

Introducing

JENNY
STOJKOVIC

VENTURE CAPITALIST | WORLD-CLASS
SPEAKER | FUTURE BUILDER



INKWELL *ink* MGMT

ABOUT JENNY

Jenny Stokovic didn't grow up with CEO parents, Ivy League connections, or a financial safety net. Raised in a small Canadian farm town by a blind father and a mother who worked as a grocery store cashier, she learned early that nothing is handed to you, you have to build it yourself.


That mindset, which she later coined the *Why Not Me?* philosophy, propelled her from humble beginnings to the heart of Silicon Valley. There, she led global policy work for companies like Google, Meta, and Airbnb and built a reputation as a trusted voice at the intersection of business, technology, and policy.

Today, Jenny is one of the youngest female venture capitalists in the U.S., serving as a General Partner of Joyful Ventures, and has invested over \$25 million into early-stage, values-driven startups.

Jenny is a sought-after keynote speaker, known for delivering high-energy, insight-packed talks on artificial intelligence, leadership, innovation, career growth, and the future of work, especially for first-generation professionals and underrepresented talent.

Jenny has been featured on Good Morning America, Fortune, and Fast Company, and has spoken on global stages, including SXSW, Dreamforce, the United Nations, and Google.

She combines deep tech experience with personal storytelling and real-world strategy to help audiences navigate disruption, embrace bold thinking, and lead with clarity, no matter where they start in life.



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“Jenny's work is great for up-and-coming entrepreneurs and innovators.”

Kyle Vogt

Innovation Pioneer & Founder of Cruise & Twitch

SPEAKING TOPICS

Jenny helps leaders take initiative and turn bold ideas into lasting impact. Through her WHY NOT ME?® Experiences and Leadership That Outlasts You Keynote, she shares a pioneering mindset and practical framework for leading through disruption and shaping the future.

KEYNOTE 1: Why Not Me?®

What Separates the People Who Lead Industries from the Ones Who Blend In

Success doesn't go to the most credentialed. It goes to the ones who kept showing up when no one was watching.

In this flagship keynote, WHY NOT ME?®, venture capitalist and LinkedIn Top Voice Jenny Stojkovic shares how she went from a small-town Canadian kid with no connections to raising a \$23 million VC fund as one of the youngest women GPs in the industry, building a platform of over 250,000 followers along the way. She breaks down how to turn adversity into authority, develop a professional voice that cuts through the noise, and position yourself as a leader in your industry before anyone gives you permission.

This isn't about faking confidence or waiting for the right moment. It's about adopting the WHY NOT ME?™ mindset. Deciding you belong in the room and proving it with every post, pitch, and conversation. Because Jenny didn't wait for a seat at the table. She built her own. And she'll show you how to do the same.

Who This Keynote Is For:

- Fortune 500 and Global 2000 companies ready to unlock visibility and leadership at every level
- High-growth startups and scale-ups where standing out is the difference between getting ahead and getting lost
- Tech, AI, FinTech, and innovation-driven organizations building cultures of bold, visible leadership
- Companies undergoing transformation or rapid change who need their teams to own their voice and lead from where they are

KEYNOTE 2: Leadership That Outlasts You

How to Build the Next Generation of Leaders and Teams That Carry Your Company's Legacy Forward

You've climbed the ladder. You've earned the influence. But real leadership isn't just about your title, it's about what you create for those coming up behind you.

In this keynote, venture capitalist and leadership expert Jenny challenges senior leaders to think beyond their own success, and focus on what they're passing on. She shares how to teach the WHY NOT ME?TM mindset to the next generation of leaders, helping you build teams that are bold, resilient, and built to lead long after you're out of the room. This isn't just about managing people, it's about multiplying potential. Because the most impactful leaders don't just grow companies. They grow other leaders.

Who This Keynote Is For:

- Leadership off-sites, succession programs, and executive retreats focused on long-term impact, not just next-quarter goals
- People managers who want to turn high performers into confident, next-level leaders
- Organizations navigating fast growth, restructuring, or generational leadership transitions
- Companies focused on building a leadership pipeline that reflects their mission, culture, and future vision

MASTERCLASS: The Executive Presence Workshop

From Belief to Action: The 90-Minute Workshop That Turns Your Voice Into a Strategic Asset

The WHY NOT ME?[®] keynote sparks the belief. The masterclass delivers the blueprint.

Jenny Stojkovic built her personal brand from scratch — growing to become the #1 most-followed VC on LinkedIn and a LinkedIn Top Voice with over 150,000 followers. Now she's sharing the exact system that got her there.

This tactical, hands-on workshop helps professionals stop waiting to be seen and start showing up with intention. Participants leave with a clear professional identity, an optimized LinkedIn presence, and 30 days of content ready to post.

Why Organizations Are Investing in Executive Presence

The data is clear:

- Employee-generated content on LinkedIn drives up to 8x more engagement than brand-led content. When your people show up online with clarity and confidence, they become your most powerful marketing channel.
- Founders who actively post on LinkedIn raise up to 20% more capital, with their companies securing higher average investments due to stronger personal branding and visibility.

Whether you're empowering employees to amplify your brand or equipping founders to stand out to investors, this workshop turns the WHY NOT ME?® mindset into measurable results.

What Participants Walk Away With


- A 1-sentence brand positioning statement
- An optimized LinkedIn profile
- 3-4 content pillars they own
- 30 days of post ideas ready to execute
- A 48-hour challenge to take immediate action

Ideal For

- Corporate teams activating employee-generated content as a strategic channel
- Founders and executives building visibility to attract investors, talent, and opportunities

Conferences and events as a post-keynote add-on for deeper application





“Jenny is an incredibly dynamic, energetic, brilliant communicator inspiring every audience she addresses.”

Heather Mills
Business Mogul & Philanthropist



SEE HER IN ACTION

READY TO BOLDLY MAKE A MARK ON YOUR EVENT?

Inkwell MGMT is here to collaborate with you to bring Jenny Stojkovic's energy and expertise to your next event. Whether you're looking to inspire, motivate, or educate your audience, Jenny Stojkovic is ready to deliver a transformative experience.

Let's make it happen! Connect with Stevie Johns at Inkwell MGMT today, and together, what we create will be unforgettable.

HELLO@INKWELL-MGMT.COM

WWW.INKWELL-MGMT.COM

