



Supporting the Growth of  
**WOMEN  
IN TECH**



## PRESS RELEASE

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### Tech Nordic Advocates acquire 'We Promote Women'

Tech Nordic Advocates (TNA) – Northern Europe's largest tech startup ecosystem and women-in-tech network announce the acquisition of 'We Promote Women', the organisation dedicated to promoting gender balance in startup finance.

Raising money is challenging for female founders. Only around 2% of venture capital is invested in all female teams across the Nordics. That was the starting point when Mikkel Næsager, futurist, investor and tech entrepreneur established 'We Promote Women' in 2022.

TNA, Nordic arm of *Global Tech Advocates*, the world's only global tech community, of 30.000 tech-leaders from Silicon Valley to Australia, run Europe's only pan-Nordic, international female tech founder growth programme, which since 2021, has helped over 350 female founders launch, grow, scale and raise capital for Nordic women-led startups in the high-growth digital and technology sector.

TNA's leadership of the space makes the organization the obvious next stage destination for 'We Promote Women', says Mikkel Næsager:

*"I founded We Promote Women with the aim of improving fundraising conditions for female founders. I saw that female founders raised a much lower percentage of investments than their impressive businesses deserved. Data show that a key factor is lack of role models and access to capital. I wanted to help make a difference here together with my excellent team member, Freja Holmbye, and great partners. Today, we have a network of more than 800 exciting and inspiring female founders across the Nordics, whom we profile and promote and have given great exposure"*

*"It's now time to take 'We Promote Women' to the Next Stage, to offer even better opportunities for the founders. That is what Tech Nordic Advocates and their goal-oriented programmes and extensive international network of investors and partners can help achieve. Hence, I had no doubt that Tech Nordic Advocates was the right and obvious next stage destination for 'We Promote Women', and the best we can do for the founders in our network, who – with this move – will gain direct access to Northern Europe's largest tech startup ecosystem and women-in-tech network and part of a global footprint."*

#### Mutual win-win

Tech Nordic Advocates, Founder & CEO, Jeanette Carlsson, adds that she sees great potential with the acquisition: *"Mikkel Næsager has delivered great impact very quickly with 'We Promote Women'. The 800 exciting 'We Promote Women' female founders are most welcome in, and will be a great addition to, our extensive Nordic/Baltic community. Above all, with our accredited programmes and international network, TNA offer them all a great platform to help them fulfil their growth potential across the Nordics/ Baltics and internationally. That's what TNA is all about and our mission. I'm passionate and determined that we can deliver great, additional value for them all."* Jeanette Carlsson adds: *"Mikkel Næsager is already part of TNA's inner circle, e.g. as advisor to our Diversity Venture Fund. Mikkel and I have enjoyed positive and fruitful collaboration for some time. We were on the exact same page regarding this transfer, which has been smooth and seamless, assisted by TNA legal partner Nikolaj Juhl Hansen, Dreist Storgaard"*

#### For more information about TNA, We Promote Women and the takeover, please contact:

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