



# Women Rock IT

IT is a world of possibilities.



**Caroline Walerud**

Executive Chairman and  
Co-founder, Volumental  
Partner, Walerud  
Ventures



**Hera Hussain**

Founder, CHAYN



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WOMEN ROCK-IT

# SOLVING PROBLEMS WITH TECH & ENTREPRENEURSHIP

**Caroline Walerud**

Executive Chairman & Cofounder, VOLUMENTAL  
Partner, WALERUD VENTURES

[caroline@volumental.com](mailto:caroline@volumental.com)

[volumental.com](http://volumental.com)

[walerud.com](http://walerud.com)

ENTREPRENEURSHIP: TO SEE AND SOLVE PROBLEMS

[caroline@volumental.com](mailto:caroline@volumental.com)



THERE ARE BIG PROBLEMS TO SOLVE





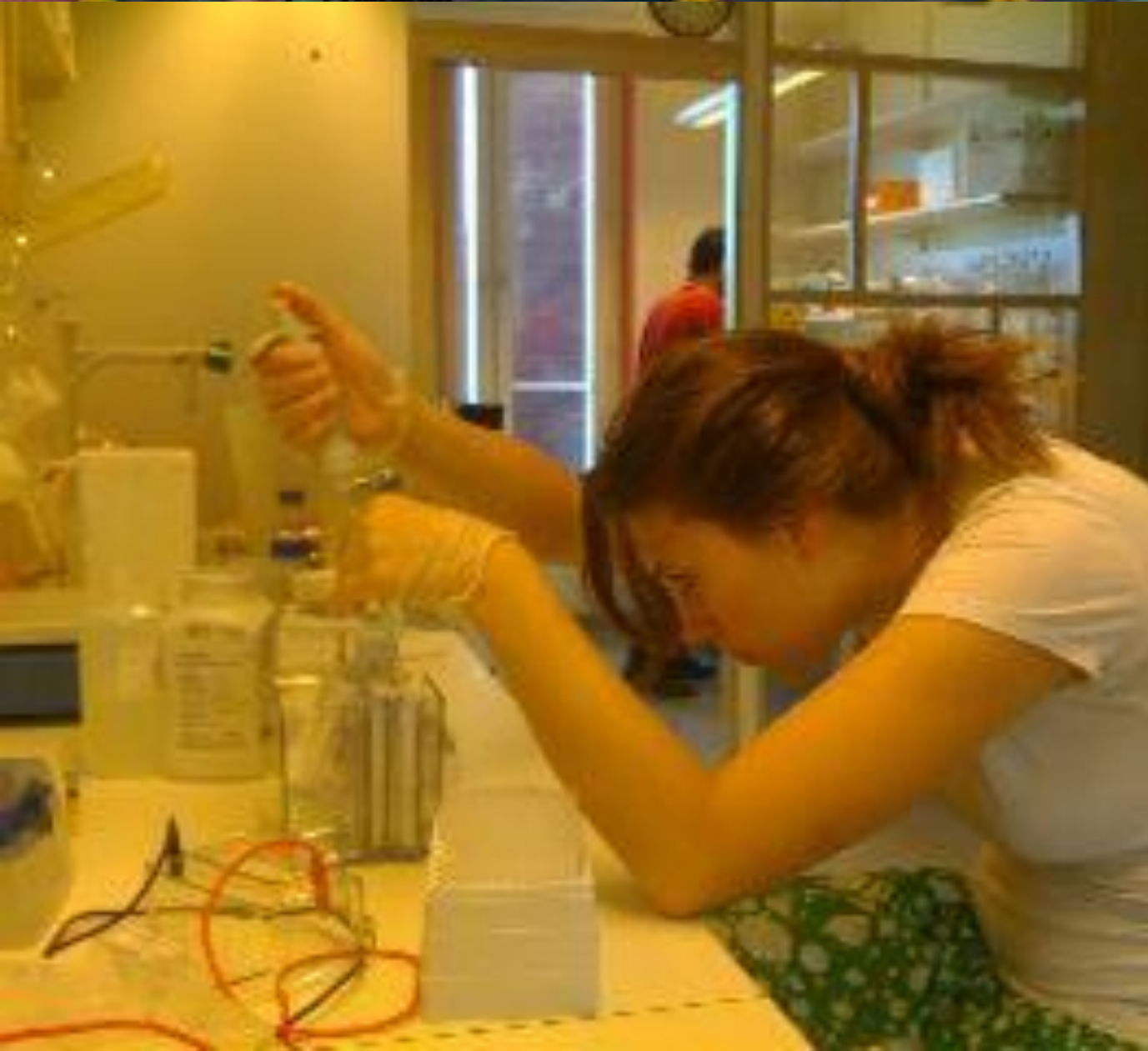


ENTREPRENEUR  
SINCE I WAS 14

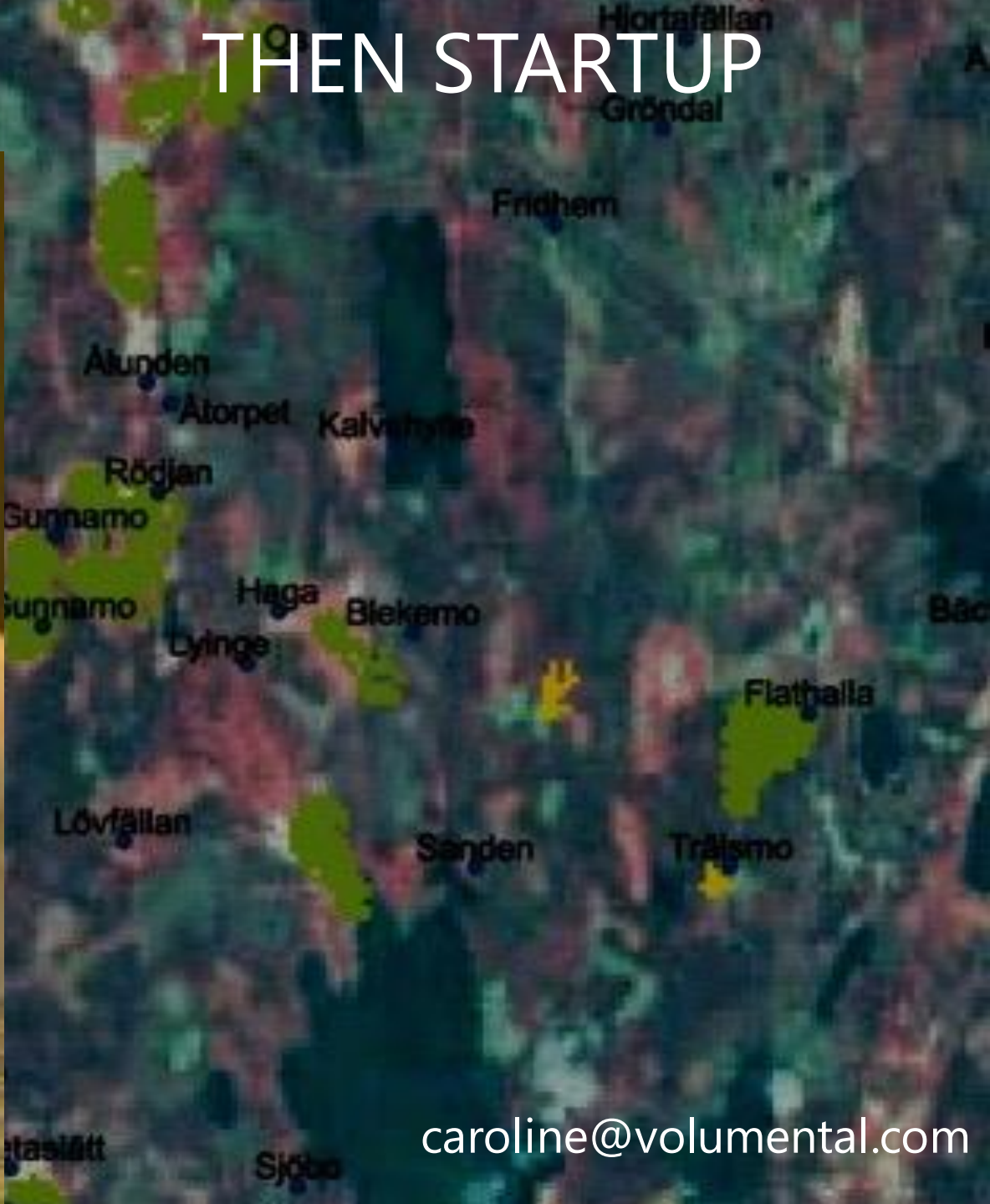
[caroline@volumental.com](mailto:caroline@volumental.com)



NATURAL SCIENCES



THEN STARTUP



[caroline@volumental.com](mailto:caroline@volumental.com)











# VOLUMENTAL CREATES PERSONALIZED SHOPPING AT SCALE

Buy

Shop

Custom



amazon

Klarna.

>|0

PayPal





# BUYING SHOES ONLINE IS OUTDATED

The screenshot shows the Amazon product page for the Brooks Ghost 12 women's running shoe. The main image is a blue and pink sneaker. To the right, there's a price section showing a discount from \$68.00 to \$246.54. Below that, there are color options and a grid of smaller images showing different colorways. A 'Buy Now' button is prominent. The bottom part of the page contains a detailed description of the shoe's features, such as 'This shoe is for neutral runners looking for a lightweight shoe with a smooth ride without sacrificing cushioning'.

The screenshot shows the Amazon product page for a Midea 3.1 Cu. Ft. Compact Refrigerator. The main image is a black and silver refrigerator. To the right, there's a price section showing a discount from \$199.99 to \$149.99. Below that, there are color options and a grid of smaller images showing different colorways. A 'Buy Now' button is prominent. The bottom part of the page contains a detailed description of the refrigerator's features, such as 'This compact refrigerator is perfect for dorms, small apartments, and RVs'.



# BODY SHAPE IS THE KEY TO PERSONALIZE SHOPPING





# VOLUMENTAL CREATES PERSONALIZED SHOPPING AT SCALE

Buy

Shop

Custom



amazon

Klarna.

>|0

PayPal



# HOW IT WORKS



**FLEET FEET**

### Fits Like a Glove Running Shoe

In December you bought the ASICS GT 2000. We matched your 3D foot scan to other shoes, we found another stability shoe we think you'll love.



#### Nike Model X

How this shoe fits you



[FIND YOUR FIT](#)



**Try them on today!**

Fleet Feet Carrboro  
310 East Main Street  
Carrboro, NC 27510  
919-969-3338


[VISIT US](#)

Facebook | Twitter | Instagram | YouTube


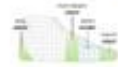

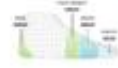


Fleet Feet | 310 East Main Street | Carrboro, NC 27510  
Member Preferences | unsubscribe

### Personalized Shoe Recommendations


Put your foot on our scanner and we'll recommend shoes based on your scan.



They got the feet, we got the shoes. We pulled these running shoes for you based on your 3D foot scan. With precise measurements and color-coded fit points, you'll see exactly how the shoe will feel before you even have to try it. Find your next favorite gear from the personalized recommendations below.

 <p><b>Men's New Air Zoom Purebred 26 Street</b> \$100 Men's / Street / Nike Recommended Size: 10 Recommended Width: M</p>	 <p>How this shoe fits you</p>	<p><a href="#">VIEW SHOE</a></p> <p>In-Stock at</p>
 <p><b>Men's ASICS Gel-Nimbus 22</b> \$150 Men's / Street / ASICS Recommended Size: 10.5 Recommended Width: M</p>	 <p>How this shoe fits you</p>	<p><a href="#">VIEW SHOE</a></p> <p>In-Stock at</p>
 <p><b>Men's ASICS GT 2000 v6</b> \$120 Men's / Street / ASICS Recommended Size: 10.5 Recommended Width: M</p>	 <p>How this shoe fits you</p>	<p><a href="#">VIEW SHOE</a></p> <p>In-Stock at</p>

11:54



3D View Photos

### RICOCHET

NEUTRAL

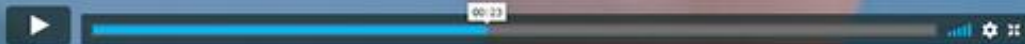
These shoes are inspired by the noble families and the warriors of the Seven Kingdoms and beyond the Wall. This product is excluded from all discounts, promotions and promotions.

[CHECK MY SIZE](#)

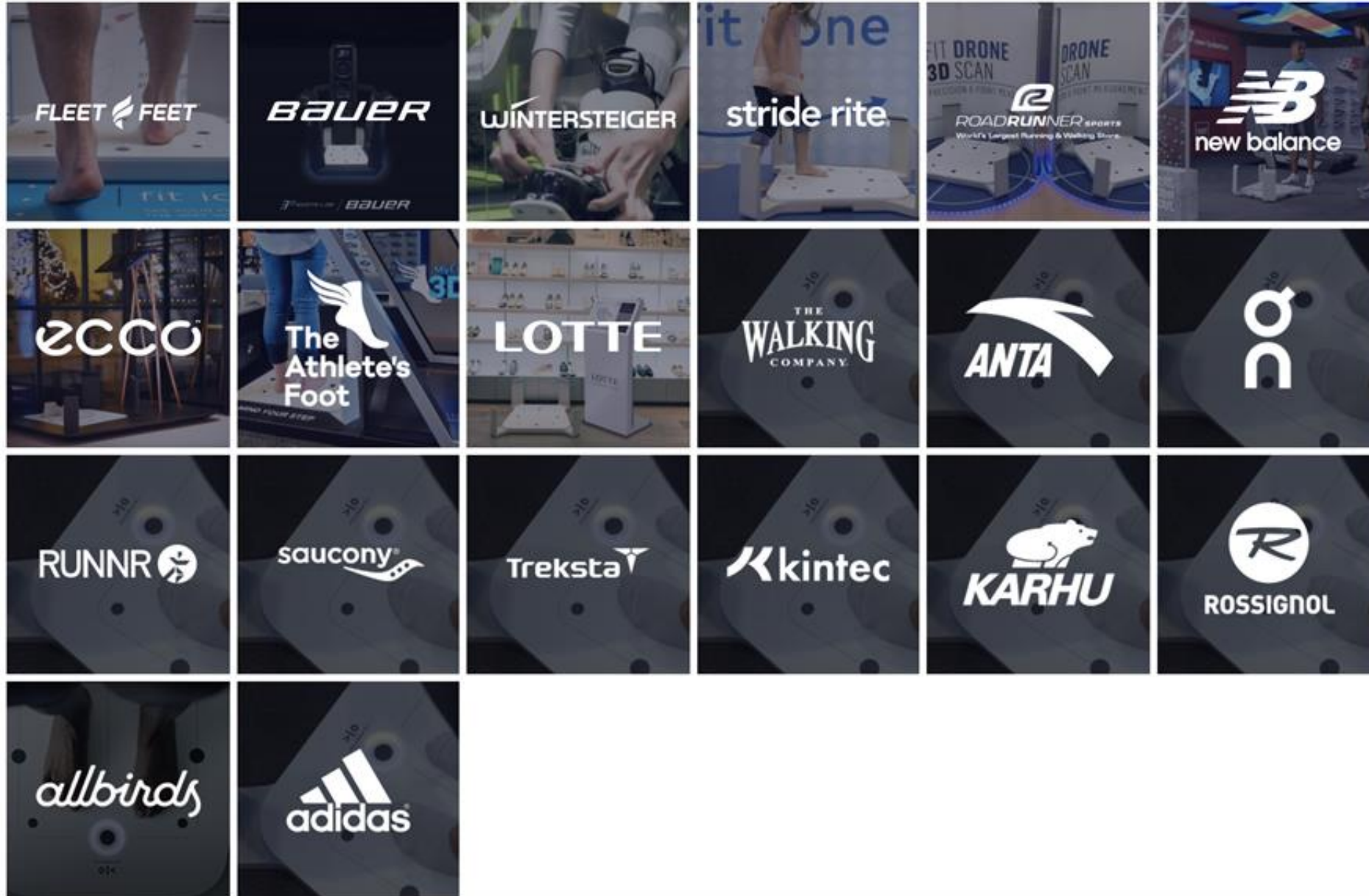
\$500  
Select a size: 10

[ADD TO CART](#)





# LIVE IN 2000+ STORES | 40 COUNTRIES | >12 MILLION FEET







FORGING THE LINK BETWEEN

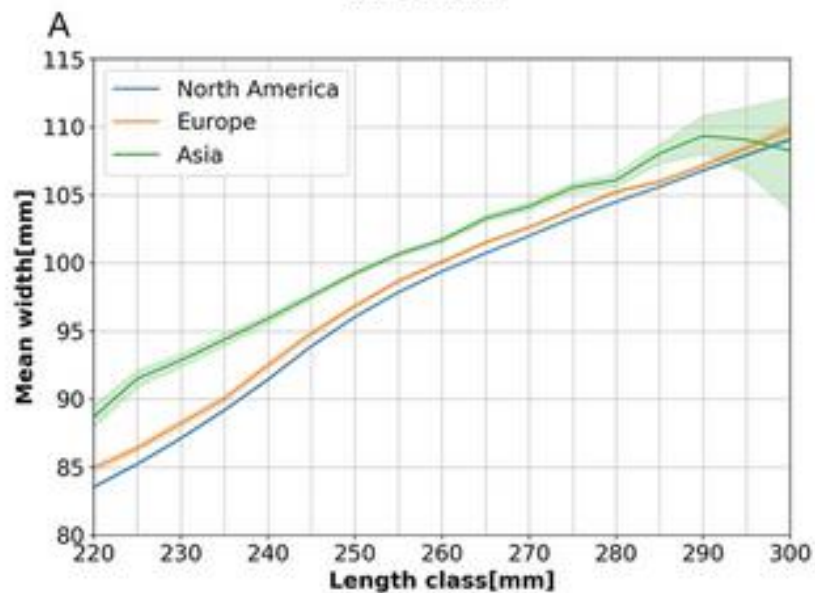
**DATA AND  
CUSTOMIZATION**



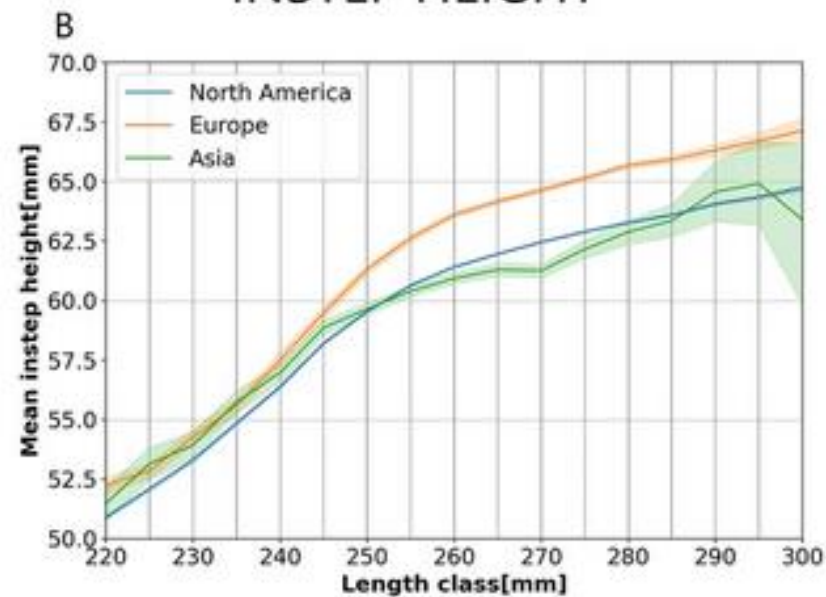


MALE

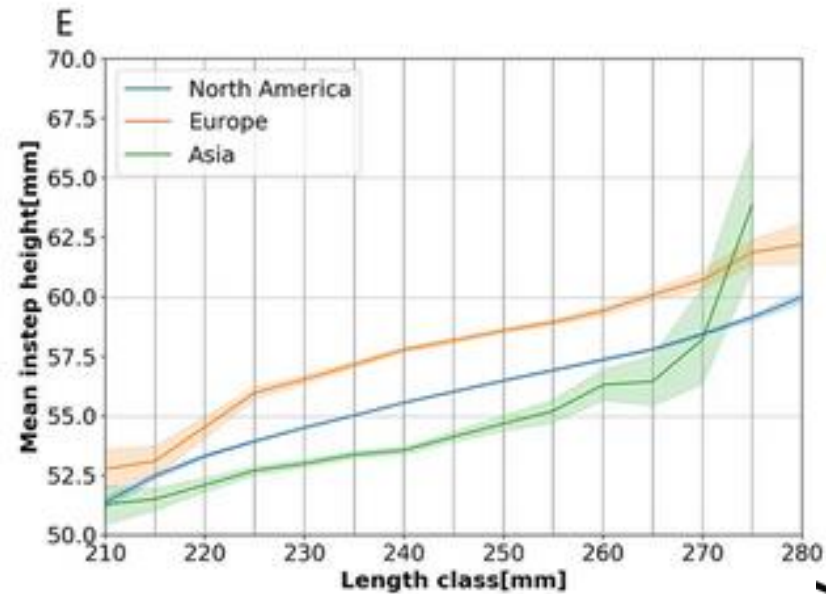
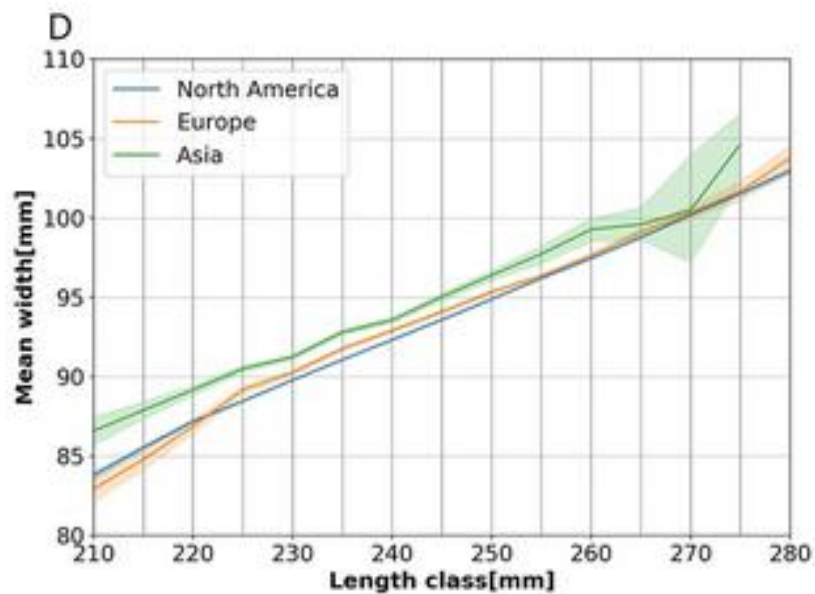
WIDTH



INSTEP HEIGHT



FEMALE

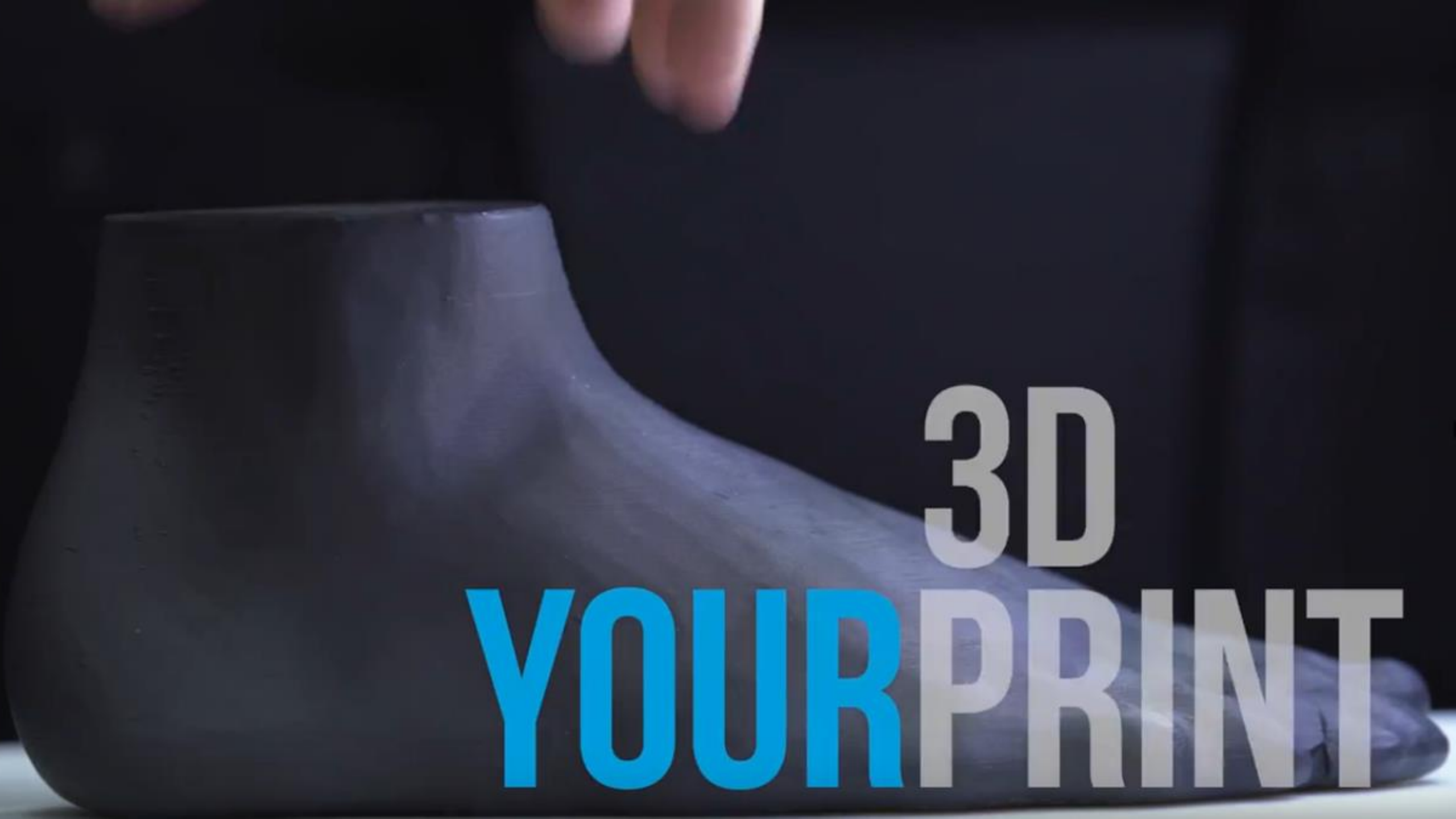


FORGING THE LINK BETWEEN

**DATA AND  
CUSTOMIZATION**





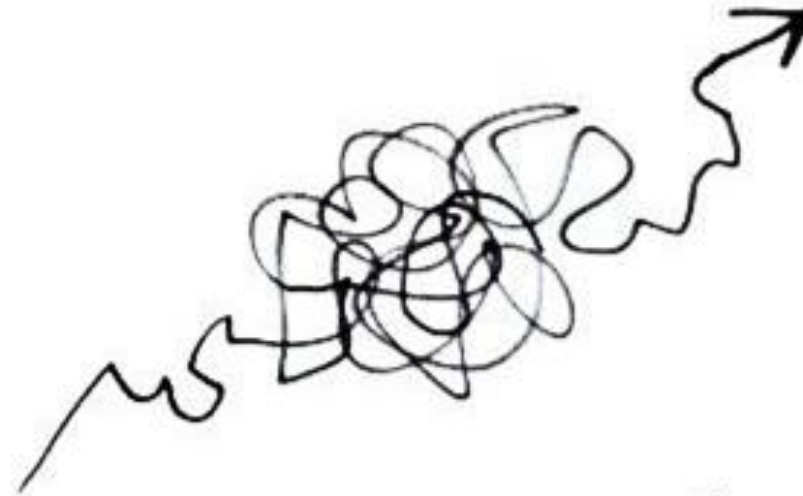
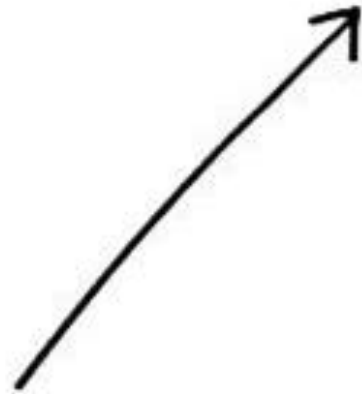


3D  
**YOUR** PRINT

# CHALLENGES

Success

Success



what people think  
it looks like

what it really  
looks like



# SOLVE A REAL PAIN



**WORK TOGETHER**





# TOOLS

Get Things Done


Improvisation Theatre

Porter's Five Forces

Business Model Canvas



[walerud.com/resources](http://walerud.com/resources)  
[caroline@volumental.com](mailto:caroline@volumental.com)

A stack of books is shown against a light green background. The top book has a white cover with a circular lace pattern. A yellow bookmark is visible at the bottom of the stack. The text is centered over the books.

**VOLUMENTAL'S MISSION**

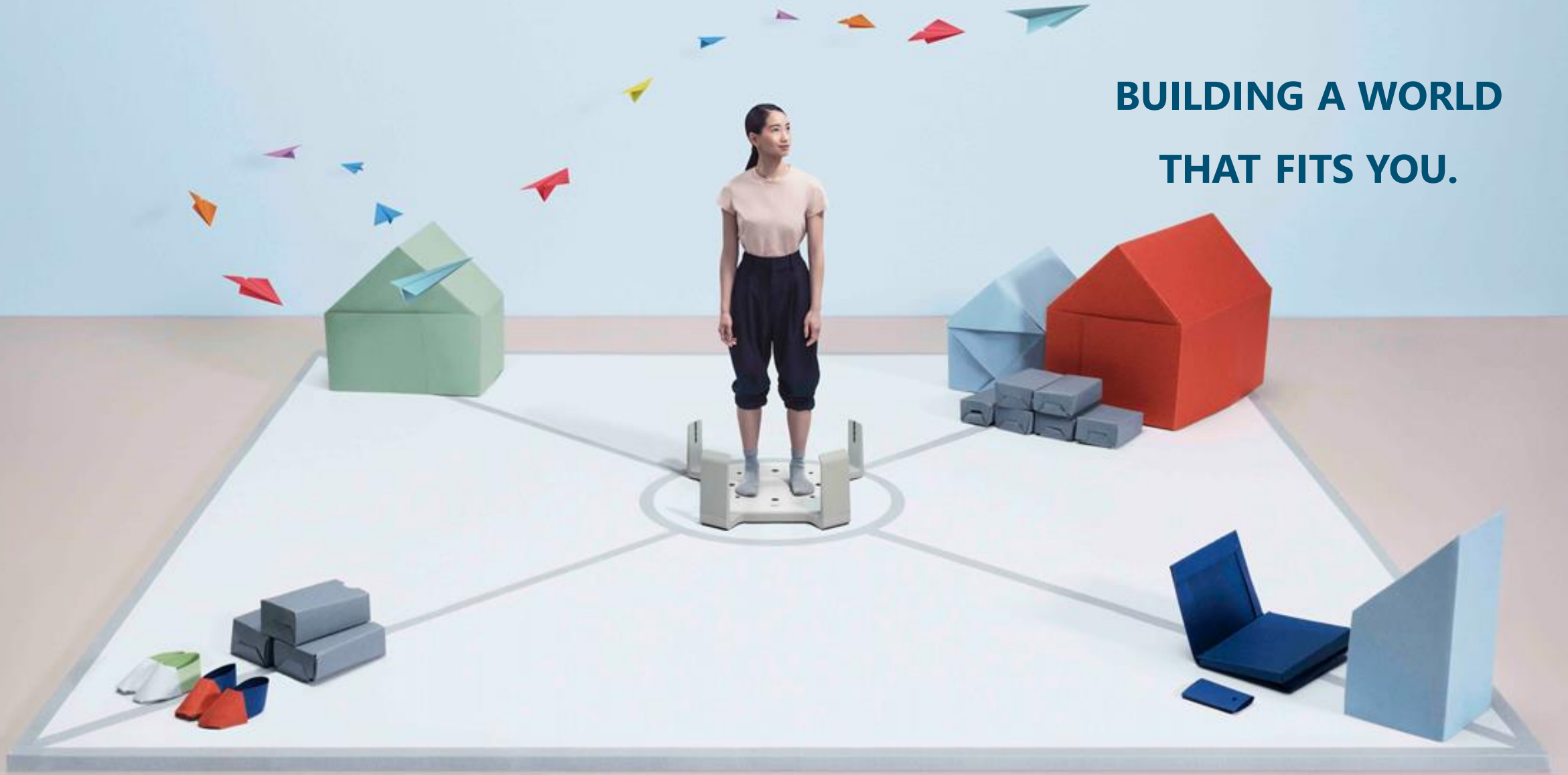
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**VOLUMENTAL WILL HELP 500 MILLION  
PEOPLE FIND PERFECT FITTING FOOTWEAR BY 2025.**

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**BUILDING A WORLD  
THAT FITS YOU.**



# LIVE IN 2000+ STORES | 40 COUNTRIES | >12 MILLION FEET



CAROLINE WALERUD  
VOLUMENTAL.COM





TAKE THE LEAP!

Reach out!  
[volumental.com/jobs](https://volumental.com/jobs)  
[walerud.com/resources](https://walerud.com/resources)



THANK YOU!





# Accelerate Your Career

Develop your IT skills, online and for free. Start today by scanning our QR code to take you directly to course enrolment!







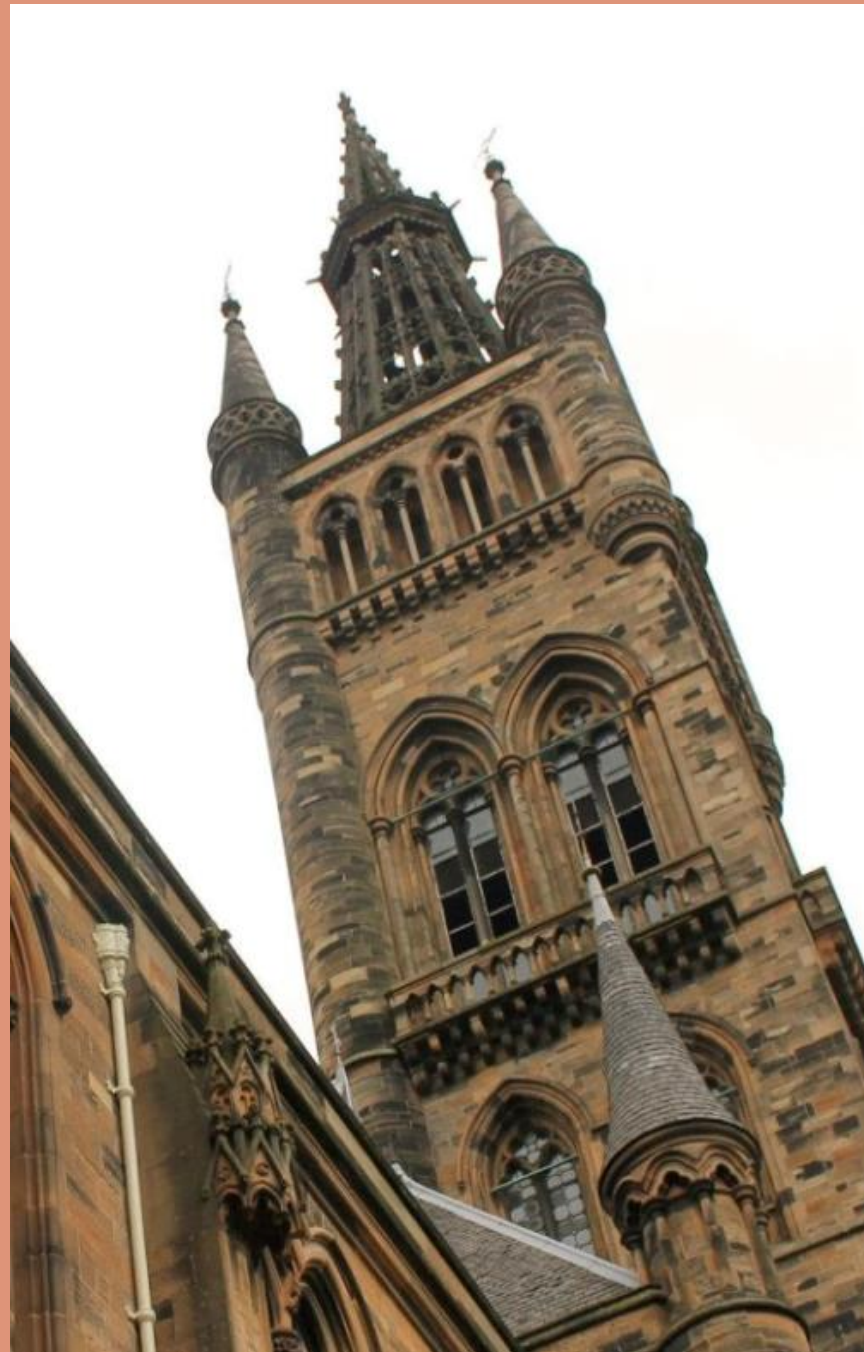
Women Rock IT  
IT is a world of possibilities.



**Hera Hussain**

Founder, CHAYN

@herahussain



@herahussain



Started work.

Started work.

**Got fired.**

Started work.

Got fired.

**Volunteered.**



Women are finding ways to  
get online and get the  
information they want, with  
or without the permission  
of those that oppress them.

WORK FRAMING  
**PLANNING MY FUTURE**

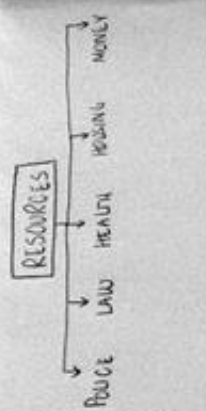
- Factor:  
 Money  
 Housing  
 Sustainability  
 VISA  
 Education  
 Proff

- WITHIN RK**
- Relocate city
  - Shelter → Independent
  - Stay with friends (ST. LIT)
  - family (ST. LIT)
  - Study - hostel/home
  - Work → Non proff

Along

- OUT WITH**
- Study
  - Work
  - Costs & Cash
  - Country analysis
- VISA → Work → Find work

**RESOURCES**



- POLICE**
- When can police help
  - The procedure of FIRs etc
  - situation on ground

- LAW**
- Law Women
  - Family law
  - divorc
  - custody
  - Criminal ch law
  - Procedure
  - cost

- HOUSING**
- Kind of living
  - Procedure
  - Harsh Realities
  - Shelter
  - COSTS

- HEALTH**
- Contraception
  - Bruising
  - Broken bones
  - Rape
  - Trauma
  - Prevention & Wides
  - what to do
  - Prevent (video)

- MONEY**
- Banks
  - Options
  - ORGs
  - Process
  - Grants
  - Submit

**COPING STRATEGY**

- Escape → see before
- Remain → self defense, conflict resolution, Activities/Hobbies, Ideas, Exercise, Dealing with, Writly - Joun Blog

**DEEN**

ISLAM 95-98%

- Overview
- Guides from Quran & scholars & words
- Scholarly articles

CHRIS 2%

- Overview
- Guides
- Scholarly articles

HINDU 2%

BAHA I  
SIKH  
PARSI

BCG

BCG

The Boston Consulting Group

CG

The Boston Consulting Group

# CHAYN

Tackling gender based violence globally by creating intersectional & open survivor-led resources on the web.





“I wish I had read it ten years ago. It has better advice in it than I have been ever given by any solicitor or the police about collecting evidence.”

“I feel like someone is really speaking to me... every single line is making me feel better.”

“This is the first time anyone's been able to shed any light at all on this (online safety) - usual authorities seem to be clueless...”



## survivors of abuse

Empowering women and non-binary people with actionable guides and digital services that allow women, in abusive relationships, to take back control of their lives.



## cash-stripped front-line services

Produce information & tech tools that help front-line services to work more effectively and support more people facing abuse.



# tactics



Guides



Platforms



Digital services





But I did this alongside a full-time day job until now. That's 20-40 hours a week on top of a 35 hour working week.

Open data.

**Fighting corruption.**

Opening the world of  
government contracts.

# DESIGN FOR

Agency

Hope

Empathy

Solidarity

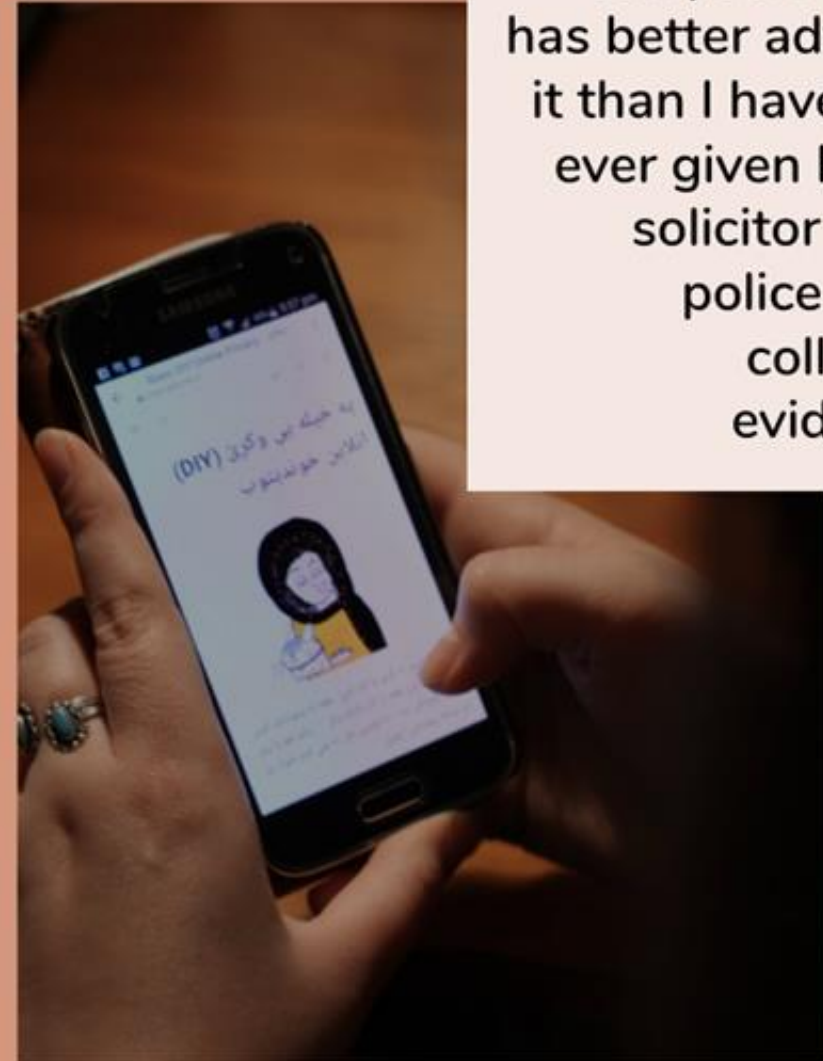
Trust





# guides

- How to build your own domestic violence case without a lawyer
- **Do It Yourself Online Safety**
- Spotting abuse & manipulation in relationships
- **How to be a good friend**
- Getting better & moving on - mental wellbeing



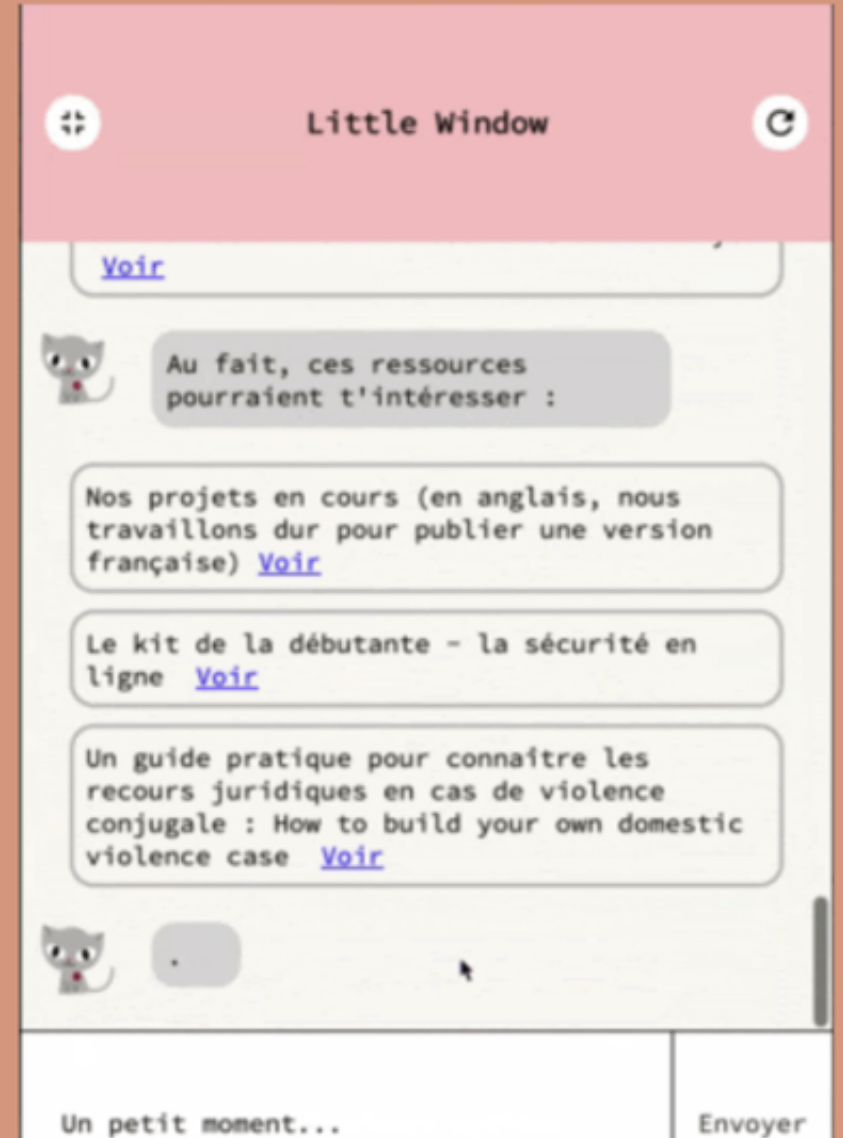
“I wish I had read it ten years ago. It has better advice in it than I have been ever given by any solicitor or the police about collecting evidence.”



# little window

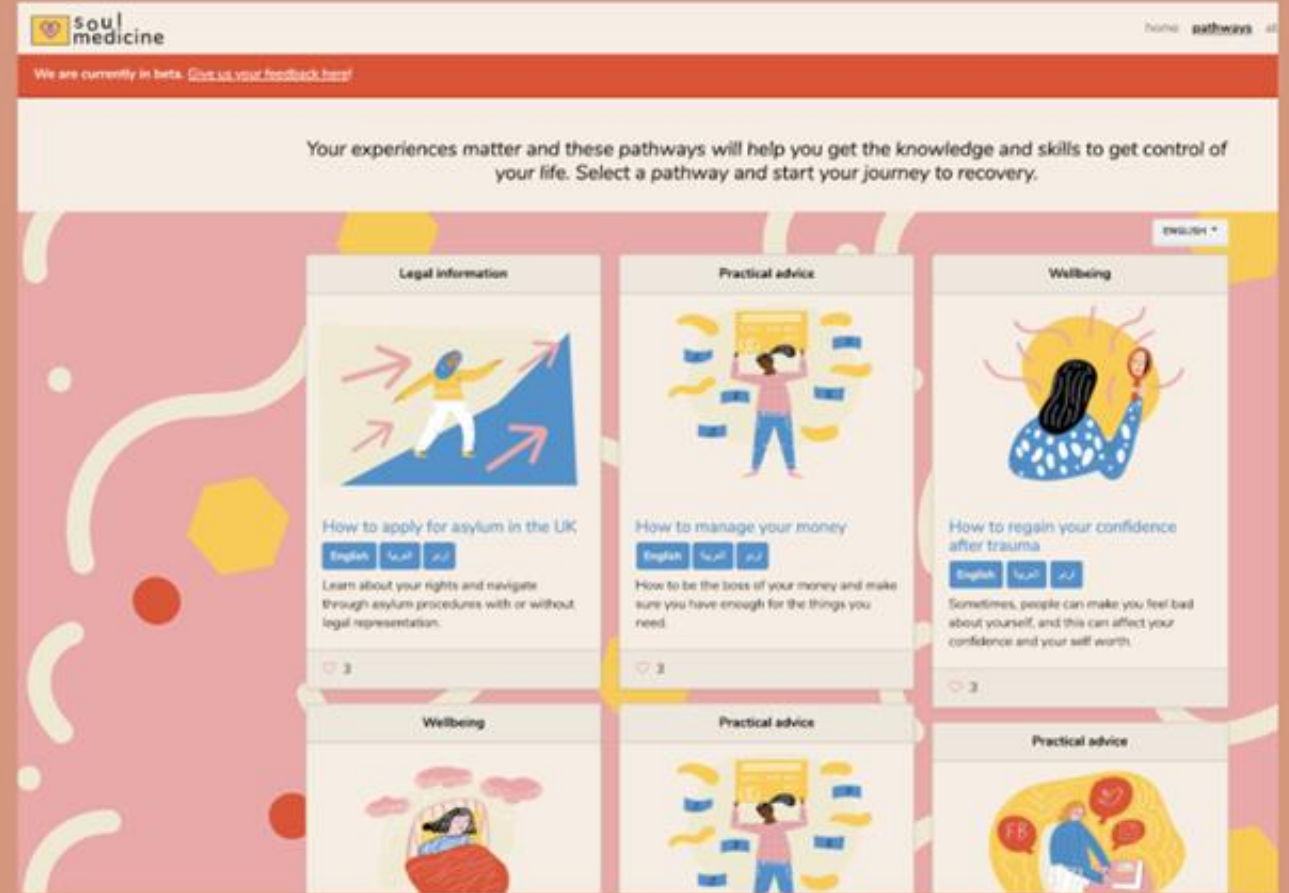
An ethical chatbot (not a human) that directs survivors to the right information on Chayn's website in minutes.

Useful for migrants & refugees who want to find information on their home and host country. Available in English & French.



# soul medicine

Survivors can identify when it is safe for them to receive our courses and can choose disguised subject lines e.g 99 ways Beyonce rules the world.



The screenshot displays the soulmedicine.io website interface. At the top, the logo "soul medicine" is visible on the left, and "Home pathways" is on the right. Below the logo, a red banner states "We are currently in beta. Give us your feedback here!". The main content area features a grid of course cards. The top card is titled "Legal information" and "How to apply for asylum in the UK", with sub-options for "English", "Arabic", and "Urdu". Below the title, it says "Learn about your rights and navigate through asylum procedures with or without legal representation." and shows a heart icon with the number "3". To its right is a card titled "Practical advice" and "How to manage your money", with sub-options for "English", "Arabic", and "Urdu". It says "How to be the boss of your money and make sure you have enough for the things you need." and also shows a heart icon with "3". Further right is a card titled "Wellbeing" and "How to regain your confidence after trauma", with sub-options for "English", "Arabic", and "Urdu". It says "Sometimes, people can make you feel bad about yourself, and this can affect your confidence and your self worth." and shows a heart icon with "3". Below these are three more cards: "Wellbeing", "Practical advice", and "Practical advice", each with an illustration and a heart icon with "3". The background of the website is pink with white and yellow abstract shapes. A language selector "ENGLISH" is in the top right corner.



**soulmedicine.io**



# trauma resilience group

- Put together a 10-week course in 7 days
- Course delivered via Telegram
- 2 videos per week with homework and reactions
- 97 people supported
- Delivered by a team of 4 volunteers
- 450 hours spent over 9 weeks



**impact**  
2013-2019

**334,000**

people reached across the globe

**1.2 million**

page views of our content

*United Kingdom*

*United States*

*India*

*Pakistan*

*Italy*

*Canada*

*Australia*

*Spain*

*UAE*

*Brazil*

*Portugal*

*Afghanistan*

*Iran*

*Egypt*

*Iraq*

*Syria*

*France*

*Russia*

*Germany*

*Netherlands*

*Chile*



Learn how to “tech” yourself.  
It made me a better leader and  
ensured I was able to embody  
my values and that of my  
community in my work.



# Accelerate Your Career

Develop your IT skills, online and for free. Start today by scanning our QR code to take you directly to course enrolment!



# Certificate of Participation

Scan our QR and take our online survey to receive a certificate of participation.

