Forbes: Why VCs Miss The Best Returns When Evaluating Female Founders

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Chris Lipp, professor of practice and director of Management Communication, contributed an article to Forbes about differences in communication style between male and female founders and how those differences can result in investors misjudging female-founded ventures.

> But it soon became clear that many female founders pitch in a universal, internally-consistent voice that is fundamentally different than the traditional voice. As long as venture capitalists are wired to code leadership strictly through the traditional voice, they are mispricing risk and miscalculating potential returns of founders who use the second voice.

To read the article in its entirety, visit forbes.com:

https://www.forbes.com/sites/chrislipp/2026/09/02/why-vcs-miss-the-markets-best-returns-when-women-pitch/