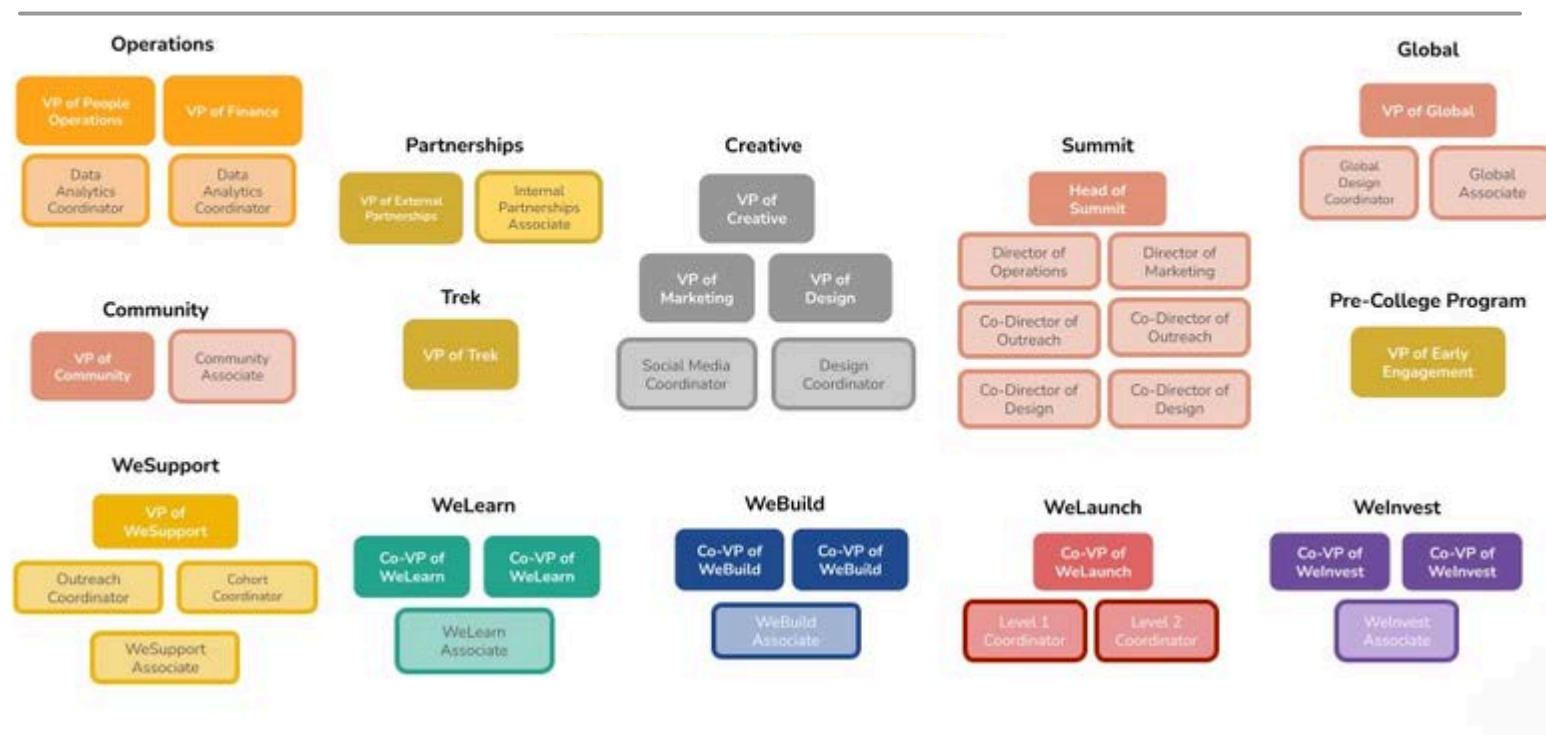


Amelia Brooks
Co-President

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



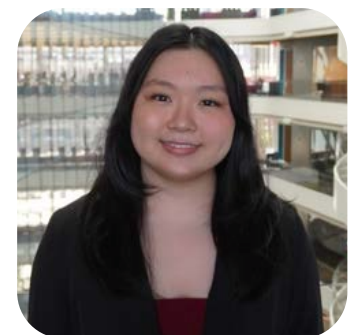
Adya Chatterjee
Co-Director of Outreach



Eliana Kazin
Co-Director of Outreach



Bridget Swineford
Design Coordinator



Julian Wu
Design Coordinator

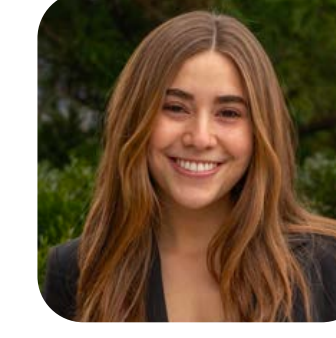
Operations



Janet Liu
Data Analytics Coordinator



Dhruvi Kapadia
Data Analytics Coordinator



Olivia Graham
Internal Partnerships



Tory Malan
VP of People Operations



Deborah He
VP of Finance



Aashka Dave
VP of External Partnerships

Trek



Riva Paripati
Co-VP of Trek, Operations



Lucrezia Tranchina
Co-VP of Trek, Outreach

Executive Board '26



WISE

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

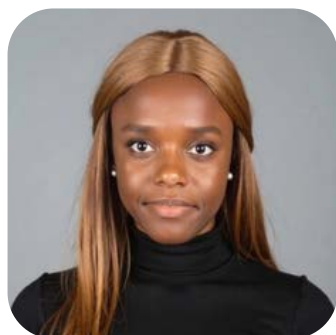


Charlotte Gliddon
VP of Global



Madeline Shih
Global Associate

London Team



Angel Will
London Director



Anjali Fox
Outreach Coordinator



Nicole Robinson
Marketing Coordinator



Anika Kottaram
Operations Coordinator



Jia Khandagale
WeSupport Coordinator

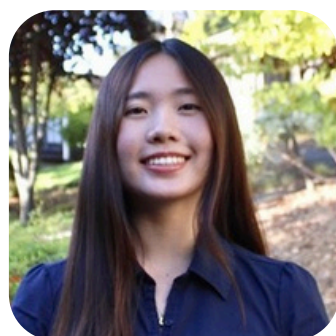
Oakland Team



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

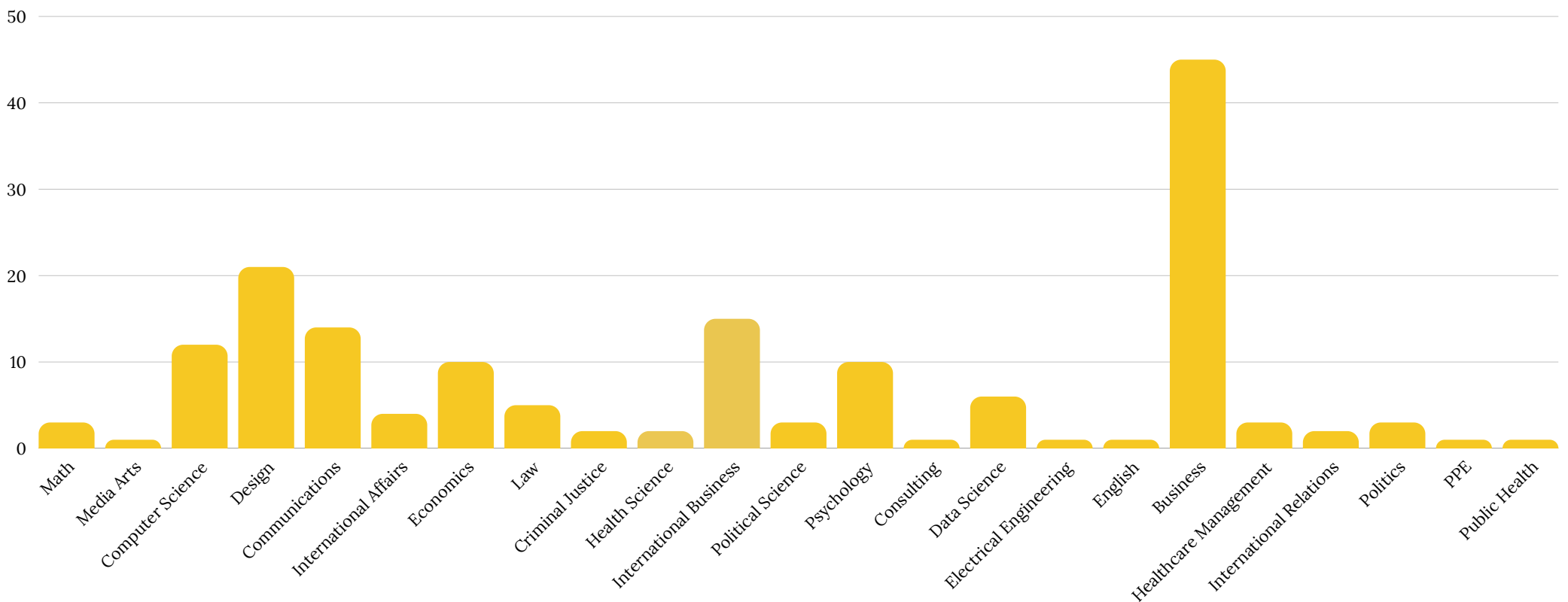
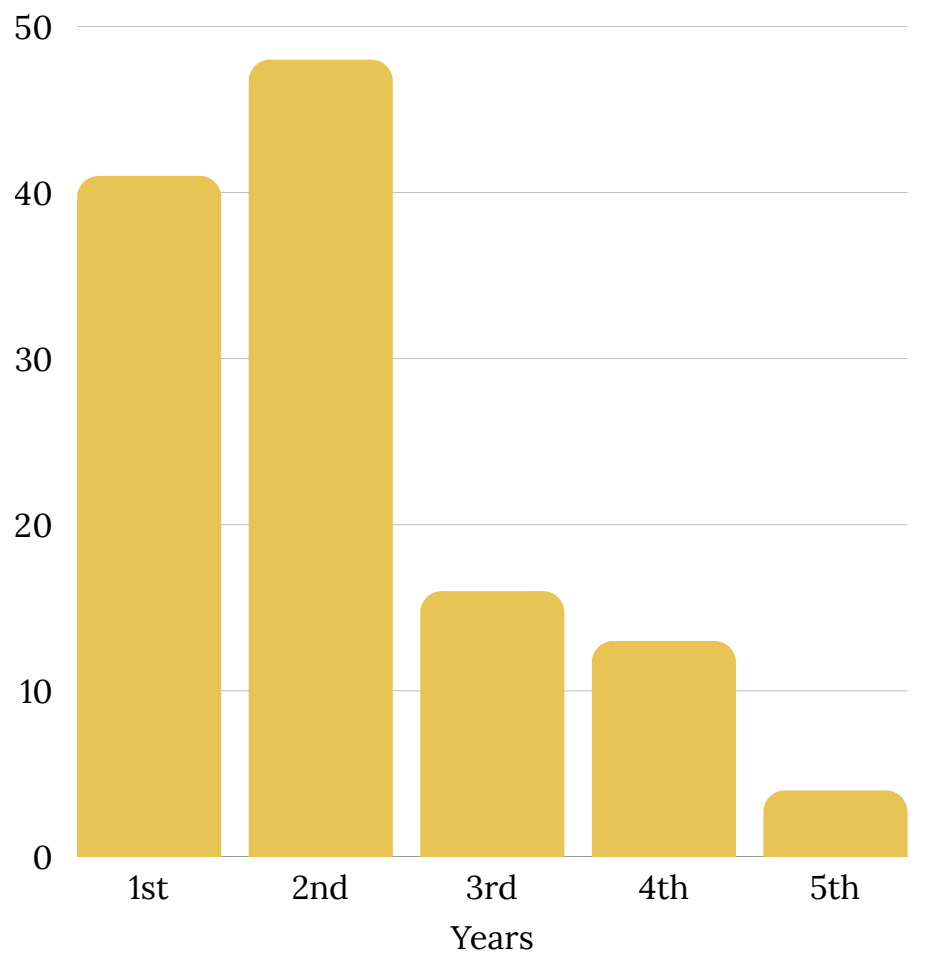
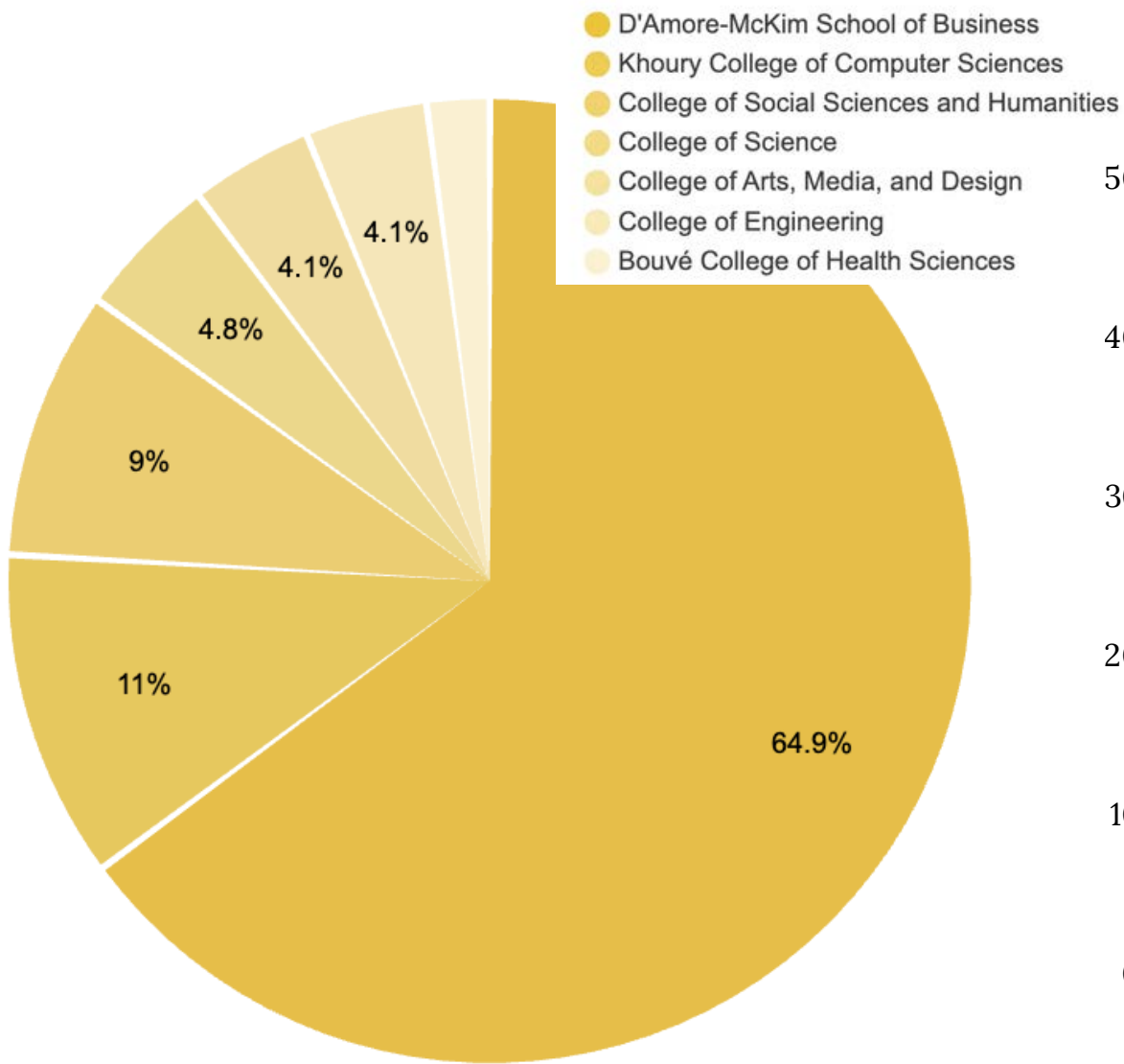
years represented

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.

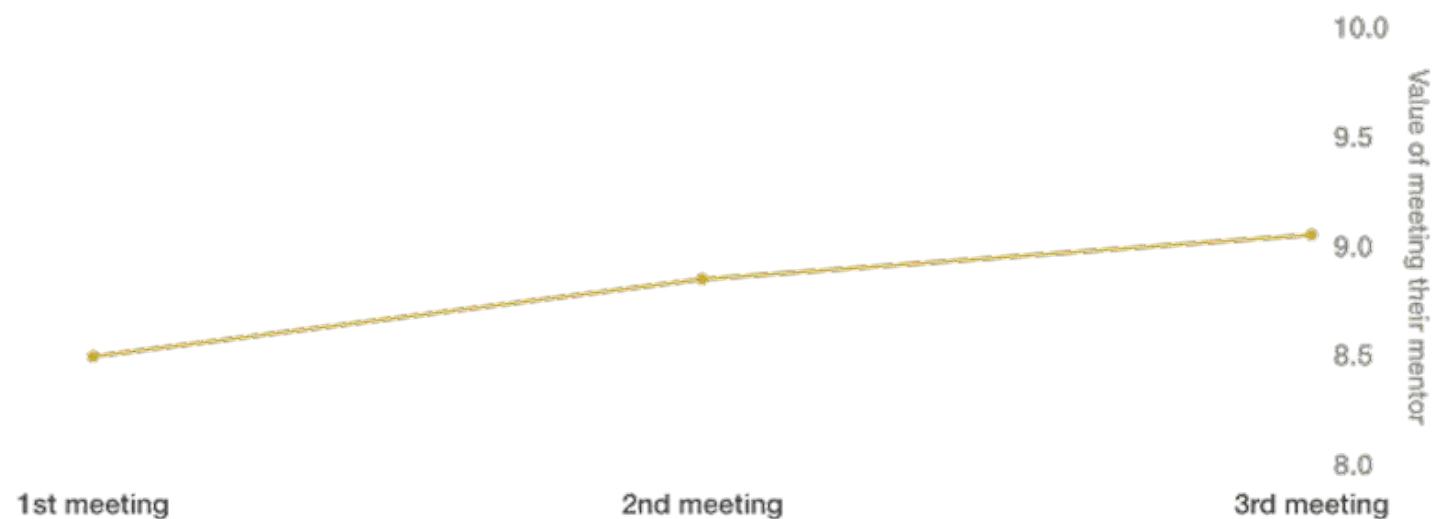
Underclassmen
with
Professionals

WeSupport Program Outcomes

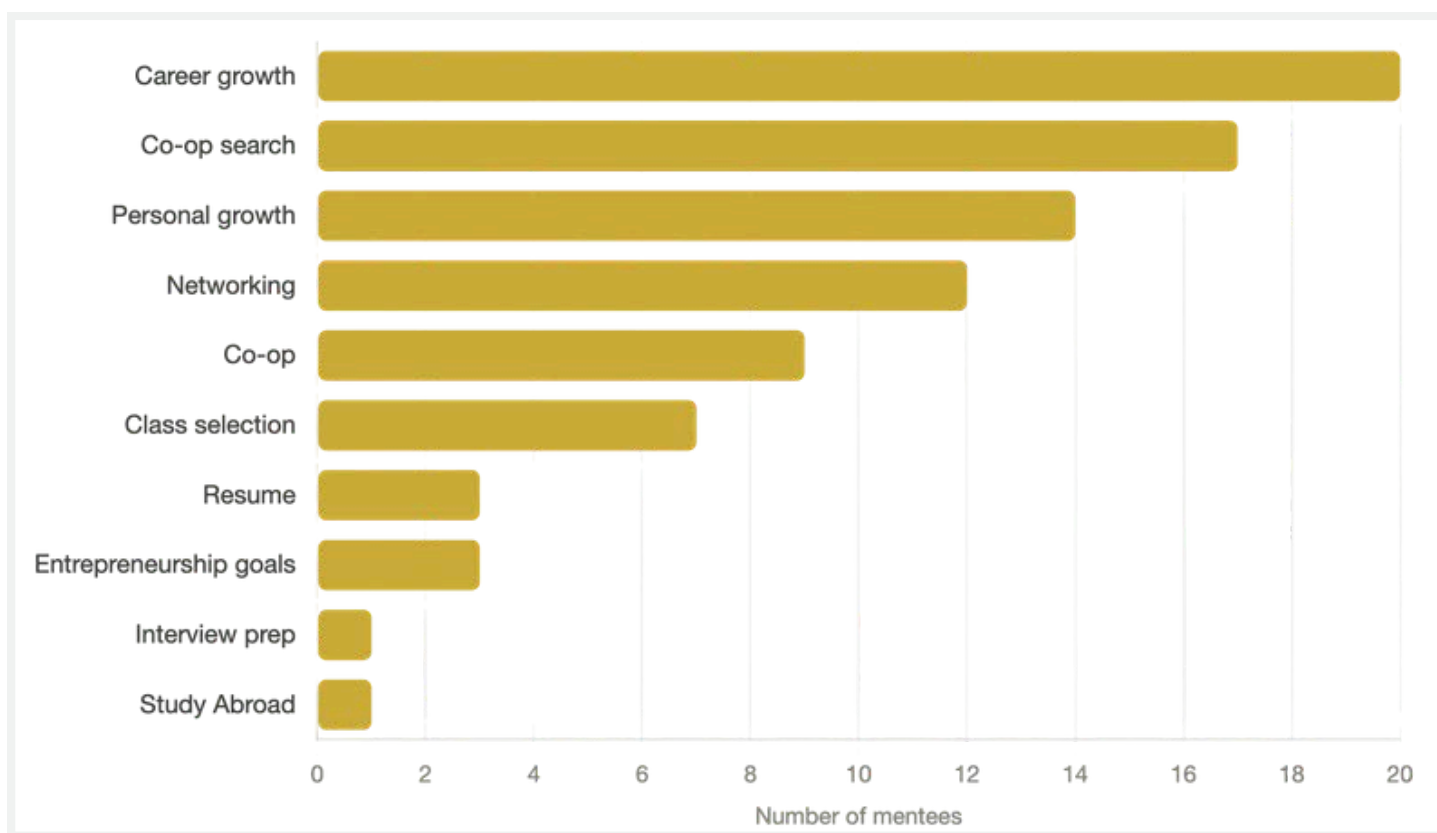
Mentor - Mentee relationship

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

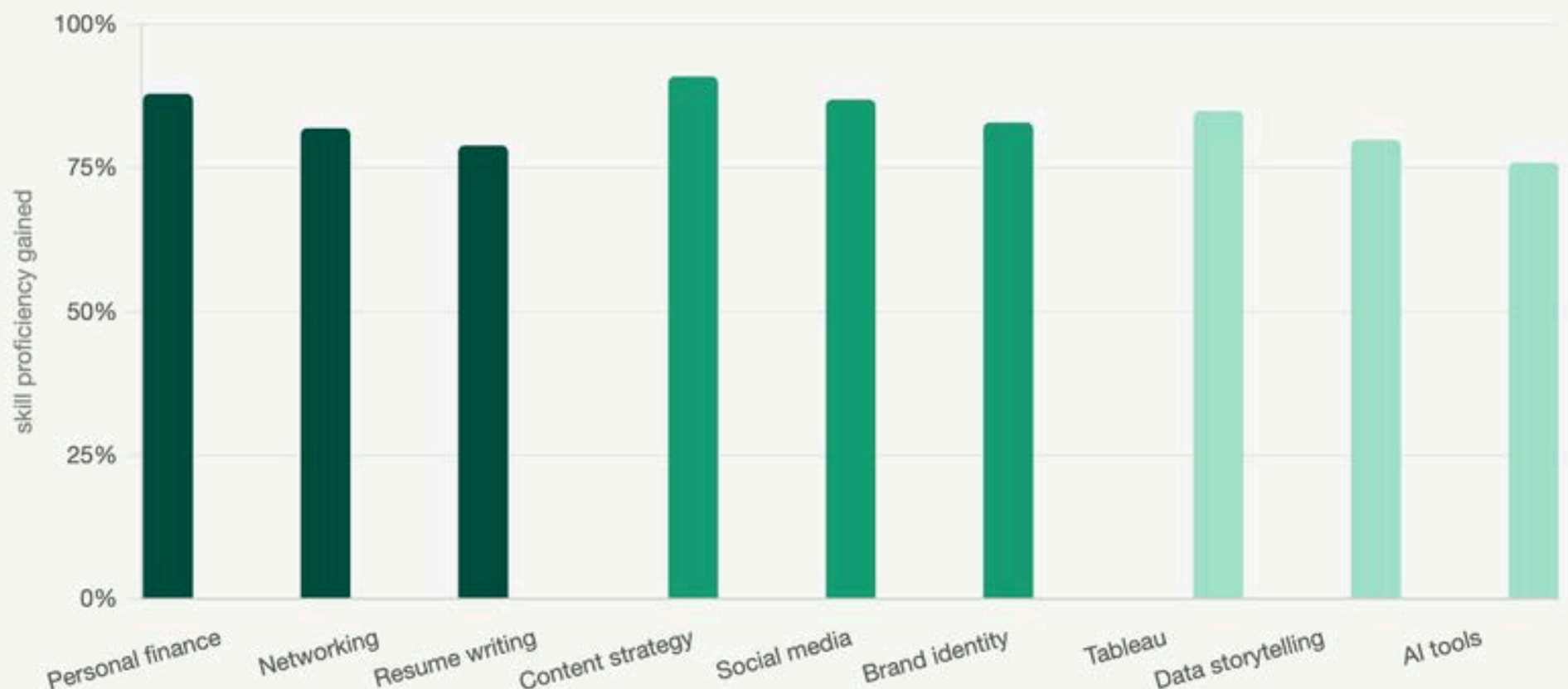
Up to 55% of attendees were returners- from previous semesters, years, and events.

HOW ATTENDEES FOUND OUT



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

#1 Bank of America #2 Brand Management #3 Data for Impact





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

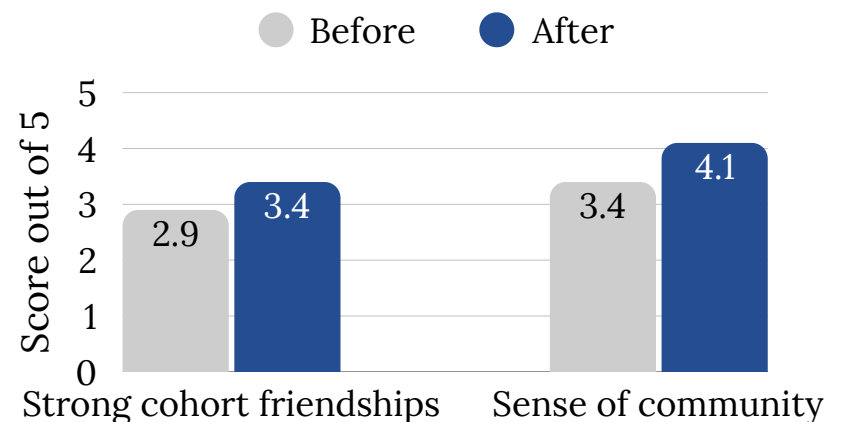
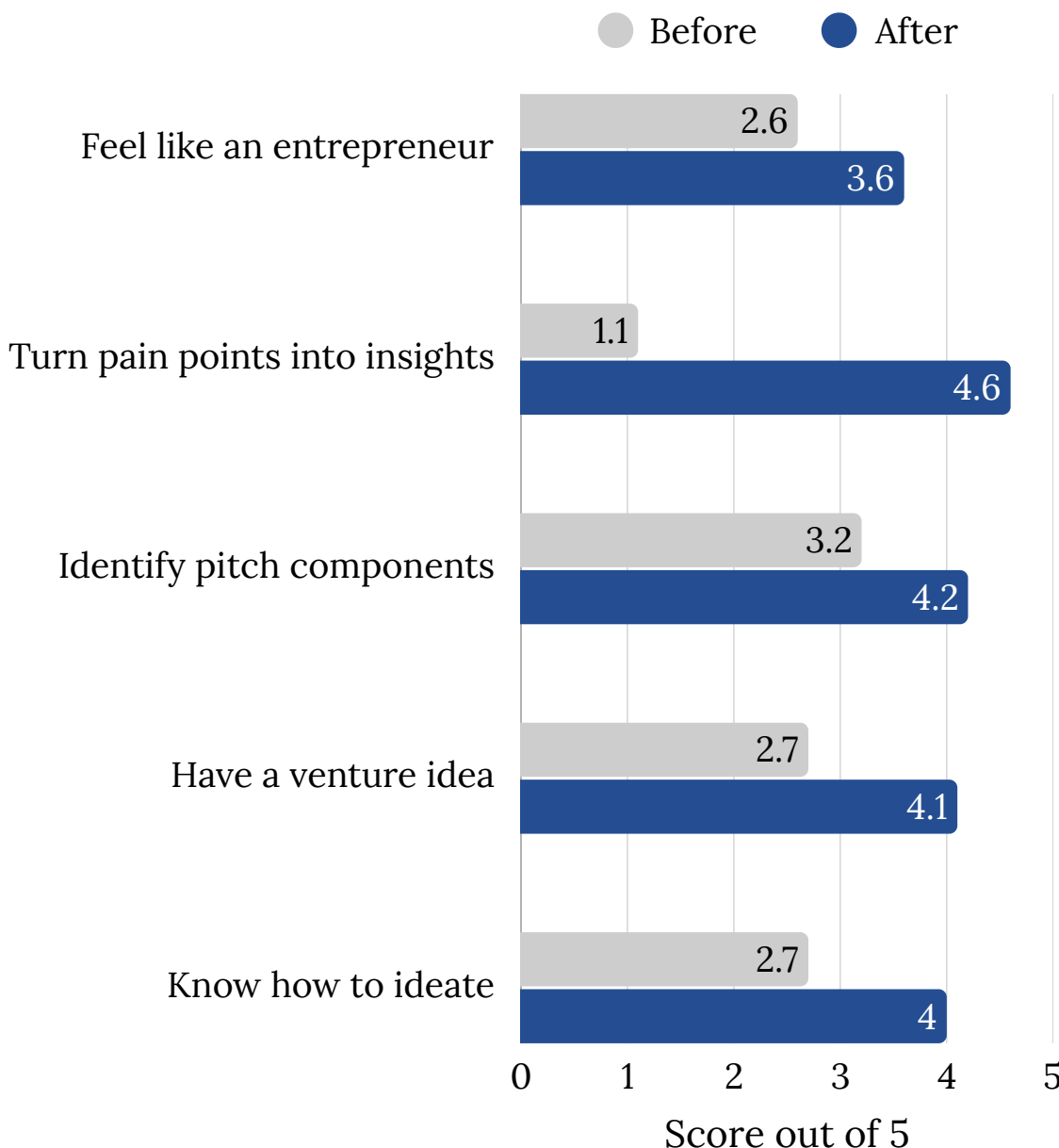
In developing a new venture idea

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

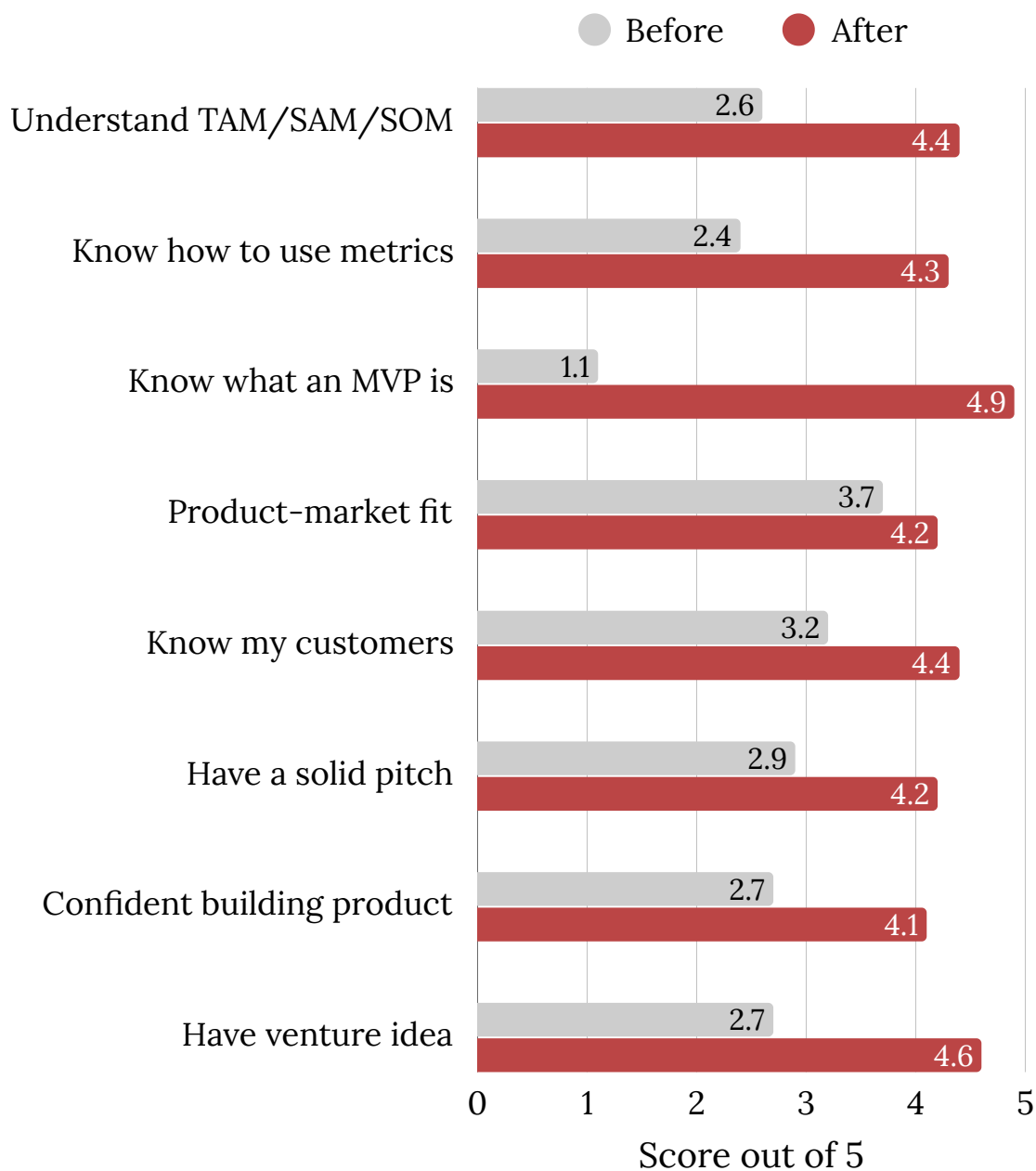
VENTURE KNOWLEDGE

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

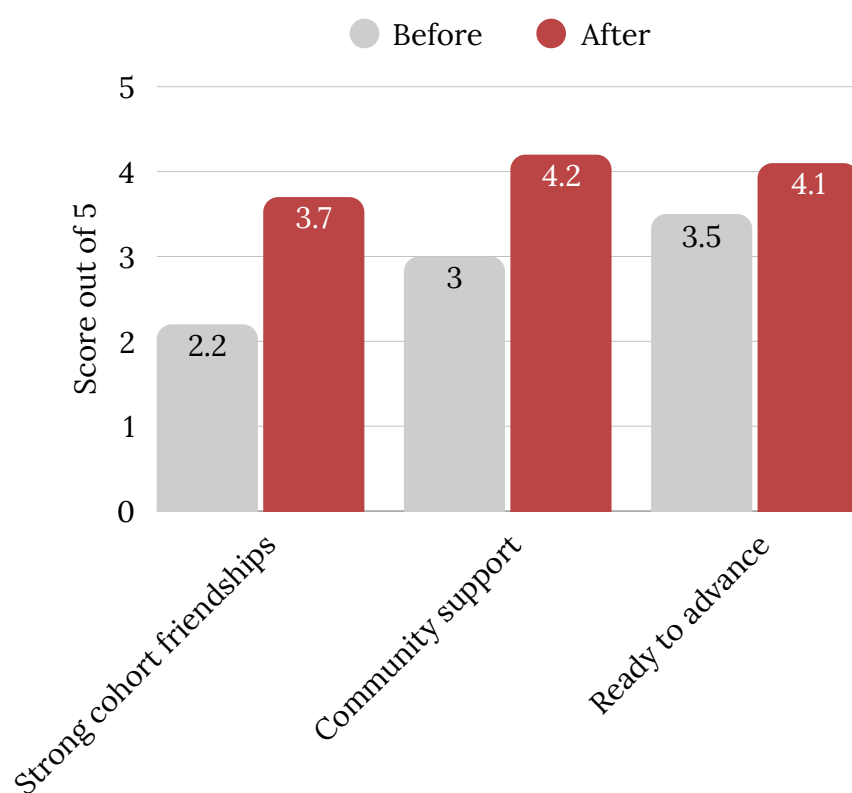
+136% TAM/SAM/SOM Understanding

+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

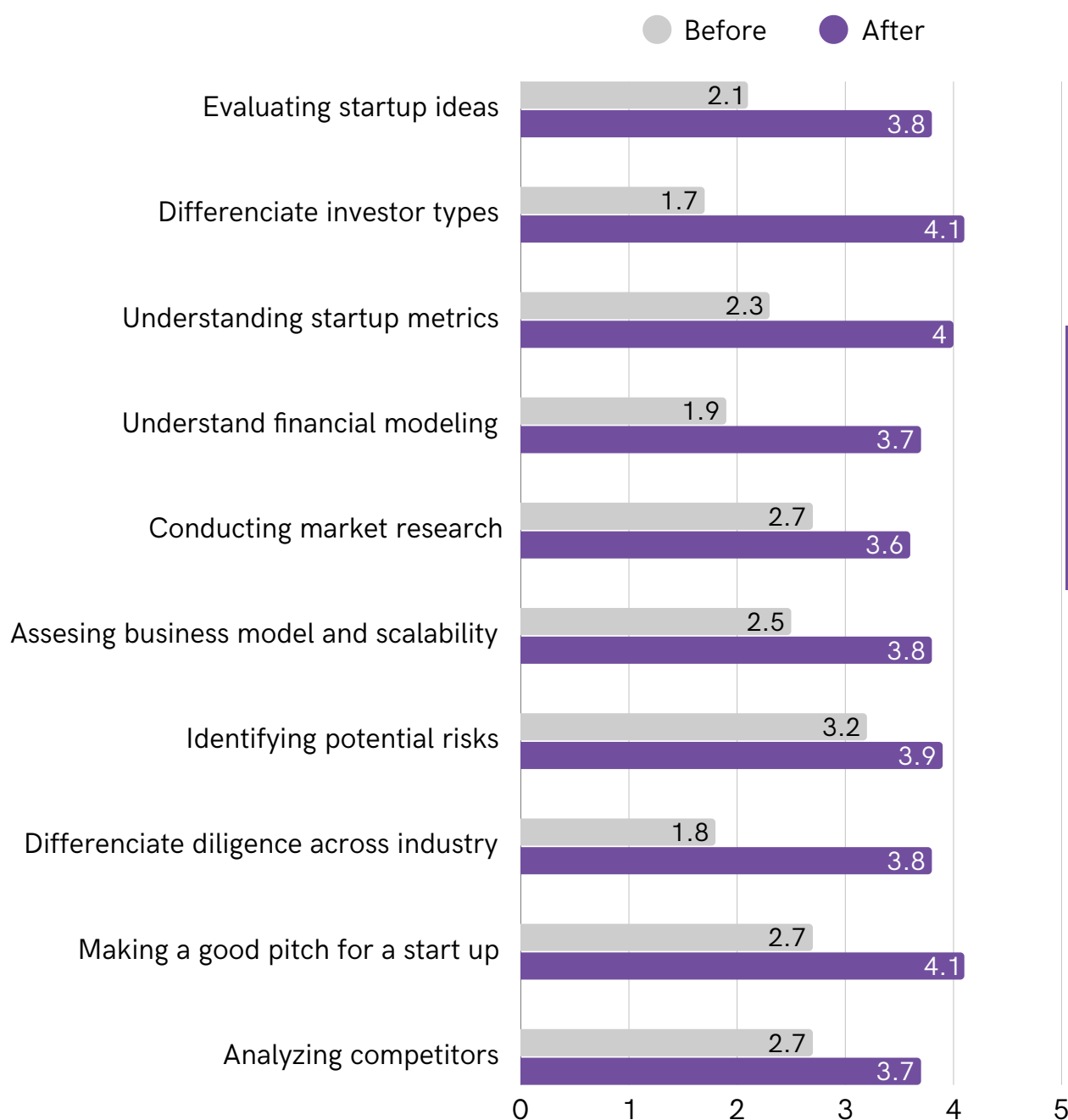
VENTURE KNOWLEDGE

124% Increase in average familiarity with venture capitalists concepts

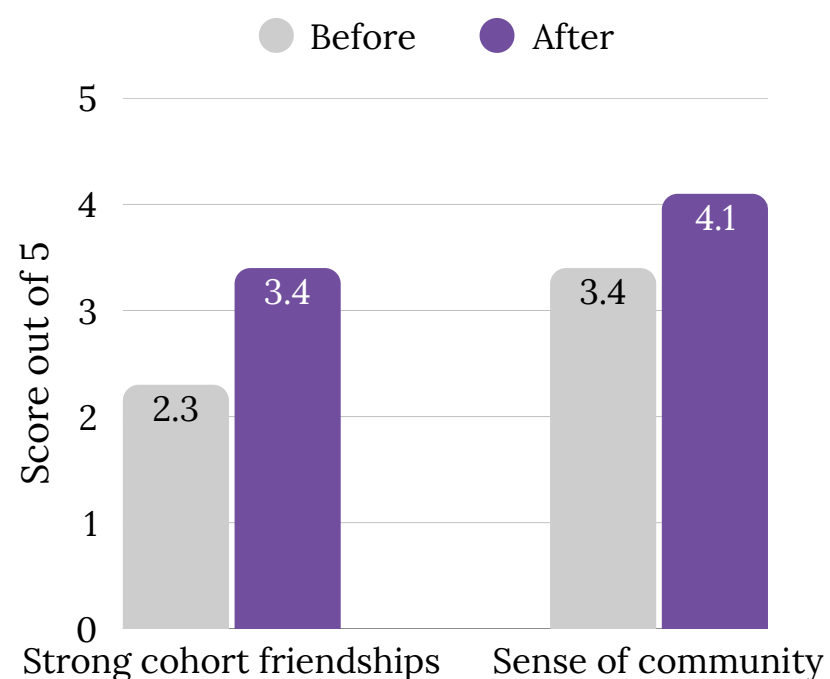
+131% Differentiating investor types

+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

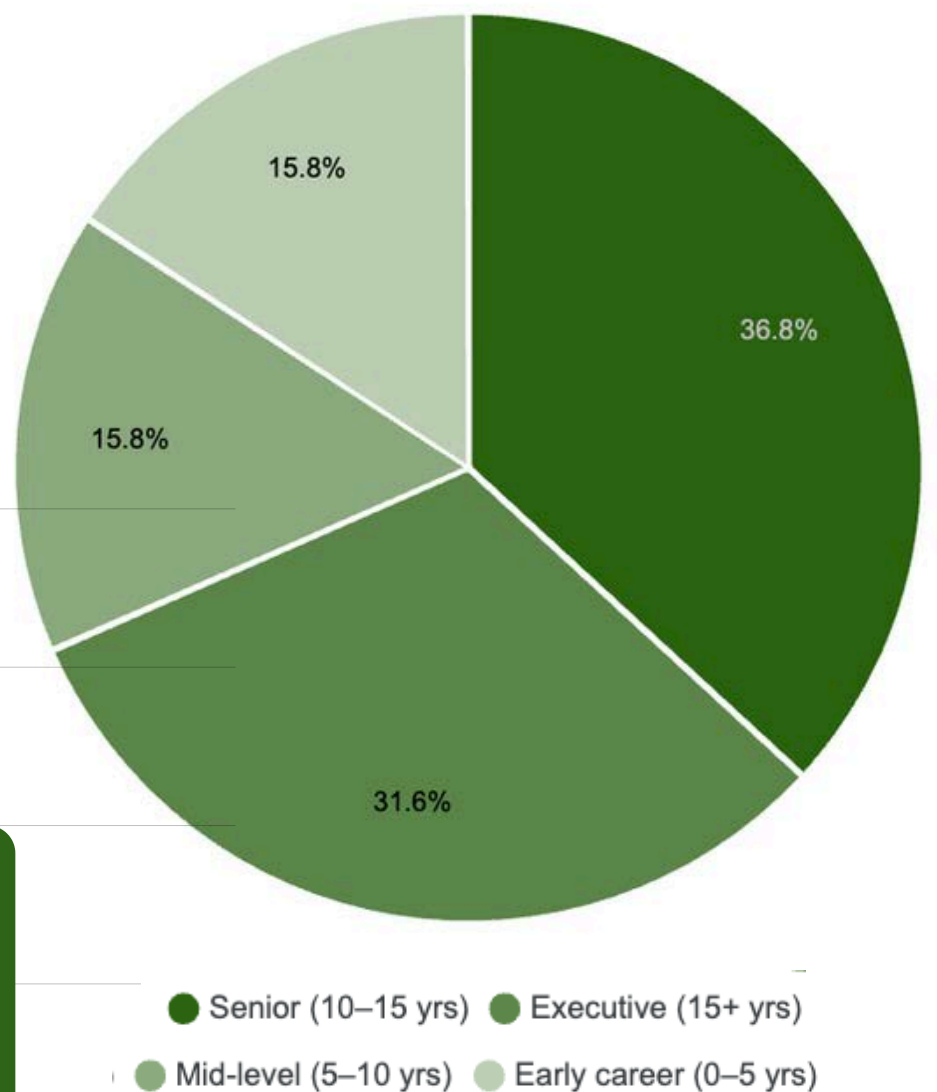
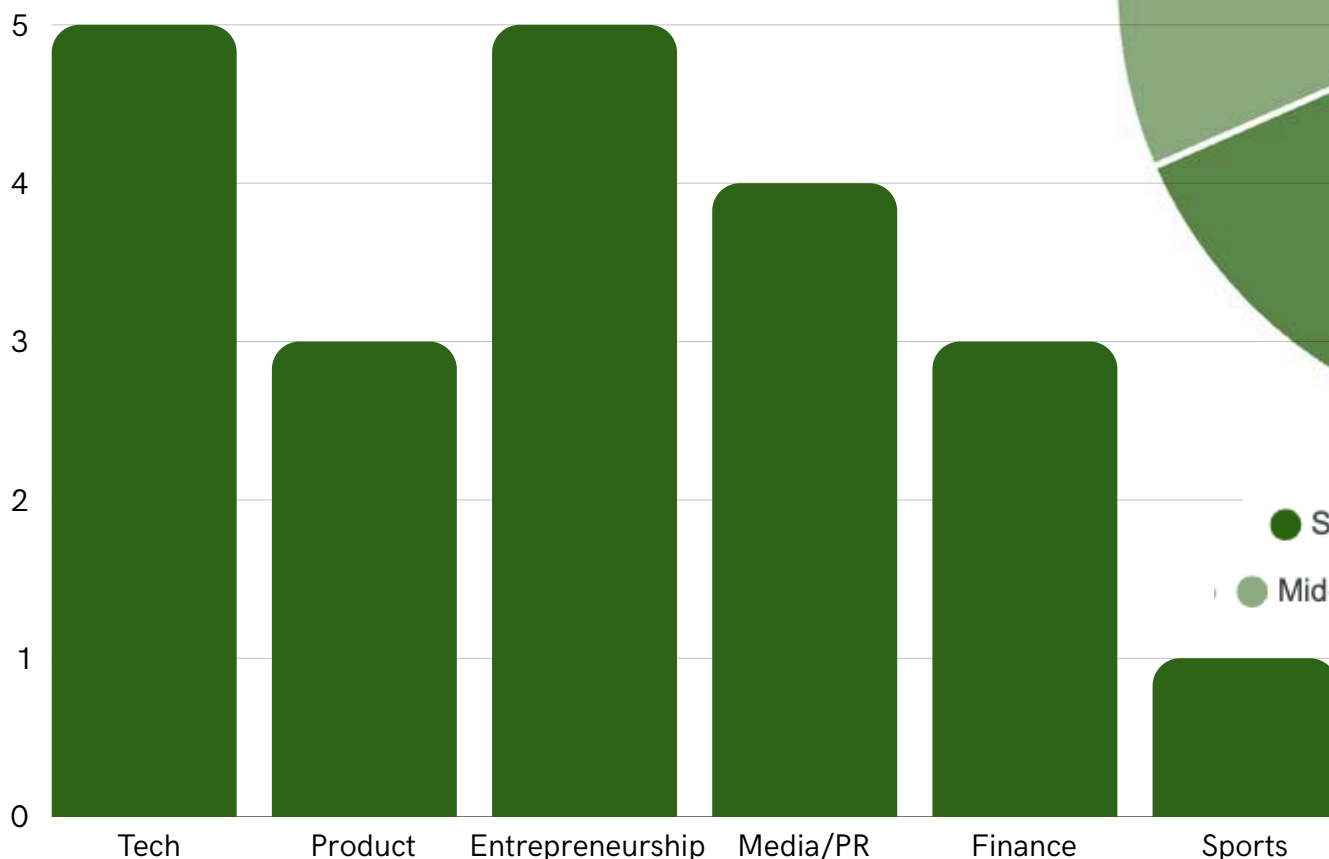
300+
attendees



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

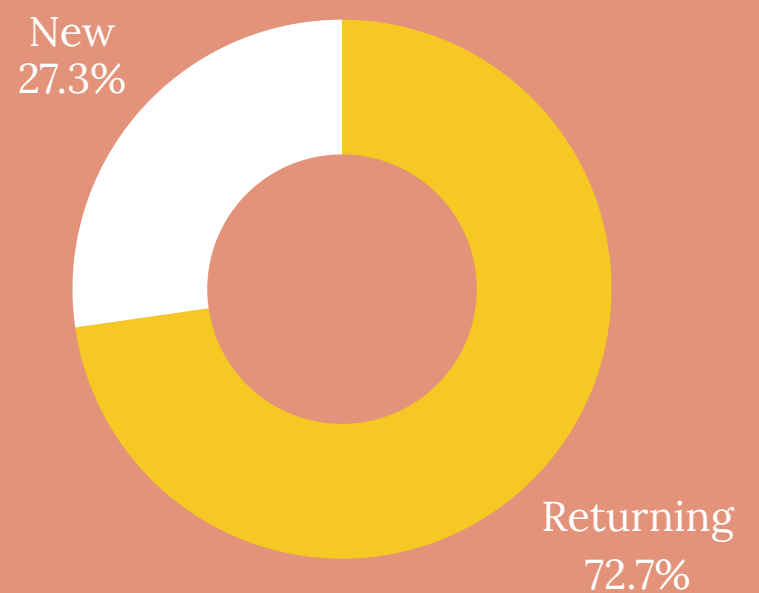
100% Of attendees would attend another WISE Event

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

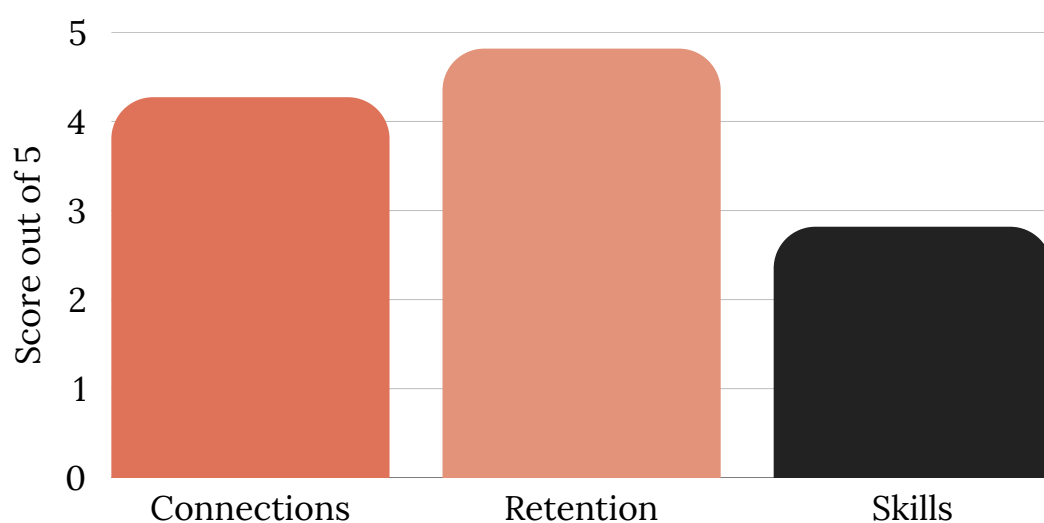
NEW CONNECTIONS

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

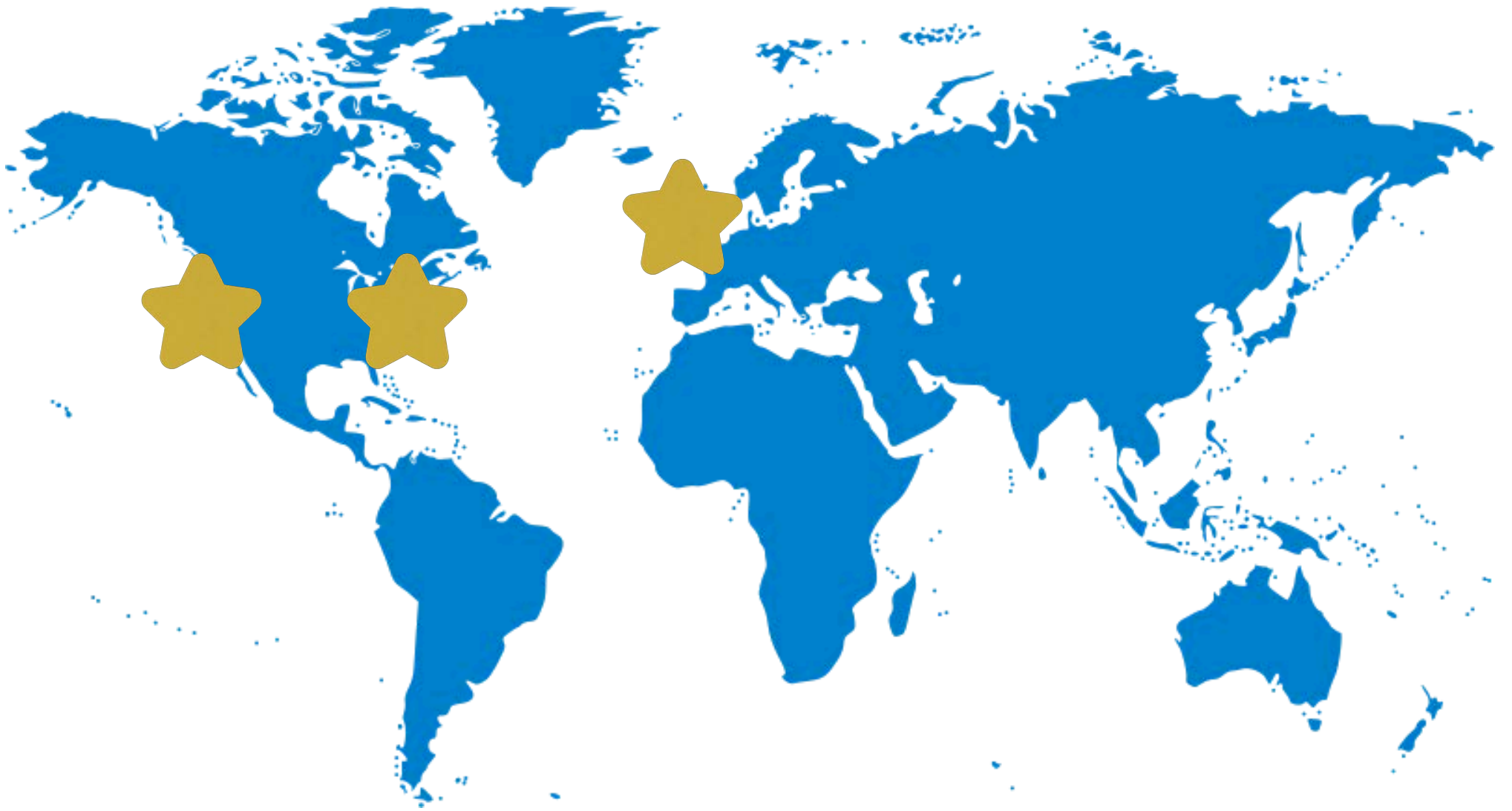


LONDON
UNITED KINGDOM



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



Women Interdisciplinary Society of Entrepreneurship

WHAT IS TREK?

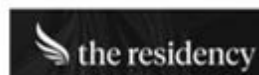
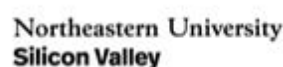
Trek is a week-long excursion for WISE's leaders, which takes place every Spring semester. Students explore what entrepreneurship looks like beyond the Boston ecosystem, meeting with founders, funders, innovators, leaders, and trailblazers. These individuals inspire and educate the next generation of 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



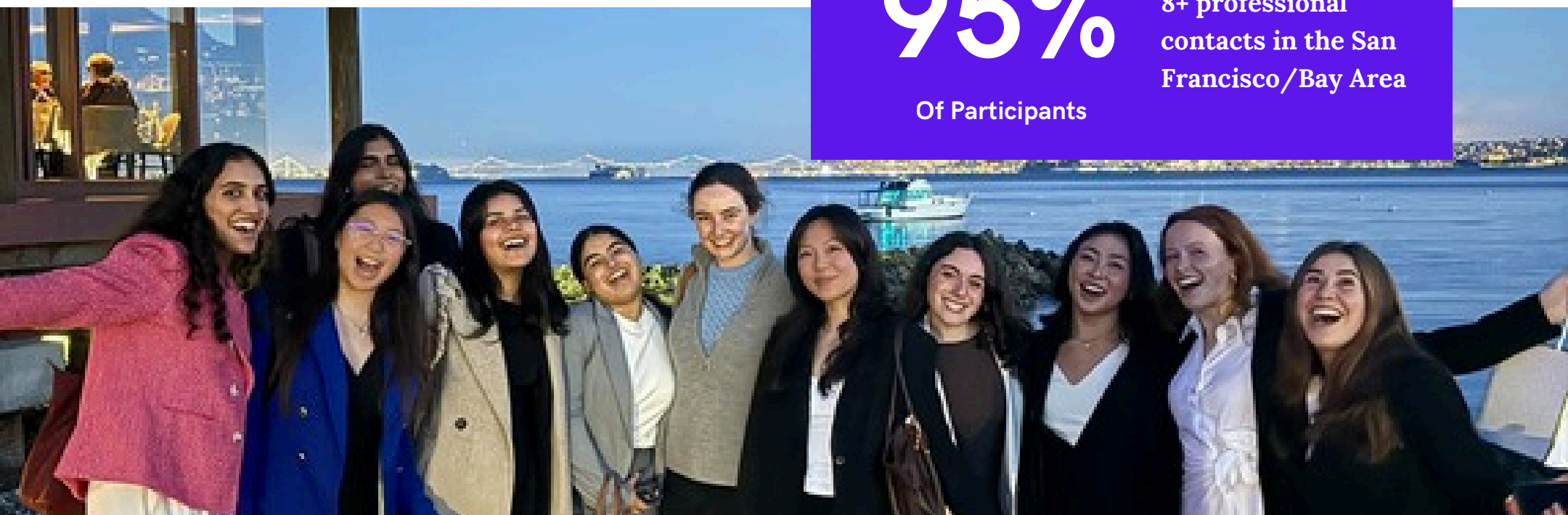
San Francisco — 2026

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

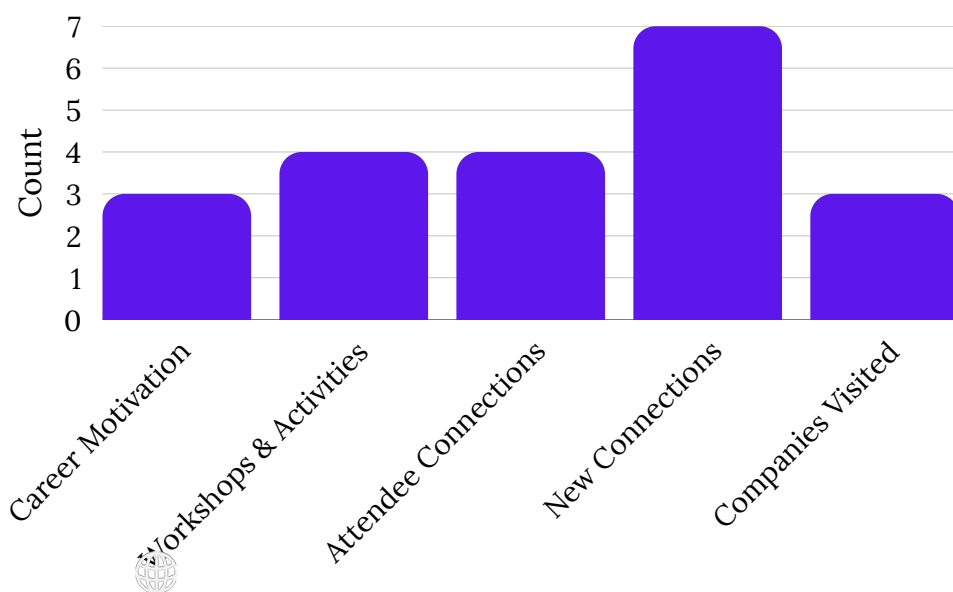
100%

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**

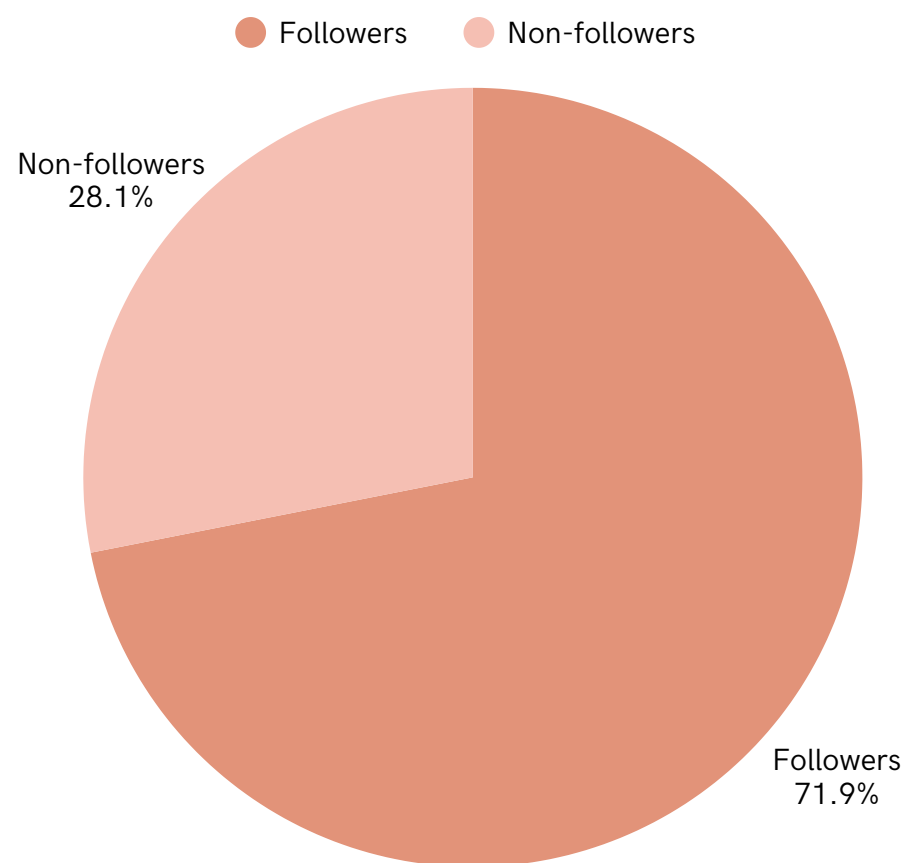
Profile Visits

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.

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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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