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THE LEVO LEAGUE

ELEVATE TO EXEC

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BY DEFINITION



le·vo

Levo, a Latin word, means “to smooth, polish, or otherwise improve” and is the root of the word “elevate,” which captures The Levo League’s mission for young professional women.

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WHO WE ARE

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THE LEVO LEAGUE IS...

THE FIRST ONLINE NETWORK DESIGNED TO ENHANCE AND ACCELERATE ALL ASPECTS OF CAREER DEVELOPMENT FOR GEN Y WOMEN.

A DYNAMIC COMMUNITY OF YOUNG WOMEN IN THE FIRST 10 YEARS OF THEIR CAREER PATH WHO ARE LOOKING TO ADVANCE PERSONALLY AND PROFESSIONALLY.

➤ **COMMUNITY**

Connect with professional Gen Y women on issues that matter to you.

➤ **CAREER**

Find your dream job through our revolutionary recruiting platform.

➤ **CONTENT**

Get career advice from experts and interact with influential women in business.

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STATS

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CONNECTING WITH GEN Y

THE LEVO LEAGUE PROVIDES AN INNOVATIVE DESTINATION FOR COMPANIES TO ENGAGE WITH TECH-SAVVY GEN Y TALENT.

Young professionals obtain an increasing share of information from their social networks. Gen Yers are now learning more about companies they want to work for through social platforms than from the companies themselves.

40%

of companies now draw more traffic to their Facebook page than their company website, across age groups.

[Adgregate and Webtrends, 2011]

70%

of job seekers agree that a company's positive social media presence makes them more likely to apply for a job at that company.

[CareerBuilder, 2010]



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STATS

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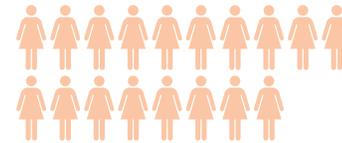
ROOM FOR IMPROVEMENT

THE LEVO LEAGUE STRIVES TO LESSEN THE ACHIEVEMENT DISPARITY BETWEEN WOMEN AND MEN IN THE WORKFORCE.

FORTUNE 1-500 (17 CEOs)



FORTUNE 501-1000 (18 CEOs)



[Catalyst Inc., 2011]

31%

Nearly a third of Gen Y women describe their career path as stagnant.

WHEN IT COMES TO THEIR OWN CAREERS, GEN Y WOMEN ARE LESS LIKELY TO SPEAK UP THAN THEIR MALE COUNTERPARTS.

47%

Nearly half believe lack of opportunities/clear career path are holding them back.



45%
Gen Y women asked for a raise

VS.



61%
Gen Y men asked for a raise

[www.accenture.com/pathforward, 2011]

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MISSION

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OUR MISSION

THE LEVO LEAGUE AIMS TO PROVIDE YOUNG PROFESSIONAL WOMEN WITH THE NECESSARY RESOURCES TO OBTAIN THEIR DREAM JOBS AND ACHIEVE BOTH PERSONAL AND PROFESSIONAL SUCCESS.

THE LEVO LEAGUE

- ▶ is a direct response to real income disparity, and more importantly, real achievement disparity between women and men in the business world.
- ▶ aims to elevate women beyond mid-level management and into game-changing executive positions.
- ▶ connects women to jobs that will place them on the fast-track to powerful positions and careers.
- ▶ humanizes, personalizes, and maximizes recruiting efforts—on both sides of the talent-seeking equation.
- ▶ organically connects like-minded women on the issues that matter to their success.
- ▶ offers mentoring and interactive conversations with Fortune's Most Powerful Women—and other leading business figures—that will further address issues faced by women in business.

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COMMUNITY

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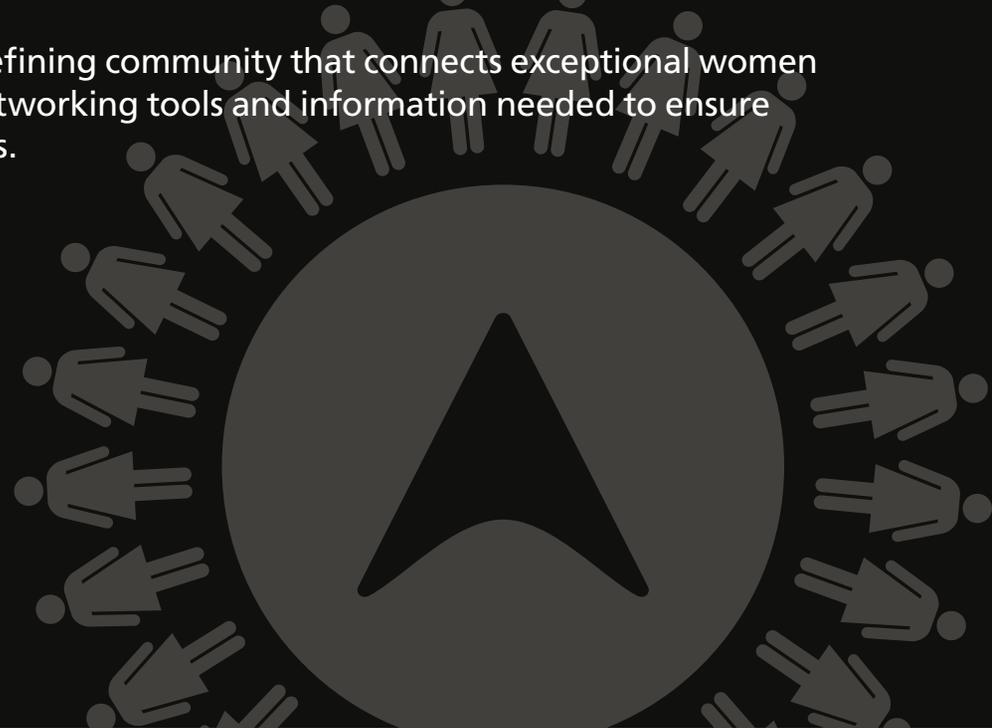
➤ ONLINE COMMUNITY

THE LEVO LEAGUE COMMUNITY IS AN ONLINE SOCIAL NETWORK DESIGNED FOR YOUNG PROFESSIONAL WOMEN IN THE FORMATIVE YEARS OF THEIR CAREER PATH.

These are the years you are deciding what to do with your life— whether by actively working towards a goal, searching for your dream job or researching professions.

The Levo League offers a unique support network for women in all stages; from undergraduate and graduate students, to happily employed young professionals, to those seeking new employment to young entrepreneurs.

This is a generation-defining community that connects exceptional women with the resources, networking tools and information needed to ensure their long-term success.



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COMMUNITY

ONLINE COMMUNITY: VIRTUAL OFFICE

AS PART OF THE LEVO LEAGUE'S COMMUNITY, EACH MEMBER NAVIGATES THE SITE VIA THEIR OWN CUSTOMIZABLE VIRTUAL OFFICE.

- IPAD**
(Lifestyle Content)
Style your success-- discover books, tips on travel, style, tech, new media, and analysis of issues that affect your professional life.
- COMPUTER**
(Job Board)
Explore new job opportunities across industries at non-profit, start-up, and corporate organizations.
- FOLDERS**
(Career Content and Boot Camps)
Refine your professional skills-- from updating your resume, to negotiating a raise, to learning career strategies from the best.
- ROLODEX**
(User and Company Directory)
Network with other users, and explore the directory of companies recruiting in our private online community.
- PHONE**
(Messages)
Communicate through direct messages with fellow community members and receive notifications of upcoming live events both online and offline.



CARD
(Welcome Note)
Learn about The Levo League's mission from The Founders.

RESUME
(My Profile)
Edit your professional image through your profile and uploaded resume.

DOORWAY
(Lounge)
Leave your office and join the "water cooler chats" around specific topic areas, with fellow community members and experts across industries.

COUCH
(Fireside Chats and Office Hours)
Connect directly with top women in business in an intimate setting, where mentorship is available to all by way of interactive live video during Office Hours.

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CAREER

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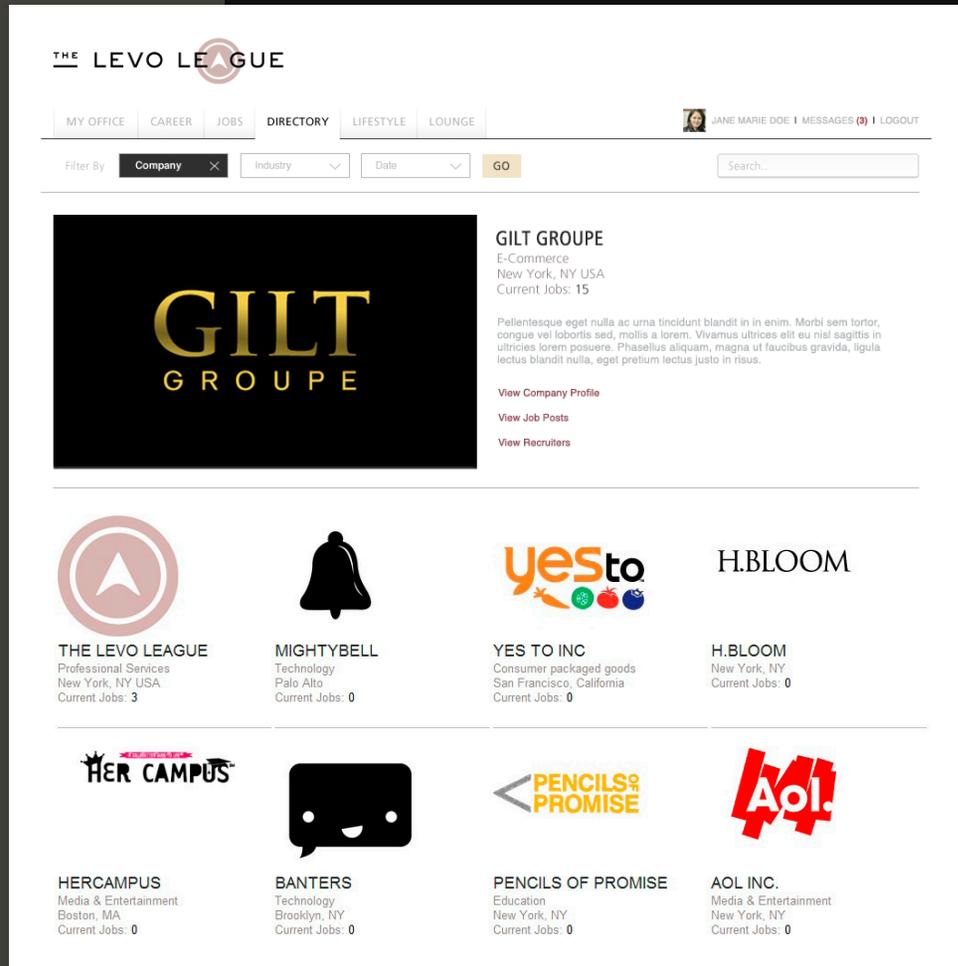
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➤ ONLINE CAREER

EXPLORE DYNAMIC CAREER BOARDS THAT OFFER INSIGHTFUL INFORMATION ON THE COMPANIES WHO ARE LOOKING TO HIRE DIRECTLY FROM THE LEVO LEAGUE COMMUNITY.



➤ Browse through open job opportunities, set alerts for new job openings, read interviews with female business leaders and learn what it takes to get to the top by reading their path to success.

➤ The Levo League works with leading for-profit, non-profit and start-up companies (as well as with professional associations) to provide competitive job opportunities to Levo League members. This service is confidential and free for the community.

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CONTENT

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➤ ONLINE CONTENT

INSIGHTFUL, REFRESHING, CAREER-BASED CONTENT ON EVERYTHING FROM JOB TIPS TO BALANCING CAREER AND LIFESTYLE.



HAVE THE PERFECT WEEK

Challenge yourself this March to master work-life integration

<p>Mon <i>Plan it out</i></p> <p>Plan out all of the important things you need to accomplish this week. Assign approximate allocations of time to accomplish the things you need to accomplish. Break it down day-by-day, and once it's written out, look at it to see if it makes any sense!</p>	<p>Tue <i>Lunch-away from your desk</i></p> <p>Make Tuesday your day by scheduling an hour-long lunch and actually taking it! Need a companion? Try an office friend or the new girl!</p>
<p>Wed <i>The Thursday workout</i></p> <p>Get moving to get through the week—either before the day begins, at lunch, or after work. Get healthy and happy to push through the Wednesday doldrums!</p>	<p>Thu <i>Network, network, network!</i></p> <p>Find an event, meet-up, professional association, or even a community sports team to go meet new people in your city. (And don't forget business cards, just in case!)</p>
<p>Fri <i>Catch Cool & Collected</i></p> <p>Check your plan and check out! Try making this cocktail for you and your girlfriends.</p>	

MARIA BARTIROMO:

FORGET YOUR BUSINESS MAJORS, LADIES; WE HAVE THE INSIGHT, PERSPECTIVE, AND INTERPERSONAL SKILLS NEEDED FOR A SUCCESSFUL LIFE IN BUSINESS. ALREADY GETTING IN THE DOOR TO THE NEW ECONOMY MEANS BUILDING TECH SKILLS. LEVO'S ELIZABETH BURKE SPOKE WITH CNBC ANCHOR MARIA BARTIROMO ABOUT THE FUTURE OF FEMALE LEADERSHIP.
by Erin Fuller

Maria Bartiromo, the namesake of CNBC's "Closing Bell with Maria Bartiromo" and lead on the "Wall Street Journal Report with Maria Bartiromo," has a few things to say about the potential of women in business. As a figurehead for many female professionals, Maria keeps business titans like Larry Summers and Jamie Dimon honest to Generation Y and beyond. The Levo League was honored to speak with Maria about where she believes the job growth opportunities are for young women today.

To the great credit of the state of women in business, a multitude of organizations and media outlets have cropped up in the past century dedicated to the art of mentorship and development. A central theme that's been iterated and reiterated is this: improve your point of view, and you'll gain the success in the business world that you seek.

Today's lesson comes to us thanks to LinkedIn's recent report on over-used words in resumes. The lesson? Move away from adjectives and towards verbs. The words compromising our little run-on sentence are now officially "filler words"; they can no longer be used to inoicate that you are a candidate who'll have significant impact on a company's bottom line.

Remember in 3rd grade when they told you to show, and not tell? Well, that applies on your resume. Show people what you've done in your career. Don't tell me, I'm that you... have an effective track record.

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FOUNDERS

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AMANDA POUCHOT / CAROLINE GHOSN

FOUNDERS

Caroline Ghosn and Amanda Pouchot met on their first day at McKinsey & Company where they both began their careers. After experiencing firsthand the lack of resources and mentorship available to young professional women, they founded The Levo League to connect Gen Y women with career opportunities to ensure their success.

CAROLINE graduated from Stanford University in 2008 with a B.A. in International Political Economy and Environmental Economics. Caroline is the first woman in her family to graduate from college, and has been passionate about entrepreneurship and social change from an early age. She has lived in six countries, speaks four languages and has a dynamic understanding of global business. Caroline has spoken at the 2011 Women's Forum as well as the French Institute Alliance Française Young French Leaders Luncheon. Caroline also attended the 2012 World Economic Forum with the Young Global Leader program.

AMANDA graduated from UC Berkeley in 2008 with a B.A. in Sociology. Her interest in Organizational Psychology and understanding of academic business research on women's issues has led to her pursuit of elevating women into the leadership pipeline. While at McKinsey, Amanda spearheaded a weekly Centered Leadership reader for the women of McKinsey, for which she was thanked in Joanna Barsh's How Remarkable Women Lead. In the past year, Amanda has spoken at the Harvard Women in Business annual conference, and has co-hosted Social Media Week's Entrepreneurship panel.

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SUPPORTERS

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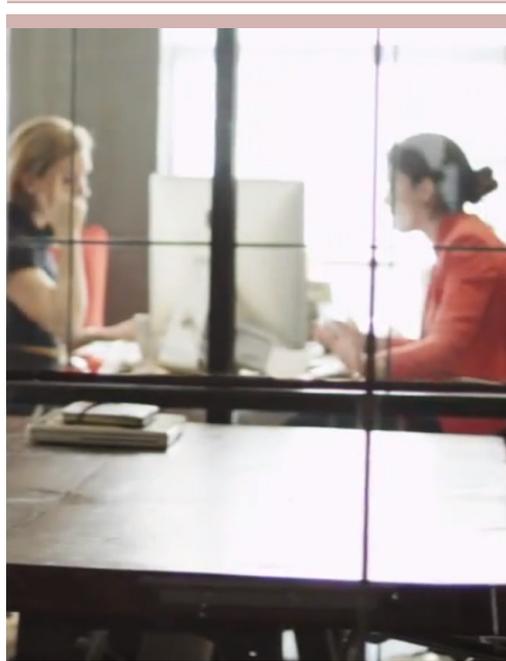
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SUPPORTERS

The Levo League has garnered an outstanding roster of advisors, investors, and supporters who have provided both monetary and mentorship support.

At the center of The Levo League's mission is the importance of accessible mentors for our community of young professional women.

Those who have already joined The Levo League with advice and investments are also personally committed to being mentors for young professional women.

Among the exceptional men and women who support The Levo League, notable investors and advisors are:

Sheryl Sandberg

COO,
Facebook

Fran Hauser

President,
Style & Entertainment and
Lifestyle Groups, Time Inc.

Susan Lyne

Chairman,
Gilt Groupe

Tom Cohen

PTC Advisors

Gina Bianchini

Founder and CEO,
Mightybell and Ning

Soraya Darabi

Co-Founder,
Foodspotting

Ido Leffler

Co-Founder,
Yes to Carrots

Gen Y Capital Partners

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JOIN THE COMMUNITY TO SHARE YOUR OWN EXPERIENCE, ADVICE, AND RESOURCES WITH THE YOUNG PROFESSIONAL WOMEN OF THE FUTURE

Website

<http://www.levoleague.com/>

Facebook

<http://www.facebook.com/levoleague>

Twitter

<https://twitter.com/levoleague>

NOTIFY YOUNG WOMEN ABOUT THE LEVO LEAGUE COMMUNITY THROUGH PRESS OPPORTUNITIES

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