Women Investing in Women: How Quorum's New York Chapter Explored the Power of Purpose-Driven Investing

At a recent Quorum New York Chapter event, members gathered for an engaging conversation with Cheryl Kellond, founder of Play Money, moderated by Amy Ho, to explore how women can use angel investing not only to build wealth, but also to shape the future by supporting the ideas, innovations, and entrepreneurs they believe in.

The discussion challenged traditional perceptions of angel investing, highlighting that while early-stage venture capital is still a very high risk type of private investment, it is becoming more accessible for accredited investors than many people realize. Cheryl shared the inspiration behind Play Money: driven by her own frustrations with becoming an angel investor, she wanted to build a platform to simplify early-stage investing by curating startup opportunities and removing many of the barriers that often discourage first-time investors. Specifically, Play Money had lowered the minimum contribution amount typical of traditional venture capital investing. Further, the platform demystifies the path to becoming an accredited investor and handles much of the regulatory compliance paperwork required for private investors, all for a small fee. Today, the platform has helped hundreds of accredited investors make more than 1,800 investments in promising early-stage companies.

One of the evening's central themes was the idea that capital can be a powerful catalyst for change. Rather than viewing investing solely as a financial exercise, participants explored how investment decisions can reflect personal values by focusing on women founders who are helping to accelerate innovation in areas such as women's health, education, caregiving, and community well-being.

Currently, only 2% of venture capital investments go to women founders. And, only 1 in 5 investors are women. Angel investing offers an opportunity for women to support founders whose work aligns with their priorities whilst changing the landscape of capital flowing into women-led businesses and balancing the playing field of investors.

The conversation also addressed some of the misconceptions that often keep women on the sidelines. Cheryl encouraged attendees to recognize that successful angel investing isn't reserved for financial experts or the ultra-wealthy. Many of the skills that make successful investors – evaluating people, identifying strong leadership, asking insightful questions, and recognizing potential – are abilities women develop naturally throughout their professional and personal lives.

Another important takeaway was the value of diversification. Rather than searching for a single breakout company, Cheryl encouraged participants to think of angel investing as building a large portfolio of companies and founders they believe in. Over time, this diversified approach can

increase the opportunity for meaningful impact, manage risk, and increase the likelihood of returns on investment.

The evening concluded with a broader discussion about women's relationship with money and the importance of talking more openly about investing and wealth-building. By sharing knowledge, opportunities, and experiences with one another, women can build greater financial confidence while expanding the flow of capital toward innovative solutions that benefit society. As Quorum Founder and CEO Meg Sullivan reminded attendees, one of the most effective ways to accelerate change is through how we invest, spend, and direct our resources.

Continue the Conversation with Quorum Invests

Inspired by the conversation? Quorum Invests is Quorum's gender-smart investing and learning community for members who want to align their money, values, and impact. Through monthly cohort sessions, expert speakers, collaborative discussions, and investment products, members build their investing knowledge, explore opportunities to support women-led innovation, and learn alongside a community committed to using capital as a force to accelerate change.

Whether you're just beginning your investing journey or looking to expand your impact, Quorum Invests offers a welcoming environment to learn, ask questions, and take meaningful action together. More information on Quorum Invests is available on our website.

Key Takeaways

- Talk openly about money and investing.
- Align your investments with your values.
- Continue learning through education and community.
- Take small actions as part of the learning process, rather than waiting to become an expert.
- Use your capital to help create positive change.