The Cartier Women’s Initiative is an international business programme created in 2006 by Cartier in partnership with INSEAD Business School to identify, support and encourage businesses led by women entrepreneurs. Twenty-one women entrepreneurs, three finalists per region (Latin America & the Caribbean, North America, Europe, Sub-Saharan Africa, Middle East & North Africa, East Asia, South Asia & Oceania) are awarded every year.

THE MISSION
The Cartier Women’s Initiative aims to encourage inspirational women entrepreneurs worldwide to solve contemporary global challenges by:
• supporting and recognizing creative women who are making concrete contributions to finding solutions for the future of our planet
• bringing these business solutions to the largest audience possible.

THE COMPETITION
The annual competition involves two rounds:
First Round - The jury selects 21 finalists, the top three projects from each region on the basis of their application. They receive coaching from experienced business experts to move on to the next round.
Second Round - The finalists are invited to the final round of the competition which includes submitting a business plan and presenting their projects in front of the Jury during the Cartier Awards Week. Based on the quality of the plan and the persuasiveness of the verbal presentation, one laureate from each of the 7 regions is selected. The announcement of the laureates takes place during the Awards Ceremony.

HIGHLIGHTS OF THE COMPETITION
The 21 finalists, representing the top 3 businesses from each of the 7 regions, will receive:
• One-to-one personalized business and financial coaching prior to the Awards Week
• A series of business coaching workshops and networking sessions during the Awards Week
• Media visibility for the finalists and their businesses in the months leading up to the Awards Week and interview opportunities with local & international press during the Awards Week

PRIZE MONEY
The 7 laureates (1 from each region) will receive:
• US $100,000 in prize money
The 14 finalists (the two runners-up from each region) will receive:
• US $30,000 in prize money

“In less than a decade, the Cartier Awards has grown from attracting 360 to over 3000 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 219 women entrepreneurs in 51 countries.”

Cyrille Vigneron, President & CEO, Cartier
AWARDS PACKAGE
In addition to the prize money, all 21 finalists will be awarded:
• A scholarship to attend the six-day INSEAD Social Entrepreneurship Executive Education Programme (pending admission to the programme based on eligibility criteria and selection process)
• Ongoing support for the further growth and development of their business

THE COACHING & MENTORING
Coaches are experienced and senior-level INSEAD alumni who commit on a voluntary basis. The coaches help the finalists build a business plan and prepare their oral presentation for the second round of the competition. The mentors provide tailored, year-long coaching to the finalists geared towards preparing their companies for long-term growth and success.

THE JURY
Seven regional jury panels evaluate the candidates’ businesses. The Cartier Women’s Initiative jury is composed of high-profile individuals, chosen on the basis of their entrepreneurial experience, their business achievements and their commitment to supporting women entrepreneurs. Jury members involvement is long-term and voluntary.

EVALUATION CRITERIA
The jury evaluates the businesses based on the following criteria:
• Market analysis
• Financial sustainability
• Leadership
• Strategy
• Impact
• The overall quality and clarity of the material presented

HOW TO APPLY
To apply for the Cartier Women’s Initiative, candidates must fill out an online application form at https://www.cartierwomensinitiative.com/application-selection-process, during the application period.

Eligibility criteria
To be considered for the Cartier Women’s Initiative, the business must meet the following eligibility criteria:
• For-profit: the business should be designed to generate sufficient revenues to support its operations and return some level of profit to its owners.
• Early stage: the business should have a proven business model and be in the initial phase of its development (between 1 and 5 years of registered operations).
• Revenue generation: the business should currently be generating revenue from the sales of its products and/or services.
• Fundraising: the business should not have raised more than US$2 million in dilutive funding.
• Impact: the business should meet at least one of the United Nations Sustainable Development Goals (SDGs).
• Women leadership & ownership: the main leadership position must be filled by a woman either in the capacity of Director, General Manager or CEO. She must also own significant stake within the company.
• Legal entry age: the lead entrant must be 18 or the age of legal majority in country of citizenship.
• English proficiency: a good command of the English language is required (both verbal and written).
• Time commitment: the lead entrant must commit to dedicating 3-4 hours/week virtually from January to April to participate in the Cartier programme and can attend 1 week of workshops in May.

The competition is open to women of all ages above the legal entry age and nationalities, from all countries and in all sectors of industry.

FOR MORE INFORMATION:
CONTACT@CARTIERWOMENSINITIATIVE.COM