

Cartier

WOMEN'S INITIATIVE AWARDS

The **Cartier Women's Initiative Awards** is an international business plan competition created in 2006 by Cartier, the Women's Forum, McKinsey & Company and INSEAD Business School to identify, support and encourage projects led by women entrepreneurs. Six women entrepreneurs, one Laureate per continent (Sub-Saharan Africa, Asia-Pacific, Europe, Middle East & North Africa, Latin America and North America) are awarded every year.

THE MISSION

- To identify and support initial-phase women entrepreneurs through funding, coaching, networking & media visibility.
- To create an international network of women entrepreneurs and encourage peer networking.
- To foster the spirit of enterprise by celebrating role models in entrepreneurship.

THE COMPETITION

The annual competition involves two rounds:

First Round - The jury selects 18 finalists, the top three projects of each region on the basis of their application. They receive coaching from experienced business experts to move to the next round.

Second Round - The finalists are invited to France for the final round of the competition which includes submitting a detailed business plan and pitching their projects in front of the Jury. They are also invited to attend the Annual Global Meeting of the Women's Forum.

THE PRIZE

The six Laureates receive:

- US\$ 100 000 in funding
- A place on an INSEAD Executive Programme
- Business mentoring
- Media exposure
- Networking opportunities

“ In less than a decade, the Cartier Awards has grown from attracting 360 to nearly 2000 applications. With a growth in both the quantity and the quality of the businesses applying, the initiative has become a transformative step in the lives of 162 women entrepreneurs in over 45 countries.”

Cyrille Vigneron, CEO of Cartier



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THE COACHING

Coaches are experienced and senior-level business experts from McKinsey, Cartier or INSEAD alumni who commit on a voluntary basis. They bring their individual experience and know-how to the table to guide the finalists in the preparation of the 2nd round of the competition and then assist the Laureates with the essentials of growing a business and keeping it thriving.

THE JURY

Six regional Jury panels are in charge of evaluating the candidates' businesses.

The Jury for the Cartier Women's Initiative Awards is composed of high-profile individuals, chosen on the basis of their entrepreneurial experience, their business achievements and their commitment to supporting women entrepreneurs. The Jury's involvement is long-term and voluntary.

EVALUATION CRITERIA

The Jury evaluates the businesses based on the following criteria:

- **Creativity:** the degree of innovation shown by the overall business concept.
- **Financial sustainability and scalability:** the financial viability of the business, indicating chances of long-term success.
- **Impact:** the effect on society of the business in terms of jobs created or its effect on the immediate or broader environment and community.
- The overall quality and clarity of the material presented.

HOW TO APPLY

To apply for the Cartier Women's Initiative Awards, candidates must fill out an online application form at <http://www.cartierwomensinitiative.com/how-to-apply>, during the application period.

Eligibility criteria

Businesses to be considered for the Cartier Women's Initiative Awards must be:

- For-profit.
- In the start-up phase (between two and three years of operations).
- Led by a woman.

The competition is open to women from any age, country, nationality and industry.

FOR MORE INFORMATION:
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