



3-Day Leadership Development Program for Social Entrepreneurs Begins in Goa

The Program “Tales, We Win” is an initiative by US based Impact Investor – Gray Matters Capital to develop the next wave of Global Leaders in the Social Sector

Themed on the craft of Storytelling, the program will witness the participation of 7 Indian and 3 Latin American Social Start-ups among others

PANAJI, 4th March, 2019: Gray Matters Capital, a US-based impact investor with a gender lens, which focuses on funding education and skilling enterprises in India as well as sector agnostic enterprises whose products and services benefit women and girls globally, will be conducting the first edition of its 3-day leadership development program in Panaji, Goa from 4th – 6th March, 2019.

Called ‘[Tales, We Win](#)’ (TWW), the program will witness the participation of founders of social sector start-ups from India, Colombia and Mexico as well as a global fellowship program for aspiring social enterprise practitioners.

With storytelling as its guiding theme, the program aims to help entrepreneurs in communicating their organization’s vision and story in ways which are compelling and unique, leading to a broader sphere of influence.

“Social entrepreneurs tend to embark on a steeper entrepreneurial journey. With failure rates being a lot higher, it is leadership displayed by the founding team that determines their future. Storytelling makes all the difference as it would help such entrepreneurs to define the organizational goal, influence every stakeholder – be it their teams to deliver or winning interest from investors to get funded”, said **Debleena Majumdar, Director – Research and Growth, Gray Matters Capital and Founder – Kahaniya** on the choice of the program adopting a storytelling theme. “Across the 3 days, participants of the program will learn to FIND, LIVE and TELL their stories of enhancing personal leadership and organizational effectiveness.”

Outlining Gray Matters Capital’s rationale behind the initiative, **Joe Iarocci, Board Member, Gray Matters Capital**, said, “At Gray Matters Capital, we invest in people and their ideas that have the potential to create impact by solving social issues at scale. Through TWW, we wish to answer the question of how we as investors can attract, develop and support the very best of the global social enterprise leaders to deliver the best for their organizations so that they can create impact at scale.”

International executive coaches **Patrick Solomon** and **Priya Ramesh Perumbilavil** along with **Sujatha Rao, Founder & Director, Viridus Social Impact** would join Joe and Debleena as the facilitators of this program at the Goa Marriott in Panaji.

The list of participants of the 2019 edition of Tales, We Win are:



Indian Social Enterprise Leaders

| Name | Organization |
|-------------------|--------------------------|
| Alok Katiyar | MadGuy Labs |
| Anusha Bharadwaj | Voice4Girls |
| Chitra Ravi | Chrysalis (EZ Vidya) |
| Manjeet Singh | Buddy4Study |
| Nikhil Saraf | Stones2Milestones |
| Priyadeep Sinha | Kidovators |
| Soumya Velayudham | Gray Matters India (GMI) |

Latin American Social Enterprise Leaders

| Name | Organization |
|--------------------|-------------------------|
| Ellie Rose | Salus Holding (Mexico) |
| Josele Ordas | Connovo (Mexico) |
| Juan Manuel Lopera | Aulas Amigas (Colombia) |

Global Social Accelerator

| Name | Organization |
|------------------|---------------------|
| Sandhya Maliakal | IDEX Accelerator |

Social Sector Investor

| Name | Organization |
|------------------------|----------------------|
| Aarthi Ramasubramanian | Gray Matters Capital |

The program would end with all participants delivering their leadership stories and how they'd use storytelling to bring about a change in their respective organizations.



NOTES TO THE EDITOR

About Tales, We Win (TWW)

Tales, We Win (TWW) is a 3-day immersive experience in leadership conducted by Gray Matters Capital to build a shared view of the challenges global start-up entrepreneurs face in building their teams for sustainable growth and impact.

With the craft of story-telling at its heart, this leadership development program helps entrepreneurs reflect on their leadership styles, encourages peer-to-peer learning and arms them with inspiration, ideas and frameworks that can significantly translate leadership to organizational success.

To know more, please visit: <http://graymatterscap.com/tales-we-win-leadership-development-program/>

About Gray Matters Capital

Gray Matters Capital (GMC) is an Atlanta based impact investor with a gender lens that is on a mission to support "An education leading to a more purposeful life for 100 million women by 2036." In India, it is focused on making investments in for-profit enterprises providing access to affordable quality education and employability leading to a future job ready workforce with 21st century skills.

The four pillars of its investment strategy in India include: Direct investments via education sector focused funds; funding early stage education & employability focused enterprises to pilot breakthrough innovations and help established education enterprises in business line innovation with its edLABS initiative; collaborating with stakeholders of India's Budget Private Schools (BPS) for improving school quality and creating access-to-market opportunities through its Ecosystem Development initiative; besides helping education and skilling enterprises with mobile based solutions to achieve scale through improved user engagement with its six month zero equity accelerator program – GMC Calibrator, all with an eye on bridging gender gaps in education and at the workplace.

Gray Matters Capital is the anchor investor in CBA Capital's \$ 20 million education sector focused fund – Education Catalyst Fund

To know more about Gray Matters Capital and its journey of creating impact across the globe, visit: <http://graymatterscap.com/>

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