Cartier
WOMEN’S INITIATIVE AWARDS
2017 FINALISTS
LATIN AMERICA
Industry: Job Portal
Employees: 6-10
Background: Human Resources
Problem:
Lack of flexible working options for women (especially mothers).
Solution:
• Connects women, especially mothers, with flextimejobs via an online platform.
• Promotes flexible working hours through workforce innovation inside companies.

http://www.bolsarosa.com/home
**Industry:** Finance  
**Employees:** 11-15  
**Background:** Digital Marketing, Business Development  
**Problem:**  
No crowdfunding platform tailored to the Brazilian market.  
**Solution:**  
• Crowdfunding platform connecting campaign creators to donors.  
• Allows users to donate in instalments to respond to the economic crisis in Brazil.  
• Provides the first donation for every campaign.  

https://www.kickante.com.br/
Industry: Food & Beverage
Employees: 11-15
Background: Social Entrepreneurship & Innovation
Problem:
Inefficiency of retail buyers (vendors) leading to higher prices for customers.
Solution:
• Creates virtual buying groups among small food vendors in low-income neighbourhoods.
• Aggregates demand and generates savings of up to 30% through economies of scale and optimised supply chains.

http://www.agruppa.co/menu

AGRUPPA - COLOMBIA
CAROLINA MEDINA
28 YEARS, COLOMBIAN
NORTH AMERICA
Industry: Finance
Employees: <5
Background: Research, Ecology
Problem:
Obscurity and inefficiency in the US research funding market.
Solution:
• Helps scientists win more money by matching them with the best grants for their research.
• Aims to bring transparency and efficiency to $160 billion research funding market.

https://www.instrumentl.com/
Industry: Energy & Utilities
Employees: >16
Background: Business Development, Real Estate
Problem:
High wastage of water in commercial establishments and multi-family properties.
Solution:
• Use of data analytics to improve business processes through water conservation.
• Customized solutions for businesses to ensure maximized savings.

http://savewaterco.com/
INDUSTRY: Social Care
EMPLOYEES: >16
BACKGROUND: Marketing, Strategy, Management Consulting
PROBLEM: Inadequacy of monitoring/ supervision of senior care givers.
SOLUTION:
• Certified auditors visit seniors’ homes and senior living communities, conduct one of Penrose’s check-in services and provide clients with detailed online report.

https://penroseseniorcareauditors.com/
EUROPE
Industry: Social Care
Employees: 6-10
Background: Marketing, E-commerce
Problem:
Lack of post-operative undergarment options for women.
Solution:
• Designs, manufactures and sells post surgery undergarments for women.
• Innovative material sourced from bamboo that is more absorbent and more bacterial resistant than other materials.

http://www.theyahealthcare.com/
**WALK WITH PATH - UK**

**LISE PAPE**

**35 YEARS, DANISH**

**INDUSTRY:** Healthcare  
**EMPLOYEES:** <5  
**BACKGROUND:** Design Innovation  
**PROBLEM:**  
Mobility problems related to diabetes, multiple sclerosis and Parkinson’s disease.  
**SOLUTION:**  
• Path Feel – for people with sensory deficit on the bottom of their feet.  
  Provides vibrations to prevent falling.  
• Path Finder – Specially designed for Parkinson’s patients.  
  Triggers movement and provides visual cues.  

http://www.walkwithpath.com/
Industry: Health & Sciences
Employees: 11-15
Background: Psychology & Marketing
Problem:
Stains on clothes and other daily use articles.
Solution:
• A superhydrophobic, self-cleaning nano-coating to protect clothes, shoes from ever getting dirty/stained.

http://hydrop.ru/
SUB-SAHARAN AFRICA
Industry: Healthcare Services
Employees: 6-10
Background: Medical Sciences, Healthcare Services
Problem:
Lack of medical facilities in rural Africa.
Solution:
• An integrated healthcare management platform providing 24/7 access to virtual, credentialed doctors, nurses and allied healthcare providers via sms, voice and video platforms.

http://www.mymdoc.com/
Industry: Agriculture
Employees: 11-15
Background: Agricultural Economics
Problem:
No marketplace and financial support for fonio cultivators in Ghana.
Solution:
- Processing and marketing of fonio (an indigenous nutritious cereal).
- Providing training and credit facilities to farmers.

http://www.uqualityproduct.com/index.html
Industry: Energy & Utilities
Employees: >16
Background: Molecular Biology
Problem: Dearth of clean drinking water in Uganda.
Solution:
• Manufactures and distributes ceramic filters in Uganda.
• Partners with organizations to provide loans for the filters.

http://spouts.org/
MIDDLE EAST & NORTH AFRICA
Industry: Transportation
Employees: 11-15
Background: Software Engineering
Problem:
Road traffic and expensive private transport in cities of developing countries.
Solution:
• A mobile application providing a secured, real time ridesharing service suited for developing countries.
• A greener, cheaper, safer and a more time-efficient way of transporting people.

https://www.raye7.com/
Industry: Agriculture
Employees: >16
Background: Organic Agriculture
Problem:
Lack of organic food options in Egypt.
Solution:
• Harvests and delivers weekly shipments of organic produce directly to customers in Egypt’s largest cities.

http://www.sarasorganicfood.com/
Industry: Education
Employees: 6-10
Background: Education
Problem:
High drop-out rate of online learning solutions (90%).
Solution:
• Teach Me Now is a global marketplace for learning online.
• Combines elements of offline tutoring and online learning.

https://teachmenow.com/
ASIA PACIFIC
Industry: Energy & Utilities
Employees: >16
Background: Environmental Engineering, Sustainable Development
Problem:
Drought and flash floods destroying farmers’ crops.
Solution:
• A reservoir that filters, injects & stores excess farm water or storm water underground for usage in lean period.
• A gender-centric, climate change mitigating water management solution.

http://www.naireetaservices.com/
JOBDOH - HONG KONG

XANIA WONG
38 YEARS, CANADIAN

INDUSTRY: Job Portal
EMPLOYEES: <5
BACKGROUND: Serial Entrepreneur, Management Consultant
PROBLEM:
Outdated and inefficient staffing agencies (for temporary staffing).
SOLUTION:
• Jobdoh is a smart-hiring platform.
• Algorithm that connects employers with temporary workers in under 3 minutes.

https://page.jobdoh.com/
Industry: Design  
Employees: 6-10  
Background: Social Entrepreneurship, Art and Design  
Problem: High wastage of fabric in the apparel manufacturing process.  
Solution:  
• Zero waste production process from the design stage.  
• Fabric wastes reduced from 20-30% to 5%.  

http://www.000gan.com/mall/