



APPLICANT GUIDE

The Regional Awards Applicant Guide provides the questions from the 2026 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.

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APPLICATION DATES & INSTRUCTIONS

Key dates:

- The online application form will be open from **April 18 to June 24, 2025 at 2pm Central European Summer Time (CEST)**.
- First round of notification emails will be sent out by August 1, 2025. All applicants will be notified by December 1, 2025.

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 a valid email address.
- We will communicate with you about your application by email. Please maintain your 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 24, 2025**.
- If you need to revise the information after you have submitted the application but before the **June 24, 2025** 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 24, 2025** to avoid last-minute technical difficulties.

ELIGIBILITY SCREEN

The eligibility screen is designed to confirm that you are eligible on all of the criteria. Please answer accurately. Applicants not meeting one or more of the eligibility criteria will be disqualified during shortlisting.

NOTE: Throughout the application, mandatory questions are marked with a star (*). Questions with no star are optional.

1. 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.

2. Was your business incorporated between June 2019 and June 2024? *

The Cartier Women's Initiative is a program for businesses with a proven business model, but still in the initial phases of development and growth. Your business needs to have been operational for 1 to 6 years as of the application date. You will be asked to submit your business registration documents.

3. 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.

4. Select the entity type which best reflects the current state of your company: *

Your company 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)

If independent business entity, is your business a sole proprietorship?

A sole proprietorship is a type of business where the owner and the business are considered the same. This means that the owner is personally responsible for all the debts and losses, with unlimited liability. It is also known as individual entrepreneurship, solo trader, or proprietorship. Sole proprietorships are ineligible for the Regional Awards.

5. Has your business been generating recurring revenue since June 2024? *

The business needs to have generated revenue from the sales of its products and/or services for at least 1 year leading up to the application, with revenue recurring based on your business cycle. You will need to provide monthly revenue records starting from June 2024.

6. Has your business raised more than 2 million US dollars 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.
7. 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.
8. Do you (the applicant) identify as a woman? *
9. Are you part of this business' founding team? *
10. 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.
11. Is the business majority owned by its founders and team members? *
You will be asked to submit your capitalization table.
12. Is the majority of founder equity (not total equity) controlled by a woman or multiple women? *
You will be asked to submit your capitalization table.
13. If not, is your share of the business greater or equal to that of your co-founder(s)? *
14. Are you at least 18 years of age on the day of the application deadline (June 24, 2025)?*
15. 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 will allow the fellow to fully participate in the community and in the fellowship.

APPLICATION FORM

THE APPLICANT

NOTE: The applicant should be the author of the application.

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. It is not to be confused with the place of origin, which is the location where you were born or with the location of operations, which is the location in which your business is currently operating.
11. City of residence *
12. Telephone (mobile) *
13. Preferred contact email *
14. LinkedIn profile URL
15. 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. Please upload your company registration document *
6. 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 fully diluted equity holdings. If you require guidance on calculating the shareholding, please refer to the [following link](#): what is a cap table.

7. Please upload your company capitalization table *
8. Company website *
9. Company social media accounts

	LINK
LINKEDIN	
INSTAGRAM	
FACEBOOK	
OTHER	

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.

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 metric(s) 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	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 2028
SEGMENT 1			
SEGMENT 2			
SEGMENT 3			

2. 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.

3. Please upload your company’s competitive landscape, if available

SUSTAINABLE BUSINESS & FINANCIAL MODEL

1. Please describe your business model. (1000 characters) *
Describe how your organization creates, delivers, and captures value.
2. 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.

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

3. 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
REVENUE STREAM 1			
REVENUE STREAM 2			
REVENUE STREAM 3			

4. Please fill in the income statement below. If not applicable, please put N/A. All amounts should be converted to USD. (whole numbers only) *
Please round to the nearest whole number and do not use commas or dots.

- If you are not familiar with a term, please refer to following definitions:
- Revenue is the income received from the sale of your products and/or services. Do not include any donations or grants in this amount.
 - The cost of goods sold (COGS) is the variable costs associated with producing your products and / or services.
 - Gross profit is calculated by subtracting the cost of goods sold (COGS) from revenue (sales).
 - Selling, General & Administrative Expense (SG&A) includes all the costs not directly tied to making your product or performing your service. It is the sum of all direct and indirect selling expenses and all general and administrative expenses (G&A) of a company.
 - EBITDA is your company's earnings before interest, taxes, depreciation, and amortization expenses are subtracted.
 - Net profit is the difference between revenue and all expenses (including COGS, SG&A, interest, taxes, depreciation, and amortization).

Profit & Loss (USD)	2023 (Actual)*	2024 (Actual)*	2025 (Forecast)*	2026 (Forecast)*	2027 (Forecast)*	2028 (Forecast)*
REVENUE						
COGS						
GROSS PROFIT						

SELLING, GENERAL & ADMINISTRATIVE EXPENSE (SG&A)						
EBITDA						
NET PROFIT						

5. What was your company's total earned revenue since inception (in USD)? Do not include any donations or grants in this amount. **(numbers only)** *
6. Please share your monthly revenues, excluding grants, over the past 12 months *
We ask this to confirm whether you have at least 1 year of recurring revenue.
7. Please fill in the table below based on funding received from all outside sources. **(numbers only)** *
Non-dilutive funding includes grants, awards, donations, subsidies etc.
Dilutive funding includes equity and quasi-equity (i.e. convertible debt, SAFE notes).
Other type of funding may include innovative arrangements, such as revenue share.

	2024 (USD)	SINCE INCEPTION (USD)
NON-DILUTIVE FUNDING (e.g. grants)		
DILUTIVE FUNDING		
DEBT BORROWED		
OTHER TYPE OF FUNDING		

STRATEGY & EXECUTION

1. Which key milestones have you reached to date? *

These can be related to product development, # 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 systems, tools and processes do you use for project and milestone management? **(500 characters) ***

4. What is your monthly net burn rate and how much runway do you have left? **(numbers only) ***

We are trying to assess the amount of time your company has before it would run out of cash. Net burn rate is the total amount a company loses each month on average. Runway (in months) is cash on hand divided by monthly net burn rate. Get more information [here](#).

Ex: If you earn monthly revenues of \$10,000 and spend \$40,000, on average, your monthly net burn rate is \$30,000. If you have \$300,000 in cash or cash equivalents in the bank, then you have a 10-month runway.

- Monthly net burn rate (USD)
- Cash on hand (USD)
- Runway (months)

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 is the team composition? How did the co-founders meet?
- How long has the team been working together?
- How do key team members contribute to delivering your solution?
- 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	PRONOUNS
EXAMPLE	Elizabeth	Vazquez	CEO and Co-Founder	https://www.linkedin.com/in/elizabeth-vazquez/	Yes	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 full-time employees *

Two part-time workers should be counted as one full-time worker for the purpose of this question. Please exclude founders and contract workers who are not on the company's official payroll.

- Total number of full-time employees
- Total number of female full-time employees

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,
 - LinkedIn
 - Facebook/Meta
 - Instagram
 - 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)

ATTACHMENTS

Formats accepted by Submittable are listed [here](#).

1. Your updated resume *
If you have (co-)founded companies previously, please ensure this is reflected on your resume.
2. 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 no longer than 15 pages.
3. 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 [Participation Terms and Conditions](#).