



## Coco Meers

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Coco Meers, CEO & Co-Founder of Equilibria, is a serial tech entrepreneur and early-stage investor. Her company Equilibria is a venture-backed, 360 wellness platform bringing balance to women through data-driven, personalized nutraceutical routines and 1:1 support. Prior to Equilibria, Coco's first start-up, PrettyQuick (acquired by Groupon in 2015) introduced major efficiencies to the \$70B beauty services industry by offering seamless reservations at salons and spas nationwide. When she's not building companies, Coco enjoys investing in other consumer-focused female founders as an active angel investor. Before entrepreneurial life, Coco was based in Paris where she helped market and manage global brands under the L'Oreal SA portfolio. A passionate arts lover, Coco serves on the Executive Committee of the Joffrey Ballet. She has an MBA in Finance and Entrepreneurship from Chicago Booth, and graduated magna cum laude from Princeton with a BA in English and French. She is a mom of three and lives in Lincoln Park, Chicago.