

ÊTRE: TO BE

Girls who do you want to be?

ÊTRE



PRESS KIT



Recently named one of the first 250 entrepreneurs on the Forbes Next 1000 List, Illana Raia is the founder and CEO of Être - a mentorship platform for girls. Believing that mentors matter as early as middle school, Illana brings girls directly into companies they select to meet female leaders face to face.

Illana is a member of the International Space Station U.S. National Lab Education Subcommittee and serves on the National Girls' Collaborative Champions Board. She has appeared on TV, radio and podcasts and speaks on topics including mentorship, leadership and what girls eyeing – and entering – the workforce are thinking. Illana has also authored 60+ articles for HuffPost, Ms. Magazine, Worth and Thrive Global, and her award-winning book *Être: Girls, Who Do You Want To Be?* was released on Day of the Girl 2019. Her next book, *The Epic Mentor Guide*, arrived during Women's History Month 2022.

Prior to launching Être, Illana was a corporate attorney at Skadden Arps and a guest lecturer at Columbia University. She graduated from Smith College and the University of Chicago Law School, and lives happily in NYC.

ÊTRE

THE EPIC MENTOR GUIDE

INSIDER ADVICE
FOR GIRLS EYEING
THE WORKFORCE
FROM 180 BOSS
WOMEN WHO KNOW

"For every girl building a bold, brave future—this is the book you need."

RESHMA SAUJANI,
Founder of Girls Who Code and
The Marshall Plan for Moms

ILLANA RAIA
FOUNDER AND CEO
OF ÊTRE

Worth



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THE WILKIN
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OJOSA
ONICA
ISBERG
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A OSTA
HROYD
ATZKY
RFLY
ANNE
BOLDEN

How do I land an internship at SpaceX?
How can I get my art seen at Pixar?
What exactly can I ask in an interview?
Can I use TikTok to network?

**You asked, so we asked.
AND 180 EPIC
WOMEN ANSWERED.**

What I love most about this book is the array of phenomenal women who have lined up to share wisdom and offer advice to the next generation on topics ranging from skills and strategies, entrepreneurship and leadership, grit, guts, and goals!

JAYSHREE SETH, 3M Corporate Scientist and Chief Science Advocate

This is a "must-read, follow on social, and re-read" for any next gen mogul taking stock of today's job market!

TIFFANY PHAM, Founder and CEO, Mogul, Author of You Are A Mogul and Girl Mogul

Reading *The Epic Mentor Guide* is like experiencing a turbo internship across 180 career topics at the coolest companies. Every girl thinking about her career needs to read this.

CLAUDIA CHAN, Creator of S.H.E. Summit and The Whole-Life Leadership Method

The Epic Mentor Guide gives girls an inside look into today's workforce, hearing from leaders who remember what it felt like to walk into work on day one, and what lies ahead...so they are well-prepared to claim their seat at the table!

CATE LUZIO, Founder and CEO of Luminary

The Epic Mentor Guide gives young women a powerful guide to take the next best steps in their leadership journeys while also providing role models and support systems to drive their passion further.

GITANJALI RAO, Author, STEM Promoter, Young Innovator, and TIME's First-Ever Kid of the Year

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BIOGRAPHY & AUTOBIOGRAPHY / WOMEN 0322

ISBN 978-1-637630-49-5 \$18.99 U.S./\$26.99 Can.



9 781637 630495

PRINTED IN THE USA



ÊTRE

**FOR THE NEXT GENERATION
OF FEMALE LEADERS**



ÊTRE



HEADSHOTS

ÊTRE



The Nasdaq logo, consisting of a stylized blue 'N' followed by the word 'Nasdaq' in a sans-serif font.

CAREER MENTORSHIP STOPS CONFIDENCE SLIDE FOR TEEN GIRLS, STUDY FINDS

HAVING FOUNDED **ÊTRE**, A MENTORSHIP PROGRAM THAT BRINGS GIRLS DIRECTLY INTO COMPANIES TO MEET FEMALE LEADERS FACE TO FACE, ILLANA RAIA HAS OBSERVED FIRST-HAND THE CONFIDENCE BOOST THAT THOSE BRIEF INTERACTIONS CAN INSPIRE. WELL AWARE OF THE DROP IN GIRLS' CONFIDENCE THAT OCCURS IN MIDDLE SCHOOL, RAIA'S ANECDOTAL EVIDENCE SUGGESTED THAT EARLY ACCESS TO MENTORS COULD PROVIDE JUST THE ANTIDOTE THAT GIRLS NEEDED, SO SHE PARTNERED WITH A LEADING AUTHORITY ON MILLENNIALS AND GEN Z TO COMMISSION A NATIONAL SURVEY TO PROVE IT...



Forbes

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