



We're Betting You're Ready to Go All-In

Company Overview

Who We Are

Poker Power is a company led by women for women with the goal of teaching one million women how to play the game—the game of poker and the game of life. Through a global network of corporate leadership development workshops and lessons, Poker Power utilizes gameplay to help women stack their skills and accelerate success. By empowering women with key skills, we are changing the future for generations to come.

Our Community

- ▶ Spans **40 countries**
- ▶ Partnered with **200 corporations and educational institutions**
- ▶ **Demographic** includes Interns to CEOs
- ▶ Offers a safe space for female-identifying and non-binary individuals to **learn, laugh, network and play**
- ▶ Introduced nearly **30,000 girls and women** to the game
- ▶ **No real money** transactions permitted



Our Curriculum and Programs

- ▶ Virtual, IRL, hybrid and on-demand available
- ▶ Kickoff events; 12 poker lessons; culminating tournaments
- ▶ **Unique gamified leadership lessons** tied to key professional development themes including risk taking, courage, capital allocation, resilience and strategic decision making
- ▶ **60 minute Zoom sessions** led by live female teachers. Includes 30 minutes of interactive gameplay on our proprietary teaching poker app
- ▶ **90 minute IRL workshops** includes keynote, poker 101 and one teacher for every 10 attendees for 60 minutes of interactive gameplay
- ▶ **PokerPowerPlay app** is the hub of our community and where we learn and play each day



A Few Case Examples

- ▶ Our corporate partners include leading financial firms, tech companies, insurance agencies and law firms. White & Case is a global firm where we provide **“breakfast poker” weekly virtual sessions** for the law partners and their clients/prospects
- ▶ We work with higher education partners to bring poker to the classroom and student clubs. **At Northwestern University’s Kellogg School of Management** we deliver a bespoke co-curricula program that translates the latest academic research across key leadership topics to the poker table
- ▶ Our nonprofit partners enable us to reach communities at risk and in need of the power of poker. **Working with Global Give Back Circle** has enabled us to empower hundreds of girls in Kenya from marginalized backgrounds and with limited economic opportunities

Our Team

- ▶ **Founded in 2020** by PEAK6 co-founder [Jenny Just](#), a self-made billionaire
- ▶ Led by [Erin Lydon](#), president, and a team of 25 poker experts and operational staff
- ▶ Advisory Board of [Jennifer Shahade](#), chess champion and poker pro, and [Xuan Liu](#), poker pro
- ▶ Learn more about our [amazing team](#) on our website

Our Pricing

Our flagship IRL program starts at \$10,000 for up to 30 participants and our 4-lesson, virtual program costs \$150+pp. We will work with you to customize the number of sessions and virtual/in-person experiences based upon your budget and goals.

Do you have other questions?

Contact Lauren Fay at lauren@pokerpower.com

Resource Highlights

- ▶ Our [website](#) allows you to sign up for virtual and corporate classes, view [testimonials](#), enjoy our [latest news](#), and get access to helpful resources.
- ▶ Our [curriculum outline](#) for Lessons 1-12
- ▶ Northern Trust Elevating Women [interview with Erin Lydon](#)
- ▶ 30-60 second Lesson highlights:
 - » [No Limping](#)
 - » [Go All In](#)
 - » [Power of the Pause](#)
- ▶ Women & Wealth podcast ["Can Poker Help Women Be Bolder with Money?"](#)
- ▶ MSNBC ["Why Poker?"](#) article
- ▶ Our sizzle reel



- ▶ Our Corporate Workshop demo reel



- ▶ TEDx Talk by Jenny Just and her daughter Juliette Hulsizer

