

# BRAZEN

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## ***PROSPER INSTITUTE REBRANDS TO BRAZEN***

### *Organization Announces New Membership Program, Website and Membership Event*

St. Louis, Mo. (March 7, 2017) – Prosper Institute, an organization that helps growth-seeking women entrepreneurs advance their businesses, announced today that it has rebranded to Brazen. The new name, which literally defined means “bold and without apologies; without shame,” captures the spirit of the organization encouraging women entrepreneurs to *Be Brazen*. Prosper Women Entrepreneurs Startup Accelerator LLC, a separate sister organization focused on increasing women entrepreneurs’ access to growth capital, will retain the Prosper name.

“We have to change the paradigm for women in St. Louis,” said Jennifer Ehlen, founder and CEO, Brazen. “It starts by setting aside our frustrations with glass ceilings by creating our own companies where there is no ceiling in the first place. To be bolder as we grow our companies and stop apologizing for running our companies the way we want and need to. Brazen can help women do that.”

Brazen will continue to offer the organization’s flagship Power Growth Groups peer-advisory group program (formerly called Mastermind groups), as well as additional programming, launching in May, as part of the new membership platform including curated online content via the Brazen Vault, inspirational and impactful events, and opportunities to receive one-on-one mentoring via Power Hours sessions.

The need for Brazen has never been stronger. Studies show that while 38 percent of all entrepreneurs are women, only 1.8 percent of women-led businesses grow to more than \$1

million in annual revenue<sup>1</sup>. Additionally, only 2.7 percent of companies led by a woman received venture capital investments<sup>2</sup>.

“The playing field is lopsided for women entrepreneurs, but we are heartened because we’ve seen the amazing things that can happen when Brazen women entrepreneurs get together and set their sights on building organizations on their own terms,” said Ehlen.

The new Brazen membership platform will be rolled out at a launch event in May. For St. Louis community members interested in getting involved as an entrepreneur, a sponsor or mentor, sign up at the new branded website [www.BrazenGlobal.com](http://www.BrazenGlobal.com) or follow Brazen on Facebook, Twitter and Instagram.

### **About Brazen**

Brazen helps growth-seeking women entrepreneurs advance their businesses to create economic prosperity. It offers continuous, immersive programming that fosters connections for women-owned businesses to existing resources – and to each other. The highly customized, hyper-niche programming is both affordable and accessible for the individual female president, founder or CEO. For more information, visit [www.BrazenGlobal.com](http://www.BrazenGlobal.com).

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<sup>1</sup> According to Lesa Mitchell, “Overcoming the Gender Gap: Women Entrepreneurs as Economic Drivers”, Ewing Marion Kauffman Foundation, September 2011.

<sup>2</sup> According to Brush, Candida; Greene, Patricia; Balachandra, Lakshmi; & Davis, Amy, “Diana Report Women Entrepreneurs 2014: Bridging the Gender Gap in Venture Capital.” Arthur M. Blank Center for Entrepreneurship, Babson College, September 2014.