Cartier WOMEN'S INITIATIVE | REGIONAL AWARDS

APPLICANT GUIDE

The Regional Awards Applicant Guide provides the questions from the 2027 Regional Awards application form, along with explanations and examples.

The Regional Awards recognize women impact entrepreneurs from around the world who are leveraging business as a force for good. Please review the "Who should apply?" section of our website to ensure you meet all the eligibility criteria. You can also reference our Selection Criteria and Scoring Rubric to guide your answers. We strongly recommend that you first write your answers in a separate document, then transfer them into the online form.

The Cartier Women's Initiative team, its partners and the jury will treat all business information submitted with utmost confidentiality. Aside from a brief summary (business name, brief description, field of industry) of the businesses selected, no individually identifiable information will be made available to the public without the prior authorization of the applicant.

If your business is shortlisted, you will be asked to provide additional supporting documentation. Unfortunately, due to a high volume of applications **we are unable to provide individual feedback to non-finalists**.

NOTE: We accept only **one application per business per year**. Businesses that submit applications to multiple award categories or applications from multiple founders will be disqualified. Please refer to the FAQ to choose the best category for your business.

OVERVIEW

APPLICATION DATES & INSTRUCTIONS	3
ELIGIBILITY SCREEN	4
APPLICATION FORM	6
THE APPLICANT	6
COMPANY INFORMATION	7
VALUE PROPOSITION & EMBEDDED POSITIVE IMPACT	8
MARKET ANALYSIS & FIT	9
SUSTAINABLE BUSINESS & FINANCIAL MODEL	10
STRATEGY & EXECUTION	12
LEADERSHIP TEAM	13
COMMITMENT TO CARTIER WOMEN'S INITIATIVE VISION	14
ATTACHMENTS	15
LEGAL	15

APPLICATION DATES & INSTRUCTIONS

Key dates:

- The online application form will be open from **April 16 to June 16, 2026 at 2pm Central European Summer Time (CEST)**.
- First round of notification emails will be sent out in August 2026. All applicants will be notified by December 2026.

Online application instructions:

- The application form must be completed online, while you are logged into your Submittable account. You can create a free Submittable account using **your own or your company's shared email address**.
- We will communicate with you about your application by email, via the address you used to create the account. Please maintain this email address active and be sure to safelist notification emails from Submittable.
- You can save a draft of your work and complete it before **June 16, 2026**.
- If you need to revise the information after you have submitted the application but before the **June 16, 2026** deadline, please request to edit the submission. This request may take up to 2 business days to be granted.
- If you filled out the wrong application form, you can withdraw your submission and resubmit.
- Submittable works best on Google Chrome, Firefox, and Safari. Please make sure you are using an updated version of a supported browser.
- You may download a PDF version of your submission after the deadline has passed.
- We highly recommend that you submit the application before **June 16, 2026** to avoid last-minute technical difficulties.

ELIGIBILITY SCREEN

Please complete this form to confirm whether you are eligible for the Cartier Women's Initiative Regional Awards. Please answer accurately, as you will be asked to provide proof of eligibility for each eligibility criteria.

No exceptions will be made to these eligibility criteria and applicants not meeting one or more of the eligibility criteria will be disqualified during shortlisting.

1. Does your business contribute to at least one of the UN Sustainable Development Goals? *
   The United Nations Sustainable Development Goals (SDGs) encompass 17 global goals set by the United Nations for the year 2030 as a universal call to tackle a range of social, economic, and environmental challenges.

2. Is your business for-profit? *
   The business should be designed to generate sufficient revenue to support its operations and return some level of profit to its owners. Non-profit enterprises are not eligible. That said, the business does not have to be profitable at the time of application.

3. Has your business generated between $50,000 USD and $5 million USD in annual revenue in your last fiscal year ? *
   You will be asked to provide professionally prepared or audited financial statements.

4. Does your team count between 5 and 250 members?
   Team members can include full-time employees, seasonal workers, part-time employees, or contractors.

5. Has your business raised more than $2 million USD in equity (dilutive) or quasi-equity funding? *
   Equity/dilutive funding is any kind of funding in exchange for ownership in your company. Quasi-equity includes potentially dilutive funding (e.g. SAFE and Convertible Notes). While $2 million USD is the maximum value of permitted diluted funding to be eligible, please note that there is no minimum value and thus businesses that have not raised any external funding are also encouraged to apply.

6. Do you (the applicant) identify as a woman? *

7. Are you part of this business' founding team? *

8. Do you fill one of the main leadership positions? *
   The main leadership positions include, for example CEO, COO, CTO, General Manager, or Managing Director of the business.

9. Select the entity type which best reflects the current state of your business: *
   Your business must be an original creation, wholly conceived of by the team; a completely new concept, meaning it cannot be a spin-off or franchise of an existing concept.
   Please read the following definitions if you are unsure:
   - Spin-offs are divisions of companies or organizations that become independent businesses. They take assets, employees, intellectual property, technology, or existing products from the original company.

- A franchise is a type of license that allows a party (franchisee) to use a business (franchisor)'s knowledge, processes, and trademarks. This allows the franchisee to sell a product or provide a service under the business's name.
    - Independent business entity
    - Spin-off
    - Franchise
    - Other (Please specify)

  Please specify your business entity type:
    - Limited Liability Company (LLC, GmbH, SARL, Ltd, SRL, etc)
    - Corporation (C-Corp, PLC, AG, SA, etc)
    - Community Interest Company (CIC) / Benefit Corporation
    - Partnership (General Partnership, Limited Partnership, Limited Liability Partnership, etc)
    - Cooperative
    - Sole Proprietorship (Sole Trader, Individual/Auto-Entrepreneur, etc)
    - Other, specify:

10. Is the business majority owned by its founders and team members? *
    You will be asked to submit your capitalization table.

11. Is your share of the business greater or equal to that of each of your co-founder(s)? *

12. Are you at least 18 years of age on the day of the application deadline (June 16, 2026)?*

13. Do you have good command of the English language? *
    English proficiency is important because this is the common language for the Cartier Women's Initiative team, its partners, the jury members and the overall community. Being proficient at least at B2 level of the Common European Framework of Reference for Languages (CEFR) will allow the fellow to fully participate in the community and in the fellowship.

14. Do you commit to participating in the fellowship program for approximately 3 weeks from January to December 2027? *
    Phase 1. Communication and Stance (January to May):
    - 2 days of on-site filming featuring the fellow and their business.
    - Approximately 20 hours of group workshops.

    Phase 2. Celebrate and Connect (May / June):
    - A 2.5-day in-person Women's Impact Entrepreneurship program with INSEAD
    - Followed by 4.5 days of Cartier Women's Initiative Awards Week.

    Phase 3. Skills and Leadership (June to December):
    - Approximately 28 hours of individual business and leadership coaching

    In addition, fellows are required to report on their impact for 3 years following the completion of their fellowship.

APPLICATION FORM

THE APPLICANT

NOTE: The applicant should be the owner of the application. We will communicate with you about your application by email, via the address you used to create the account. Please ensure you are using **your own or your company's shared email address**. If you need to change the email associated with your account, please contact Submittable Help.

1. First name *
   Please provide the first name stated on your government-issued ID.

2. Middle name *
   Please provide the middle name stated on your government-issued ID. If you do not have a middle name, please mark N/A.

3. Last name *
   Please provide the last name stated on your government-issued ID.

4. If applicable, please list your first name in your local alphabet/writing system.
   Ex: Chinese characters, Japanese kanji, Cyrillic alphabet, Arabic script, etc.

5. If applicable, please list your last name in your local alphabet/writing system.
   Ex: Chinese characters, Japanese kanji, Cyrillic alphabet, Arabic script, etc.

6. Job title *

7. Date of birth (MM/DD/YYYY) *
   The applicant must be 18 years of age on the day of the application deadline.

8. Nationality *

9. Second nationality (if applicable)

10. Residence location *
    The residence location is the primary location where you are currently living.

11. City of residence *

12. Telephone (mobile) *

13. LinkedIn profile URL

14. Please indicate your level of English proficiency: *
    If you are unsure of your level of English language proficiency, please refer to the Common European Framework of Reference for Languages (CEFR) self-assessment grid.
    - A1: Beginner
    - A2: Elementary
    - B1: Intermediate
    - B2: Upper-Intermediate
    - C1: Advanced
    - C2: Proficient

COMPANY INFORMATION

1. Company name *

2. Please describe your company in one sentence. (150 characters) *

3. Sector *

4. Date of creation (MM/DD/YYYY) *

5. Location of operations *
   If your company operates in several locations, please indicate the location in which your company has the greatest social and/or environmental impact.

6. Please upload your company registration document *
   Please include the business registration document from the year of incorporation to confirm the date of business formation and entity type. If your country offers official English translation documentation, please upload that version as well as the original.

7. Company website *

8. Company social media accounts

	LINK
LINKEDIN	
INSTAGRAM	
FACEBOOK	
OTHER	

9. Please fill in the following capitalization table for your company: *

	NAME(S)	PERCENTAGE (%)
APPLICANT		
CO-FOUNDER 1		
CO-FOUNDER 2		
CO-FOUNDER 3		
TOTAL ADDITIONAL CO-FOUNDERS		
INSTITUTIONAL INVESTORS (TOTAL)		
STOCK OPTION POOL		
OTHER		
TOTAL	N/A	100

   We ask for this simple version of the capitalization table to confirm your eligibility for this award. Please leave cells blank where not applicable. If you have raised any quasi equity (e.g. SAFE and Convertible Notes), please ensure that these numbers represent the estimated fully diluted equity holdings. If you require guidance on calculating the shareholding, please refer to the following link: what is a cap table.

10. Please upload your company capitalization table *
    If your shares are held via a company or a trust, please include the ownership structure of the company/trust holding the shares.

VALUE PROPOSITION & EMBEDDED POSITIVE IMPACT

1. What problem are you solving and for whom? (1000 characters) *
   Explain what your product/service is, what your customers are trying to achieve and the pain points they face, and how you came to develop this solution.

2. How is your solution uniquely addressing this problem? What is the big picture and vision? (1000 characters) *
   How do your product/service's features benefit and or relieve the customer's pain points? Make sure you mention how your vision relates to the social and/or environmental impact you are trying to create.

3. To which United Nations Sustainable Development Goal (SDG) does your company contribute? *
   The United Nations Sustainable Development Goals (SDGs) encompass 17 global goals set by the United Nations for the year 2030 as a universal call to tackle a range of social, economic, and environmental challenges.

   - GOAL 1: No Poverty
   - GOAL 2: Zero Hunger
   - GOAL 3: Good Health and Well-being
   - GOAL 4: Quality Education
   - GOAL 5: Gender Equality
   - GOAL 6: Clean Water and Sanitation
   - GOAL 7: Affordable and Clean Energy
   - GOAL 8: Decent Work and Economic Growth
   - GOAL 9: Industry, Innovation and Infrastructure
   - GOAL 10: Reduced Inequalities
   - GOAL 11: Sustainable Cities and Communities
   - GOAL 12: Responsible Consumption and Production
   - GOAL 13: Climate Action
   - GOAL 14: Life Below Water
   - GOAL 15: Life on Land
   - GOAL 16: Peace, Justice and Strong Institutions
   - GOAL 17: Partnerships for the Goals

   Add another SDG? (up to 3)

4. Please list the top 3 metrics you use to measure the social and/or environmental impact of your company.
   Impact metrics are specific to each business model and might capture social or environmental positive impact; such as number of beneficiaries, CO2 emissions prevented; number of jobs created, or amount of income generated, etc. See IRIS+ Catalogue for other examples.

	METRIC DESCRIPTION	QUANTIFY AND/OR QUALIFY YOUR RESULTS (specify timeframe, e.g. since inception? Last year?)
METRIC 1		
METRIC 2		
METRIC 3		

MARKET ANALYSIS & FIT

1. Please describe your top 3 customer segments.*
   Customer segmentation consists of dividing a broad consumer market into sub-groups of consumers (known as segments) based on some type of shared characteristics. Example:
   - women adult learners, age 25-45
   - companies with 100-500 employees
   - government upskilling programs

	DESCRIPTION	CURRENT NUMBER OF CUSTOMERS	TARGET FOR 2030
SEGMENT 1			
SEGMENT 2			
SEGMENT 3			

2. What evidence of demand for your solution do you have from your customer segments? (500 characters) *

3. Please describe your competitive landscape and your competitive advantage (1000 characters) *
   Competitive landscape analysis should identify direct and indirect competitors (including website links), their share of the market, and assess their major strengths and weaknesses relative to your business.
   Competitive advantage refers to factors that allow a company to produce goods or services better or more cheaply than its rivals. These factors allow the productive entity to generate more sales or superior margins compared to its market rivals.

4. Please upload your company's competitive landscape, if available

SUSTAINABLE BUSINESS & FINANCIAL MODEL

Business Model

1. Please describe your business model. (1000 characters) *
   Describe how your organization creates, delivers, and captures value.

2. Please list your top 3 revenue streams and describe the pricing model for each. *
   A revenue stream is a source of revenue of a company. A revenue stream is generally made up of either recurring revenue, transaction-based revenue, project revenue, or service revenue.
   Example:
   - B2C, monthly subscription to e-learning platform for university students, 30 USD/month
   - B2B, annual university subscription bundled with professor training, 5000 USD/semester
   - B2B, consulting contract with university for analytics using student data, 1500 USD/contract

	BUSINESS MODEL TYPE (B2B, B2B2B, B2C, B2B2C, B2G, P2P / C2C, Other)	DESCRIPTION	PRICING MODEL (INCLUDE AMOUNTS IN USD)
REVENUE STREAM 1			
REVENUE STREAM 2			
REVENUE STREAM 3			

Financials

3. What was your company's annual revenue (excluding grants and donations) in your most recent closed fiscal year (in USD)? *
   For most companies, the last fiscal year will be the period from January 2025 to December 2025. However, if your annual accounting closes at a different period, please provide the annual revenue from your last closed fiscal year so the revenue figure will match the financial statements uploaded below in this application.

4. What is the annual revenue (excluding grants and donations) your company is expecting for the current fiscal year (in USD)? *

5. Please upload your company's professionally prepared or audited financial statements from your most recent two fiscal years *
   Most companies will upload statements ending December 2025 and December 2024. If your annual accounting closes at a different period, please provide your last two years of financial statements. We ask this to confirm whether your annual revenue is between $50,000 and $5 million US dollars. Grants and donations should not be included in the revenues.

6. What was your company's total earned revenue since inception (in USD)? Do not include any donations or grants in this amount. *

Financing

7. How much did your company receive in grants, awards, or donations from all outside sources? *
   - In the prior calendar year (in USD)
   - Since inception (in USD)

8. How much dilutive money (equity or quasi-equity) did your company obtain from all outside sources? *
   Dilutive funding is any kind of funding that consists of a transfer of the ownership of your company at the time of the funding or in the future under specified terms.
   - In the prior calendar year (in USD)
   - Since inception (in USD)

9. How much debt did your company borrow from all outside sources? *
   Debt financing involves the borrowing of money and paying it back with interest. The most common form of debt financing is a loan.
   - In the prior calendar year (in USD)
   - Since inception (in USD)

STRATEGY & EXECUTION

1. Which key milestones have you reached to date? *
   These can be related to product development, number of customers onboarded, geographies covered, partnerships concluded, patents secured, etc.).

	DATE	DESCRIPTION
MILESTONE 1		
MILESTONE 2		
MILESTONE 3		

2. What are your top 3 milestones to achieve growth for the next 12 months? *
   For example, these can be key hires, closing a key customer, or scaling to a specific geography.

	TARGET DATE	DESCRIPTION
MILESTONE 1		
MILESTONE 2		
MILESTONE 3		

3. What resources are required to achieve these milestones and how will you secure them? (1000 characters) *

4. What systems, tools and processes do you use for project and milestone management? (500 characters) *

5. Please list the top 2 risks associated with your business model. *
   Key risks are usually assumptions that have a significant impact on your business, or that your business model is most sensitive to and your mitigation measures.

   - Risk n°1 (500 characters)
   - Risk n°2 (500 characters)

LEADERSHIP TEAM

1. Please describe your team and how it delivers your unique solution. (1000 characters) *
   Please include a short description of the background, experience and qualifications of each member of the management team.
   Some questions to bear in mind:
   - What are the team composition and responsibilities? How did the co-founders meet?
   - Are there any gaps in your team? What are they? Do you have recruitment plans in place?

2. Please list the top three core members of your company's team. *
   You can learn more about pronouns here.

	FIRST NAME	LAST NAME	JOB TITLE	LINKEDIN PROFILE	FOUNDING MEMBER	FULL-TIME?	PRONOUNS
EXAMPLE	*Elizabeth*	*Vazquez*	*CEO and Co-Founder*	*https://www.linkedin.com/in/elizabeth-vazquez/*	Yes	No	She/Her
APPLICANT							
TEAM MEMBER 1							
TEAM MEMBER 2							
TEAM MEMBER 3							

3. Do you have board members and/or advisors? *

4. If yes, please list the top three board members and/or advisors, excluding the applicant.

	FIRST NAME	LAST NAME	BOARD MEMBER or ADVISOR?	TITLE & COMPANY	LINKEDIN PROFILE	PRONOUNS
EXAMPLE	*Elizabeth*	*Vazquez*	*Advisor*	*CEO and Co-Founder, WEConnect International*	*https://www.linkedin.com/in/elizabeth-vazquez/*	She/Her
SUPPORTER 1						
SUPPORTER 2						
SUPPORTER 3						

5. Current number of team members *

TEAM MEMBER TYPE	TOTAL NUMBER	OF WHICH WOMEN
FOUNDER(S)		
FULL-TIME EMPLOYEES		
PART-TIME EMPLOYEES		
SEASONAL WORKERS		
CONTRACTORS		
INTERNS		

COMMITMENT TO CARTIER WOMEN'S INITIATIVE VISION

1. What would being part of the Cartier Women's Initiative program mean for you and your company? (1000 characters) *
   Some questions to bear in mind:
   - What do you expect to be the benefits of the Cartier Women's Initiative community to you personally and to your company?
   - What can you contribute to the Cartier Women's Initiative community?

2. How have you contributed so far to the Cartier Women's Initiative vision and mission? (1000 characters) *
   Some questions to bear in mind:
   - Do you have policies, processes, initiatives that empower women as your employees, suppliers, contractors, etc.?
   - Do you support women's empowerment beyond your company operations?

3. Please list the top 3 most relevant entrepreneurship networks (incubators, accelerators, fellowships, entrepreneurship support programs, etc.) that you participated in and would recommend to other impact entrepreneurs.

	NAME	WEBSITE	YEAR OF PARTICIPATION
PROGRAM 1			
PROGRAM 2			
PROGRAM 3			

4. Where did you hear about the Cartier Women's Initiative? *
   - Social media (please specify: LinkedIn, Instagram, Facebook/Meta, Other)
   - Cartier Women's Initiative newsletter
   - Through a third-party organization (mailing list, outreach, etc) (please specify)
   - Through a friend/colleague/family member (please specify)
   - Through Cartier staff (please specify)
   - In the media (please specify)
   - Online search
   - Other (please specify)

5. Please disclose and describe your use of artificial intelligence (AI) tools to prepare this application. (500 characters) *

ATTACHMENTS

Formats accepted by Submittable are listed here.

1. A 1-minute video of yourself in which you answer the following questions:
   - What is your motivation behind solving the problem that you have identified?
   - What is the impact you wish to create through your solution?
   - What do you wish to gain from/contribute to the Cartier Women's Initiative community?
   The video does not need to be professionally produced or have high production value (videos recorded via webcam/mobile camera are acceptable. Voice clarity is the most important feature we are looking for. Please also make sure that it does not go over 1 minute.

2. Your updated resume *
   If you have (co-)founded companies previously, please ensure this is reflected on your resume.

3. Your company's presentation deck *
   We would recommend that you refer to these guidelines to create your deck. At the very least, please include a short description of each member of the management team. The deck should be around 15 slides.

4. Up to three (3) additional attachments of your choice: theory of change/impact framework, impact report, image of product, brochure, press, articles, research, etc.

NOTE: Other official and legal documents will be requested at a later stage if your company is preselected.

LEGAL

Please disclose relevant information and documentation regarding any past or ongoing litigations, disputes with any regulatory bodies, pending bankruptcy proceedings and/or any legal issues, involving: *

- This company
- The applicant
- Other co-founders
- Nothing to disclose

I have read and agree to the Terms and Conditions.