

Thinkific's Think in Color 2021 Virtual Summit Delivers Inspiration & Resources to Underrepresented Entrepreneurs from Across the Globe

- **Two day virtual Summit attracted over 20,000 registrants from over 48 countries**
- **5-week post-Summit accelerator program to provide hands-on training to underrepresented entrepreneurs empowering them to build their own online business**
- **Thinkific has committed \$50,000 USD toward grants, bursaries, and tools to help attendees launch and grow their digital businesses**

VANCOUVER, BC, Aug. 5, 2021 /CNW/ - [Thinkific Labs Inc.](#) ("Thinkific" or the "Company") (TSX: THNC), a leading platform for creating, marketing, and selling online courses, today provided highlights from its third annual virtual [Think in Color Summit](#).



The two day Summit, which was held on July 27-28th, brought together a speaker lineup of 100% female business leaders of color, each of whom delivered personal anecdotes and insights on their journey as entrepreneurs as well as invaluable, practical advice on all aspects of creating, marketing, and scaling successful online businesses.

The challenges faced by historically marginalized entrepreneurs are real and the current crisis has added increased pressure. Over 5.4 million jobs were lost by women over the course of the pandemic and today, 1 in 3 women of color say that they're planning to leave their current jobs.*

As part of the event's drive to move beyond simply providing inspiration and empower attendees to build strong communities and take action, Thinkific launched a 5-week accelerator program directly after the Summit that is accessible to every

attendee. The live coaching program, taught by Summit co-host XayLi Barclay is designed to help traditionally underrepresented women of color entrepreneurs who are new to digital entrepreneurship create their first digital products.

"Moving beyond just talking about diversity and inclusion, we are proud to host Think in Color to help female leaders and entrepreneurs of color take action towards building successful businesses," said Greg Smith, Co-Founder and CEO of Thinkific. "By providing these women with practical tools, resources, and a like-minded community, our mission is to create a transformative impact on people's lives and in the businesses they're able to create, ensuring everyone has access to the tools and knowledge to succeed."

Following the accelerator program, Thinkific has committed \$50,000 USD toward grants, bursaries, and tools to help attendees build businesses. Participants will be able to apply for public speaking grants with Vancouver-based Shine Bootcamp, the non-profit Project Cover, as well as free or heavily discounted software to help launch and grow their digital businesses. "We know that what this group of entrepreneurs needs isn't passion and drive, it's tools and that's what we're here to provide," added XayLi Barclay.

In line with the Summit's mission to give underrepresented voices a platform to share their experience and expertise, the speaker line up also featured Summit Speaker Contest winner, Katherine Hanrahan. CEO of [Imagine a Mind](#), an online coaching business dedicated to serving female coaches, consultants, and content creators, Katherine won the opportunity to host her own live workshop for Think in Color attendees. The presentation, which was titled 'How to Design & Automate Your Next-Level Membership', will remain free and accessible, along with other unique speaker presentations delivered during the event, at <https://www.thinkific.com/think-in-color/>

*5.4 million jobs lost from National Women's Law Center 2021 [report](#) , 1 in 3 women leaving workforce from nFormation and Fairygodboss 2021 [study](#) .

About Thinkific

Thinkific (TSX:THNC) makes it simple for entrepreneurs and established businesses of any size to scale and generate revenue by teaching what they know. Our platform gives businesses everything they need to build, market, and sell online courses and other learning products, and to run their business seamlessly under their own brand, on their own site. In 2020 alone, Thinkific's 50,000 active course creators earned hundreds of millions of dollars in direct course sales while teaching tens of millions of students. Thinkific is headquartered in Vancouver, Canada, with a distributed and growing team.

For more information, please visit www.thinkific.com.

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