

## Who we are

A company **led by women for women** with the goal of teaching **one million women** how to play the game of poker and the game of life.

Utilizes gameplay to **help women stack their skills and accelerate success** through a global network of corporate leadership development workshops and lessons.

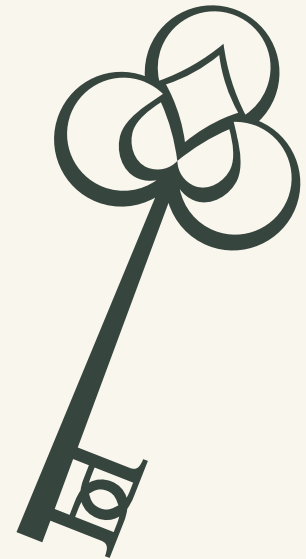
By empowering women with key skills, **we are changing the future for generations to come.**

## 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 **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
- ▶ **Poker Power Play 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

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## 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.

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Do you have other questions?

Contact Lauren Fay at [lauren@pokerpower.com](mailto: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
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## Videos worth watching (click the image)



- ▶ Our sizzle reel



- ▶ Our Corporate Workshop demo reel



- ▶ TEDx talk by Jenny Just and her daughter, Juliette Hulsizer

