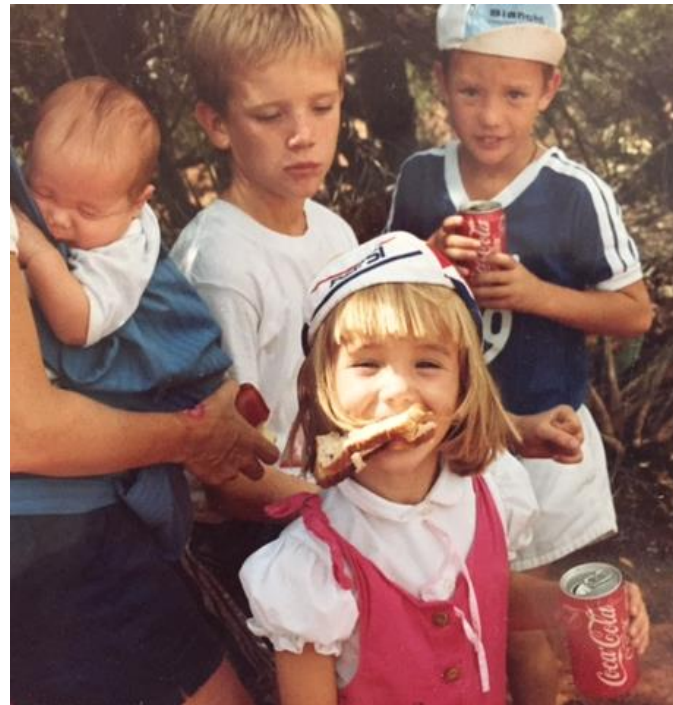


# INTRO

- My name is KATIE ROCK
- I'm 33 years old
- I have two jobs:
  - **Founder and CEO** of Activyst
  - **Lawyer**
- Activyst: women's athletic apparel that funds girls sports around the world

# Childhood

- Born and raised in Phoenix, AZ
- LOVED sports: competitive gymnastics + tennis
- I had 3 brothers and was the only girl



# High School

- All girls high school
- Played tennis: huge part of self-confidence
- **Things I liked in HS**
  - My friends
  - Getting driver's license; feeling independent
  - Thinking about college!
- **Things I didn't like**
  - LOTS of “mean girls” (my friends and I did stayed away from the drama and had fun)
  - Superficiality
  - Judging on things that don't matter!

# College

- **Gonzaga University**
  - Half tennis scholarship
  - Half academic scholarship
- Gonzaga was not #1 choice. I didn't get into first choice because of grades. Huge lesson that motivated me to study much more during college.

# More College

- But had the best time at Gonzaga
- Amazing friends; more “real environment”
- Important to find a college that fits your personality; not just good on paper!



# Studying Abroad

- Double Major: Int'l Relations + Spanish
- Studied in Granada Spain for 5 months
- Lived with Spaniards; all classes in Spanish; traveled ALL OVER Europe. Best experience!



# Spain After College

- Worked in Spain for a year after college
- Worked summer before I went to pay for ticket and initial expenses. Then had job while there to cover expenses.
- Marketing for Moroccan hotel in Europe. Found job by sending letters.
- More travel all over Europe
- Made friends I still keep in touch with from Germany, Spain, England

# Law School

- University of Michigan
  - #7 Law school in country (studying paid off!)
- Studied int'l law. SO MUCH WORK.
- But some fun too –mostly, football games





# Life as a DC Lawyer

- Worked at Latham & Watkins (top 5 firm)
- Investigated/prevented corruption and bribery in global companies
- City life and important, well-paying work
- But worked ALL THE TIME and little passion.



# Human Rights in Nicaragua

- After 3 years, quit + moved to Nicaragua!
- Worked with World Health Organization
  - Promoting gender equality in sport through legal and policy reform; presented at UN
- More meaningful work + balanced life



# An Idea

- Wanted to have more direct impact
- Saw a cool fabric used by locals for everything
- Decided to **create gym bags and use profits to fund more girls sports programs worldwide**
- Moved to LA to start company w/ 2 friends



# Activyst

Needed \$ to launch: did crowdfunding campaign

## Activyst: Bold Athletic Bags That Help Girls Play Sports

Los Angeles, California, United States Fashion

1.6k

Story Updates 17 Comments 67 Funders 510 Gallery 19

Share

51

Tweet

8

+1



Email



Embed



Link



**\$67,926** USD

RAISED OF \$25,000 GOAL

272%

0 time left

This campaign started on Mar 15 and closed on May 05, 2013 (11:59pm PT).

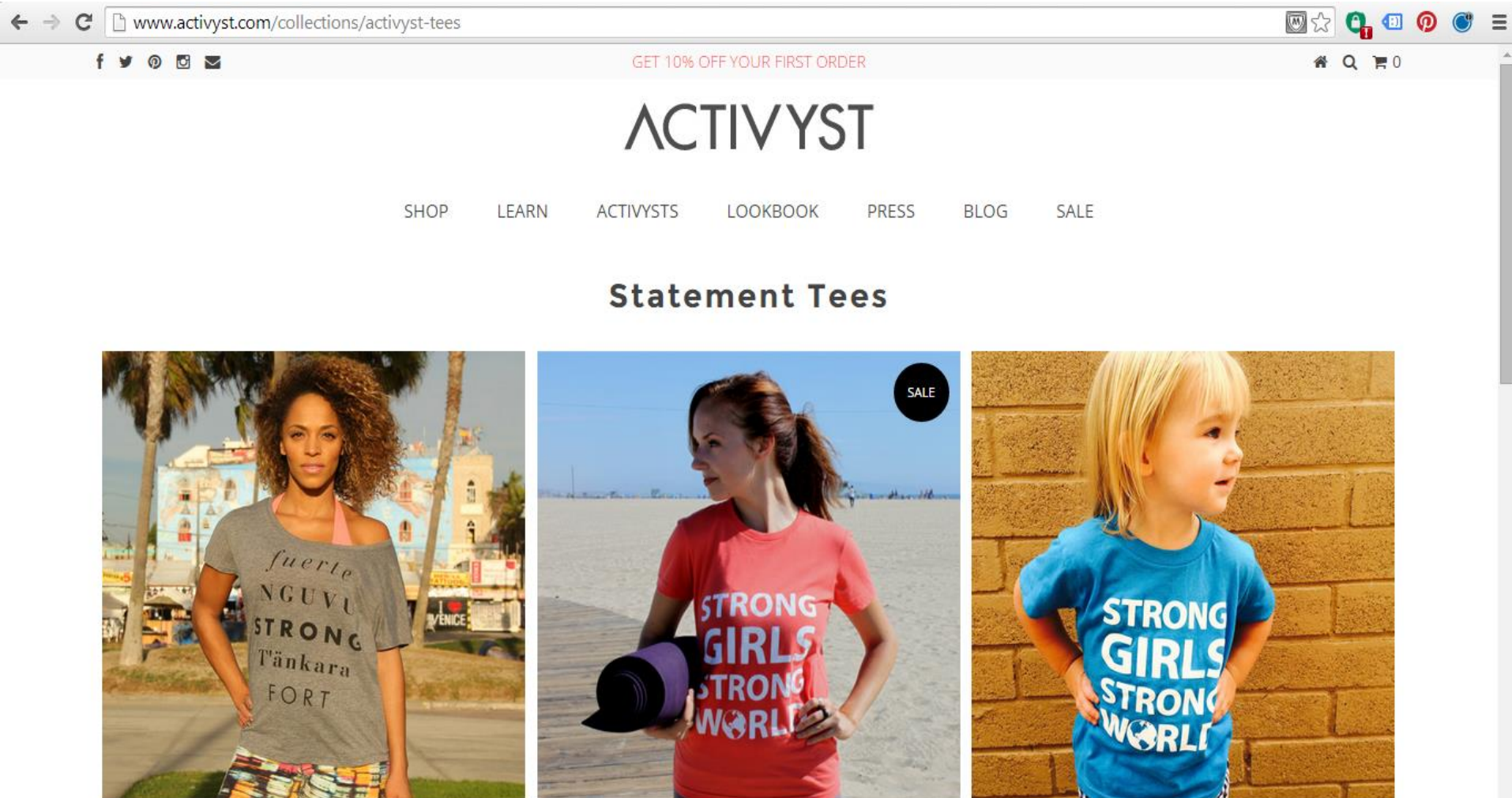
Fixed Funding ?

**CAMPAIGN CLOSED**

This campaign ended on May 5, 2013

# Activyst

Now: Do sales online and in national retail



The screenshot shows the Activyst website interface. At the top, the browser address bar displays [www.activyst.com/collections/activyst-tees](http://www.activyst.com/collections/activyst-tees). Below the address bar, there are social media icons for Facebook, Twitter, Pinterest, Instagram, and Email. A promotional banner reads "GET 10% OFF YOUR FIRST ORDER". The main navigation menu includes links for SHOP, LEARN, ACTIVYSTS, LOOKBOOK, PRESS, BLOG, and SALE. The page title is "ACTIVYST". The featured section is titled "Statement Tees" and contains three product images:

- Image 1:** A woman with curly hair wearing a grey t-shirt with the text "fuerte NGUVU STRONG Tänkara FORT".
- Image 2:** A woman on a beach wearing a pink t-shirt with the text "STRONG GIRLS STRONG WORLD". A black circular badge with the word "SALE" is overlaid on the top right corner of this image.
- Image 3:** A young child wearing a blue t-shirt with the text "STRONG GIRLS STRONG WORLD".

# Activyst Press

- Have gotten great press



**SELF**

**Us** WEEKLY

Mind, Body + Spirit  
**fitness**

**BuzzFeed**

COUNCIL on  
FOREIGN  
RELATIONS

**UPWORTHY**

Ladies' Home  
**Journal**



**COSMOPOLITAN**

**Greatist**



**fabfitfun**

**TechCrunch**

**GOOD**



savvy  
sassy  
**MOMS**

**devex**  
Do Good. Do It Well.™

**GIRLS  
ONE  
PARTY™**

**ecouterre**

**BRIT+CO.**

**RYOT**  
BECOME THE NEWS

**women 2.0**  
founding startups

**LEGAL  
nomads**  
Where culture, food & travel intersect

**UPSTART**  
business journal

# Activyst Press

Pin it

## Team players



**NAMES:** (From left) Leigh Orne, 31, Katie Rock, 32, and Blair Warner, 31

**PROFESSIONS:** Founders of Activyst

**CITIES:** Seattle and Los Angeles

**SHAPE READERS:** 9 years

**A**s lifelong athletes, Katie Rock, Leigh Orne, and Blair Warner know firsthand the benefits of playing sports like tennis and crew. "It made us more confident and resilient when we were competing, and in everything else we did too," says Katie. She first realized that not all girls shared their experience while on a trip to Nicaragua in 2007. "Local girls kept asking why I was swimming, running, or surfing, because only boys did those activities," she says. "They had never played sports!"

### CALL TO ACTION

When Katie returned to Central America in 2010 with the World Health Organization to promote gender equality in sports, she discovered a durable, water-resistant material called "macen," used for everything from carrying groceries to building hammocks. Inspired by this fabric, she got the idea to make gym bags and use a portion of the proceeds to fund nonprofits like Soccer Without Borders and Girls Gotta Run Foundation that provide athletic opportunities for girls worldwide. Once back in the U.S., she asked friends Leigh and Blair to join the crusade, and as a team they formed Activyst.

### A BAG IS BORN

The trio spent most of 2012 designing the macen Active Bag (\$138; [activyst.com](http://activyst.com)), a colorful handmade carryall with pockets for shoes and a laptop.

# Activyst Impact

7

# of projects funded

175

# of girls impacted

6

# of countries

4

# of non-profit partners



■ Oakland, CA, USA

■ Kampala, Uganda

■ Sodo, Ethiopia

■ Iringa, Tanzania

■ Granada, Nicaragua

■ Bekoji, Ethiopia

■ BC, Canada



# Activyst Impact



# Role At Activyst

- I am **Founder + CEO**. I manage:
  - Big Picture Vision and Planning
  - Product Design
  - Product Manufacturing
  - Marketing and Public Relations
  - Retail and Sales
- And, I still do legal consulting too

# In A Nutshell

- It's hard to know EXACTLY what kind of work will make you happy your whole life
- And that's okay!
- **You can make changes and take new steps along the way. It's a process.**
- I'm only 33 and have had many careers!
- If you are **passionate and are working hard**, there are many opportunities.
- Find work you are passionate about bc that is what you will naturally be best at.