

The logo features a solid red rectangular background. The word "Cartier" is written in a white, elegant script font, centered horizontally. Below it, the words "WOMEN'S" and "INITIATIVE" are stacked in a white, all-caps, serif font, also centered horizontally. A thin white horizontal line extends from the left edge of the red box to the left of the word "Cartier". A thin white vertical line extends from the top edge of the red box to the right of the word "Cartier".

Cartier

W O M E N ' S
I N I T I A T I V E

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FOREWORDS FROM CYRILLE VIGNERON

Women entrepreneurs are a powerful force. Since 2006, Cartier's commitment towards women's empowerment through the Cartier Women's Initiative, aims to champion and celebrate a global network of women entrepreneurs whose strength, courage, and determination are truly remarkable.

*“ Through our long-standing commitment,
all together, we have enabled breakthrough,
provided significant support and delivered impact. ”*

Women social entrepreneurs are leaders, creators, pioneers, and a source of inspiration. They are courageous and bold. They are changing the world, one business at a time. They are a true source of inspiration for us all. We are proud to support them to reach their full potential and multiply their collective impact.

Because when women thrive, humanity thrives.

FOREWORDS FROM WINGEE SIN

The Cartier Women's Initiative has been driving change by empowering women impact entrepreneurs for the past 17 years, and our commitment is unwavering.

Throughout this time, while providing financial and human capital to grow these impactful businesses, we found that the biggest part of our work is to create opportunities for role models and sisterhood.

By investing in women entrepreneurs, the Cartier Women's Initiative recognises and grants the work of these changemakers. We provide the necessary skills and knowledge to support entrepreneurship and its community creates space for connections between the hearts and minds of entrepreneurs and between entrepreneurs and their supporters.

Every year we have the chance to hear from thousands of entrepreneurs from around the world through their applications, our community and ecosystem engagement events.

Every year we prove that women are courageous business leaders that can be a formidable force for good, solving the pressing social and environmental challenges of our times, while being financially sustainable. They face the barriers of what seems impossible and yet do it anyway. They are successful, live to their full potential and help others live up to theirs.

“ *The benefits of greater success for women entrepreneurs are on many fronts. Not just for women, but for all.* ”

I am grateful for the many business leaders, role models, and changemakers who have joined our ever-growing community to create positive change.

It's time we call on and leverage this important force for good.





17 YEARS OF EMPOWERING WOMEN IMPACT ENTREPRENEURS

Women have always had a pivotal role at Cartier, acting as both a driving force and an endless source of inspiration. For this reason, Cartier has been fully committed to supporting women's empowerment through diverse long-lasting initiatives to help them to reach new heights, building a more inclusive society for generations to come. The Cartier Women's Initiative is part of this global effort.

The Cartier Women's Initiative arose from the acknowledgment of the critical need for greater inclusivity in the entrepreneurial ecosystem. Women entrepreneurs face many challenges, including gender bias, defying social expectations, lack of role models, as well as access to funding and building a supportive and relevant network.

Founded in 2006, the program aims to enable women entrepreneurs driving change to achieve their full potential. Seventeen years on, the Cartier Women's Initiative has evolved into a comprehensive international entrepreneurship program that supports and uplifts women impact entrepreneurs and their businesses.

THE MISSION

Driving change by empowering women impact entrepreneurs.

Cartier Women's Initiative aims to shine a light on women impact entrepreneurs and to provide them with the necessary financial, social and human capital support to grow their businesses and build their leadership skills.

The Cartier Women's Initiative is guided by the following principles:

- 1** We believe women can be extraordinary change agents, and we leverage business as a force for good.
- 2** We contribute by creating opportunities for everyone. Talent is universal but opportunities are not.
- 3** We are constantly learning. We leave room for the possibility that there is something we have not learnt yet that could make us even better.
- 4** We see beyond ourselves and care for our communities that we serve and communities that we are a part of.

HOW DOES IT WORK?

The program features **11 awards**, composed of 9 regional and 2 thematic awards that recognise and fund talented impact entrepreneurs from around the world who leverage business as a force for good:

9 regional awards: Latin America and the Caribbean, North America, Europe, Francophone Sub-Saharan Africa (since 2023), Anglophone and Lusophone Africa, the Middle East and North Africa (since 2011), East Asia, South Asia and Central Asia (since 2019), and Oceania (since 2023).

2 thematic awards:

- Science & Technology Pioneer Award (launched in 2021) that recognises disruptive solutions built around unique, protected or hard-to-reproduce technological or scientific advances.
- Diversity, Equity & Inclusion Award (launched on a pilot basis in 2023) which seeks to encourage entrepreneurial solutions to close gaps of access, outcome or opportunities for communities that have been underrepresented or underserved. [The DE&I award is the only award open to participants regardless of their gender].

WHO CAN APPLY?

The program is open to women-run and women-owned businesses from any country and sector that aim to have a **strong and sustainable social and/or environmental impact** on society, delivering meaningful solutions to the most pressing global challenges. **The DEI program is open to all genders.**

WHAT IS THE CARTIER WOMEN'S INITIATIVE AWARDS' SELECTION PROCESS?

All completed applications on the prescribed assessment criteria undergo the program's selection process leading to the shortlisting of potential awardees. We conduct an in-depth due diligence process for the top five applicants in each category before the presentation to the jury. The jury selects and ranks the top three applicants according to the CWI's selection criteria, who become our fellows. The announcement of the ranking for the awardees takes place during the awards ceremony.





WHO FORMS THE JURY OF THE CARTIER WOMEN'S INITIATIVE AWARDS?

Volunteer jury members are nominated and then selected based on their experience in the entrepreneurship ecosystem, business achievements, and commitment to supporting women.

They play a key role in reviewing the applicants and selecting fellows. Jury members also provide feedback and additional support and connections to the entrepreneurs.

Each jury panel consists of five jury members, who are entrepreneurs, investors, previous fellows, venture philanthropists, academic experts or industry leaders.

The 2024 Cartier Women's Initiative Awards' jury panel can be found [here](#).

HOW ARE FELLOWS OF THE CARTIER WOMEN'S INITIATIVE AWARDS SUPPORTED?

The Cartier Women's Initiative provides fellows with necessary financial, social and human capital support.

● Financial support:

The first place awardees receive USD \$100,000 in grant funding, while the second and third place awardees are granted USD \$60,000 and USD \$30,000 respectively.

To facilitate this, the total grant funding per edition has increased to **USD \$2 million**.

Fellows can also access to the CWI Loan Fund, which offers loans up to USD \$200,000 at preferential interest rates.

● Social capital support:

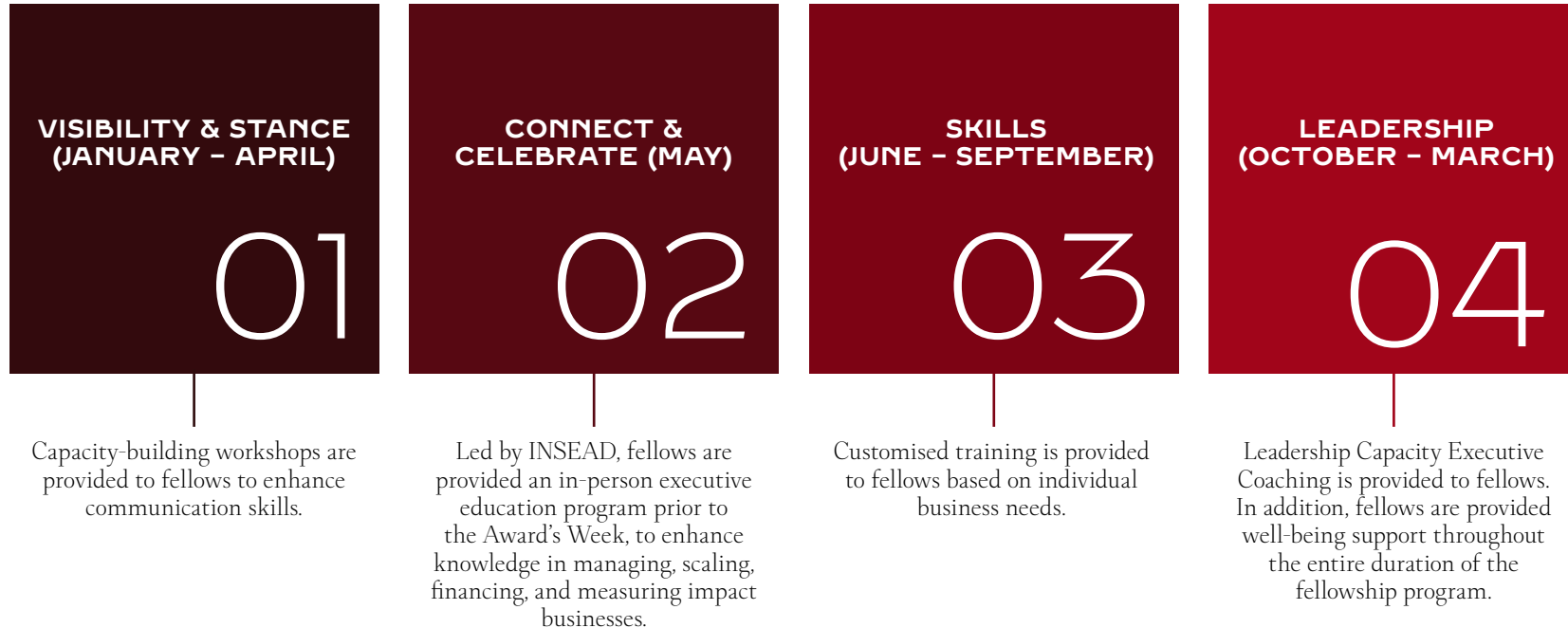
In addition to the grant funding, all 33 fellows also benefit from media visibility, networking opportunities as well as to a lifelong access to an online and offline CWI community.

● Human capital support:

The Cartier Women's Initiative offers comprehensive human capital support to fellows including a 1-year fellowship program for impact entrepreneurs.

This program includes training in impact entrepreneurship with INSEAD business school, leadership communication, specific business topics, and executive coaching. Other forms of human capital support include regular peer-learning sessions, workshops and resources, which are accessible to previous fellows as well.

THE FELLOWSHIP PROGRAM CONSISTS OF FOUR PHASES





COMMUNITY

Once the fellows have been selected, they are given lifelong access to the CWI community.

The CWI community is a global network of more than 700 passionate impact leaders from around the world including current and previous fellows, mentors, jury members, coaches and other program partners.

All driven by a strong willingness to solve the most pressing global challenges, the CWI community offers fellows a safe space where they can learn and help each other and build meaningful connections through the private CWI Community Platform as well as virtual and in-person events.

The program also partners with impact entrepreneurship and investment organisations to amplify their network within the global entrepreneurship ecosystem and boost their access to opportunities.

KEY MILESTONES

2006

- Launch of the Cartier Women's Initiative Program (CWI) fully funded by Cartier.

2019

- Break out of Asia category into East Asia regional award and South Asia & Oceania regional award, increasing the number of fellows from 18 to 21 annually.
- Launch of the CWI Community connecting program participants with each other and its supporters.

2021

- Launch of the first thematic award, the Science & Technology Pioneer Award, increasing number of fellows to 24 annually.

2023

- Break out of two new regional awards: Francophone Sub-Saharan Africa and Oceania and launch of a new thematic pilot award: Diversity, Equity & Inclusion Award (open to all genders), increasing the number of fellows to 33 annually.
- Increase of the grant funding to +USD \$2,000,000 in total per edition.

2017

- Celebration of the 10-year anniversary of the CWI and creation of scholarship to INSEAD Social Entrepreneurship Program.
- Increase of the grant funding to USD \$960,000 in total per edition.

2020

- Launch of 1 year- fellowship program encompassing a customised INSEAD Women Impact Entrepreneurship Program, training in various business topics, and executive leadership coaching.

2022

- Celebration of the 15-year anniversary of the CWI in Dubai, on the occasion of the Women's Pavilion co-created by Cartier and Expo 2020 Dubai, looking back on the evolution of the CWI program and its footprint and recognising former fellows for their outstanding impact.

AN INTERNATIONAL IMPACTFUL PROGRAM

A GLOBAL PIONEERING PROGRAM

Women have always had a pivotal role in the Maison and as such, Cartier was one of the first luxury Maisons to recognise the importance of supporting women impact entrepreneurs.

Early on, Cartier committed to help women reach their full potential, build a more inclusive society and accelerate change for good. This commitment to women's empowerment, rooted in the very DNA of the Maison, highlights its uniqueness and pioneering spirit.

Today, the CWI still stands out thanks to its global comprehensive approach. This fully fledged impact-oriented program is not only focused on its awards but also on its fellowship and community pillars.

IMPACT FIGURES

Seventeen years on, the Cartier Women's Initiative has evolved into a comprehensive leadership program that has supported **330 women impact entrepreneurs** hailing from **66 countries**.

Since its creation, the CWI has awarded a **total of USD \$9,500,000** in grant funding to support fellows' businesses and has grown its number of **annual fellows from 5 in 2007 to 33 in 2024**.

The program has established a **strong network of +700 community members** covering more than 66 countries.

CWI has played a **crucial role in supporting fellows' business to grow**, with 92% of fellows' companies that are still operating (according to a 2023 impact survey).

Based on the CWI's 15-year anniversary report, the program **has also made a major contribution to the fellows' personal development**, helping 88% of fellows to expand their network and develop their business skills. The same study also highlighted that **the program has increased 78% of fellows' visibility**. Winning the award has also **raised the fellows' self-confidence at work**, 66% valuing their business strategy as an outcome of the fellowship program.

For 90% of fellows, **the CWI program has provided a sense of belonging to a broader community**, which is at the very heart of the Cartier Women's Initiative and contributes to building a more inclusive entrepreneurial environment.

WHAT LIES IN THE FUTURE FOR CWI?

The program is focusing on increasing access to financing, which remains the number one challenge women entrepreneurs are facing today. In 2022, CWI launched a loan fund in partnership with Beneficial Returns to further scale the impact of the fellows.

CWI will continue its journey to further expand its program to make opportunities available to an ever-increasing number of impact entrepreneurs around the world amplifying not only the impact of their business but shining a light on them as role models for the next generations.

 **330**
women impact
entrepreneurs

 **66**
countries

 strong network of
+700
community members



THE 2024 FELLOWS

Cartier Women's Initiative is honored to announce the 33 fellows selected for this year's edition that represent the top 3 business for each of the 9 regional awards and for the 2 thematic awards. These fellows are recognised for their remarkable achievements and meaningful solutions to the most pressing global challenges.

This year, for the first time, the Cartier Women's Initiative has recognised women impact entrepreneurs from Peru, Morocco and Vietnam.

The first place, second place and third place awardees of each of the 11 awards will be announced during **the Cartier Women's Initiative Awards Ceremony that will be held on May 22nd, 2024, in Shenzhen, China**. Home to a large startup ecosystem, Shenzhen is a hub of entrepreneurship, innovation and creativity, for China and beyond.

The first-place awardees will take home **USD \$100,000** in grant funding, while the second and third place awardees will receive **USD \$60,000** and **USD \$30,000** respectively.

In addition to the grant funding, all 33 fellows will also benefit from tailored mentoring and coaching, media visibility, networking opportunities and education courses from the leading business school INSEAD.

FELLOWS FOR LATIN AMERICA AND THE CARIBBEAN



Marlene Molero Suárez

ELSA - PERU

Despite increasing awareness of workplace sexual harassment, the problem remains serious for one in three Latin American workers, especially women. Lawyer and ELSA founder Marlene Molero Suárez was drawn to address the problem after witnessing many cases of sexual harassment victims silenced by fear. An initial spreadsheet, created to track and analyse harassment, evolved into the software platform that became ELSA. Today, ELSA collects employee data to create strategies specific to individual organizations.

Between 2021 and 2023, the company's product touched the lives of approximately 500,000 employees, reducing incidence of sexual harassment by 60% at ELSA's more than 100 customers in Latin American and Caribbean countries.

“ We have changed the narrative. Companies used to sweep sexual harassment under the carpet, but now they are proud to say they are addressing it. ”



Mercedes Bidart

QUIPU - COLOMBIA

Mercedes Bidart founded Quipu to create a technology-based solution to help micro-businesses in low-income neighbourhoods access credit and grow into small- or medium-sized enterprises. The company uses an alternative AI-based scoring method to assess creditworthiness. Through Quipu's app, customers can apply in minutes for working capital that is disbursed in fewer than two days.

Quipu does business across all departments (groups of municipalities) in Colombia, with more than 17,000 community members, 7,000 credit clients, and 9,000 loans. Women make up more than 62% of the company's loan portfolio and more than 60% of clients take on more than one loan, using Quipu as their cash flow support.

“ The main pain point is the access to capital. It is real challenge to transform the economy if we don't solve that crucial point. ”



Isabela Chusid

LINUS - BRAZIL

According to the United Nations, the fast fashion industry generates as much as 8% of global carbon emissions. But even consumers who want to buy sustainable clothes struggle to find stylish, affordable options. Linus founder and CEO Isabela Chusid hopes to change that with its 100% recyclable, eco-friendly PVC sandals made from 70% renewable resources.

Each pair of Linus sandals has a carbon footprint of 364 grams of CO₂ - far less than many daily consumable items. The sandals are certified vegan and are produced completely in Brazil to lower emissions. The company is also carbon negative, offsetting 200% of the CO₂ its activities emit.

“ We envision a world where sustainability is seamlessly integrated into everyday life, and people understand that their decisions can have a positive impact on the environment. ”

FELLOWS FOR NORTH AMERICA



Jessica Menon

EQUILO - USA

Gender inequality costs the global economy USD \$6 trillion annually and negatively affects organisations as well as individuals. But traditional methods for analysing gender-related data are often manual, making them time-consuming, labor intensive, and inaccurate. Founded by gender equity specialist Jessica Menon, Equilo offers advanced analytics tools that make identifying gender issues faster, less costly, and more effective than traditional manual methods.

Equilo's tools help nearly 4,000 investors, humanitarian organisations, and businesses reduce the time needed to collect, analyse, and report on gender data by five to six weeks, saving about 90% of the cost of traditional manual methods.

“*Equilo's vision is to make it normative for decision makers the world over to include gender equality and social inclusion in day-to-day conversations and decisions.*”



Julia Taylor

GEEKPACK - UNITED STATES

According to the World Economic Forum, 90% of today's jobs require digital skills. Yet one third of US workers, including more than 25 million women, lack these skills. Taylor created GeekPack as a welcoming community where participants, especially women and other marginalised people, feel comfortable learning, thereby building the confidence that empowers them to pursue jobs requiring digital skills.

Since inception, GeekPack has taught tech skills to more than 8,500 women - 1,500 plus each month - and reaches more than 100,000 across its communities, email list, and social platforms. The company's vision is to reach a million women by 2030, not only transforming individual lives but enhancing local economies, feeding a vital talent pool, and passing on the gift of confidence to younger generations.

“*We want our community to be like a mirror so anyone who is not part of it can say “she looks like me.” We want to represent as many different faces as possible.*”



Kyla Bolden

WIZ KID LEARNING - CANADA

Founder Kyla Bolden started the company after seeing during college that coding skills enabled candidates to get jobs more quickly. Wiz Kid Learning shrinks the tech education gap with a learning platform providing coding and STEM classes to give children an education that will prepare them for the future.

Wiz Kid Learning has educated more than 8,000 children from about 30 countries; almost half are female. It offers more than 40 courses in everything ranging from coding and game design to artificial intelligence. In 2023, it initiated 10 partnerships to serve underserved communities that want to empower students but don't have the staff to teach coding and technical skills.

“*This world will be better if more people from different types of backgrounds and different locations are able to understand and create technology.*”

FELLOWS FOR EUROPE



Mira Nameth

BIOPHILICA - UNITED KINGDOM

Leather is the world's most environmentally destructive textile: its production consumes massive amounts of water and pollutes the air. Alternatively, synthetic substitutes like polyurethane and PVC cannot biodegrade or be recycled, adding to plastics pollution. Mira Nameth founded Biophilica and its 100% plastic-free leather alternative, Treekind® - made from leaves and other raw compostable materials - that's biodegradable and home compostable.

Today, Treekind is ranked as the world's number-two leather alternative. Treekind has passed numerous industry tests for leather goods. Its manufacturing process produces very low CO₂ emissions and uses less than 0.1% of the water required by leather processing.

“ Not only is the production of Treekind safe for the workers who are making it, but it's also non-toxic for the consumer wearing it. It doesn't put harmful chemicals into the environment or contribute to plastic pollution in our oceans. ”



Amaia Rodríguez

GRAVITY WAVE - SPAIN

Approximately 12 million tons of plastic are dumped into oceans every year, but most people don't know that more than 40% of this waste comes from fishing gear, especially nets. Co-founded by Amaia Rodríguez, Gravity Wave partners with traditional fishermen in the Mediterranean to collect plastic waste and fishing nets that it then recycles and transforms into furniture and other products.

Since its founding in 2020, Gravity Wave has collected more than 500,000 kilograms (500 tons) of plastic and fishing nets, thanks to its network of 7,000 fishermen in 150 ports across Spain, Italy, Greece, and Egypt.

“ I saw the reality of plastic pollution in the ocean, and I couldn't just stand by. I decided not to wait for someone else to do something about it. I was the person I'd been waiting for. ”



Laura Harnett

SEEP - UNITED KINGDOM

Seep founder and CEO Laura Harnett never planned to become an entrepreneur. One day, unable to find plastic-free sponges in her local supermarket, it struck her that there must be a way to create an alternative. Seep offers a line of zero-plastic, high-quality cleaning accessories made from natural renewable sources like wood pulp, plant-based viscose, maize, and bamboo.

Now a Certified B Corp, Seep's mission is to eliminate 1 billion plastic cleaning products from landfills by 2030. The company estimates that it has diverted 500,000 items (10.1 tons of waste) from landfills since its launch in 2020.

“ If you can get customers to make a tiny switch, it can make a difference. I want to show my daughter what women, especially female entrepreneurs, can accomplish. ”

FELLOWS FOR FRANCOPHONE SUB-SAHARAN AFRICA



Victoria Munguti

HEPTAPAY - RWANDA

In Rwanda and other East African countries, most families rely on remittances from kin living abroad. However, micropayments flowing into the country are slow and inconvenient, with fees up to 15% per transaction. Founded by Victoria Munguti, HeptaPay allows debit or credit card payments directly into mobile money wallets from anywhere in the world and charges the sender a flat 4% fee regardless of transaction amount.

HeptaPay currently operates in Rwanda, Kenya, Uganda, and Burundi and has transferred USD \$1M into East African economies since its founding. In 2022, it enabled close to 100 merchants to receive international payments. By 2030, the company aims to lower transaction fees to 1% - even lower than the UN Sustainable Development Goal of 3% globally - across all African countries.

“Typically, even perfectly executed bank transfers take one to two business days to move money from abroad to any part of Africa. Using HeptaPay, transactions get to the recipient within 30 seconds to a minute.”



Jessica Long

MAAD - SENEGAL

In Senegal, distribution challenges mean the shelves of small retail stores are often empty of food and household products, and prices are high. Co-CEO Jessica Long started Maad, an e-commerce marketplace, to directly connect brands with small retailers, consolidating demand to increase small retailers' collective purchasing power and access to financial services. Maad maintains its own transportation network, speeding delivery and lowering costs, and offers additional services such as credit access for shop owners, as well as data analytics for manufacturers.

The company's average 5,000 monthly active small retailers have sold goods to about a quarter of the population of Dakar and plans are underway to expand to outer geographical regions.

“Maad is about greater financial security for everyone. Informal retailers drive the economy in West Africa. We are building new tools and services that help them thrive.”



Isabelle Kamariza

SOLID'AFRICA - RWANDA

Community-based health insurance in Rwanda doesn't include food during public hospital stays. Isabelle Kamariza started Solid' Africa to address inadequate nutrition with direct monetary support to hospitals. The company's farm-to-fork approach includes medically tailored meals. Its new culinary arts school tackles broader nutrition issues by training students to optimize the nutritional content of meals.

Solid' Africa currently distributes 9,000 meals every day - more than six million meals since inception - and feeds 1,400 patients daily in five public hospitals.

“What drives me is the patient. When you see somebody getting better because of a meal it reminds me that I'm working for the patient. I'm not working for me. I tell my staff: you're not working for me or for the board. You are working for each patient.”

FELLOWS FOR **ANGLOPHONE AND LUSOPHONE AFRICA**



Titilope Adewusi

9IJAKIDS - NIGERIA

In Nigeria, the shortage of good public primary schools often requires parents to supplement their children's education with tutors and additional materials - difficult in a country where the average monthly income is less than USD \$150 per month. Co-founder Titi Adewusi developed 9ijakids, an affordable online learning tool that provides children with access to high-quality educational content through interactive games.

Since 2020, more than 150,000 children have accessed games on 9ijakids to learn everything from math and science to financial literacy. Today, the platform has more than 50,000 subscribers and 9ijakis has rolled out more than 300 games across various age groups and subjects.

“ *The possibilities are endless for using gamified learning to empower African youth in a way that's both effective and effortless.* ”



Claire van Enk

FARM TO FEED - KENYA

Farm to Feed started at the height of the pandemic in 2020 as an emergency food relief effort. By buying surplus produce and donating it to food insecure communities, founder Claire van Enk and her team provided additional income to smallholder farmers while assisting vulnerable communities. They turned their emergency work into a commercial, self-sustaining venture after witnessing firsthand the amount of food wasted at the farm level.

Since 2021, the company has worked with nearly 6,000 farmers, rescued 800,000 kg of produce, avoided 861 tons of CO₂ emissions, and delivered 10.7 million affordable vegetable portions. The company has improved the affordability and availability of nutritious food and increased farmers' incomes by buying a farmer's full harvest.

“ *My motivation comes from working on something that I believe needs to exist to create a better world: a circular food system where nothing goes to waste, and everyone has access to a healthy diet.* ”



June Muchuku

PLUMBEE - KENYA

In Kenya, one in four children suffer from chronic undernutrition. Founded by June Muchuku, Plumbee is a food processing company that partners with rural female farmers and low-income women to provide underserved children with nutritious food, crafted using locally sourced ingredients and based on traditional African flavors.

Since its launch in 2021, Plumbee has served 80,000 low-income Kenyan children with products such as porridge and organic flours. The company has trained more than 100 women farmers in agriculture, finance, and food processing and has purchased approximately USD \$18,500 worth of raw materials from them, representing a substantial amount for each woman compared to Kenya's annual per capita wages of about USD \$2K.

“ *In Kenya and many parts of Africa, women are excluded from profitable value chains. We're building a cooperative agricultural processing ecosystem that empowers women to play a central role in combating childhood malnutrition.* ”

FELLOWS FOR THE MIDDLE EAST AND NORTH AFRICA



Rania Gaafar

ADVA - EGYPT

Nearly 70% of Egyptian adults work in informal cash-only jobs that make it difficult to get loans for essential expenses, forcing them to turn to non-bank lenders charging high interest rates.

Rania Gaafar founded ADVA in June 2020 to help self-employed and unbanked people – most of whom are women – get financing quickly, by connecting them to financing institutions offering low-interest rate loans.

Since launching, ADVA has enabled 13,000 transactions with an average loan amount of USD \$1,100; 8,000 of those loans have benefited first-time borrowers, the majority women. The company also has built an extensive network of more than 2,000 providers offering customers a diverse range of services.

“ ADVA helps unbanked people establish and build credit with loan installments they can afford. We want to make essential services accessible to everyone, creating financial inclusion and enhancing people’s quality of life. ”



Shahira Yahia

CHITOSAN EGYPT - EGYPT

In Egypt, high-performance, organic alternatives to pesticides and fertilisers are scarce. Farmers face a dilemma: lose up to 80% of crop yield or lose access to lucrative markets requiring zero pesticide residue. Chitosan Egypt, created by Shahira Yahia, eliminates this difficult choice with its organic and pesticide-free crop protection and nutrition products, extracted from seafood waste.

The company focuses on smallholder farmers, who make up 70% of Egypt’s agricultural supply chain. In 2022, the company reached 3,015 of these farmers and 15,000 rural community members across 13 regions. One showcase customer, Hermes Potatoes Agritag, has produced eight additional tons of potatoes using the company’s fertiliser.

“ We’re empowering smallholder farmers to participate in the organic market and giving them the means to achieve higher income through agricultural practices they otherwise didn’t have access to, contributing to climate resilience and economic stability. ”



Salma Bougarrani

GREEN WATECH - MOROCCO

In Morocco, 14.6 million people live in rural communities without adequate sanitation services, and wastewater often ends up in water sources, harming public health and the environment. Created by Salma Bougarrani, GREEN WATECH provides a soil-based filter system that treats domestic wastewater in rural communities so that it can be reused for agricultural irrigation.

Since 2018, GREEN WATECH has brought safe sanitation services to more than 15,000 people in 17 villages and farms across Morocco. Rural communities have used the company’s technology to treat more than 200 million litres of water and reuse it in agricultural irrigation to produce more than 11,000 tons of food.

“ Many people in these rural communities are experiencing extreme water stress where they only have water in their house for four hours a day. It’s hugely gratifying when they tell us this technology has changed their lives. ”

FELLOWS FOR EAST ASIA



Emily Yu

GINGER AH - CHINA

Breast cancer patients often resort to altering their bras themselves to regain a normal bust after surgery, resulting in ineffective, uncomfortable homemade solutions. An experienced lingerie designer, Emily Yu created The Ginger Ah bra line to solve this problem with a design featuring an innovative two-piece structure, comfortable materials, and an adjustable insert made of silicone and foam to more closely resemble a natural breast.

Since its launch in June 2021, the company has sold more than 10,000 bras to approximately 5,000 customers at a more reasonable rate than market options. Yu plans to expand her product line to include sports bras, swimsuits, and loungewear.

“ Our goal is to help women regain their confidence after overcoming the challenges of cancer treatment so they can resume their normal lives. ”



Jiwon Park

SAIB - SOUTH KOREA

In South Korea, discussions about sexual wellness and female sexuality remain mostly taboo, leading to adverse consequences such as health issues or unintended pregnancies. Launched by Jiwon Park, SAIB is a sexual wellness brand working to help women take charge of their sexual and reproductive health with toxin-free, female-friendly contraceptives and intimate hygiene products in portable, discreet packaging.

SAIB products feature organic ingredients that are exempt from the carcinogens and chemical additives found in most brands. The company has sold almost two million products worldwide, has won more than 16 international design awards, and devotes 10% of its sales profits to various campaigns promoting sexual health, gender equality, and female empowerment.

“ Most sexual wellness products are marketed to men. We wanted SAIB's brand and packaging to be female-focused so women can use it without shame or hesitation, and we wanted to make a higher quality product to protect women's health. ”



Xintong Du

VOICECHANGER - CHINA

Speech impairments can affect children's self-confidence, make it difficult to socialise, and limit their access to education. In China, 29 million children suffer from speech problems resulting from cleft palate surgery and other conditions. VoiceChanger founder and CEO Xintong Du offers an in-person and online therapy and rehabilitation for speech-impaired children ages two to sixteen.

Since 2016, VoiceChanger has trained more than 1,300 speech therapists and helped more than 8,000 children recover from speech barriers in its centers across China as well as through online courses. Average recovery time for its clients is one to three months, compared with a six-to-twelve-month industry average.

“ We want language to be a bridge for children, rather than a barrier. ”

FELLOWS FOR SOUTH ASIA AND CENTRAL ASIA



Ira Guha

ASAN - INDIA

Every year, women in India lose dozens of workdays because of their periods, contributing to USD \$87 billion lost in annual GDP. Roughly 1.6 billion women and girls worldwide cannot afford access to safe period care. While use of disposable sanitary pads has increased rapidly, there is a massive waste crisis – in India alone, more than 12.3 billion sanitary pads go to landfill annually. Ira Guha created Asan to address “period poverty” and reduce solid waste pollution with an easy-to-insert, reusable menstrual cup.

Asan has already helped women in 20,000 Indian households regain an average of two workdays each month, resulting in money now available for education, textbooks, and medications. Worldwide, the product has averted the equivalent of more than 100,000 tons of plastic waste from landfills.

“Asan’s work is about economic empowerment. It’s about ensuring that every single woman and girl, no matter their income, can participate in all aspects of life.”



Mansi Jain

DIGITALPAANI - INDIA

Clean, safe water is an increasingly scarce commodity in India because untreated sewage pollutes water sources. Adding to the problem is that most private wastewater treatment plants don’t work properly. DigitalPaani’s founder Mansi Jain hopes to bring those plants back online with a software platform that manages their entire operations so they can treat, recover, and reuse contaminated water effectively.

In 2022, customers using DigitalPaani to manage treatment plants reduced daily freshwater consumption by about 2.1 million litres while preventing nearly 1.4 million litres of untreated sewage from entering water supplies.

“Our mission is to build cutting-edge digital management tools that protect natural water resources from contamination and accelerate the transition to clean cities with abundant water.”



Marina Tran-Vu

EQUO - VIETNAM

The average person uses about 40,000 straws in a lifetime, representing nearly 32 pounds of plastic. Founded by Marina Tran-Vu, EQUO is a sustainable brand that produces 100% plastic-free and compostable products such as straws and utensils from materials like grass, rice, coconut, sugarcane, and coffee.

For individual consumers, the company’s products make choosing sustainability as easy as sticking with their current routines. Since its founding, EQUO has kept approximately 30 million pieces of plastic out of the environment and aims to have an even bigger impact by influencing the attitudes and behaviors of consumers.

“We’re replacing at least four or five of the top 10 worst single-use plastic items in the world with our sustainable alternatives. These are small solutions that will have a big impact collectively.”

FELLOWS FOR OCEANIA



Alison Harrington

RESPARKE
- AUSTRALIA

The number of people living with dementia worldwide is expected to triple to 152 million by 2050.

Resparke founder Alison Harrington started the company when she discovered evidence that music can reduce problematic behaviors and improve wellbeing for dementia sufferers. Resparke's app takes advantage of the fact that music bypasses the areas of the brain that are switched off in dementia and personalises the experience using language, nationality, religion, age and music preferences.

Resparke has reached more than 25,000 dementia patients and trained nearly 6,000 staff members. Research studies across four cohorts at the 290 facilities in Australia and New Zealand using Resparke show that residents' mood improved nearly 80% and psychotropic drug use dropped by 12%.

“ *It's about transforming seniors' wellbeing, about connecting to memories and building beautiful bonds between people. The Resparke name is about that instant spark in somebody's eyes when they put the headphones on.* ”



Simran Kaur

GIRLS THAT INVEST
- NEW ZEALAND

Women often lag behind men in accumulating wealth because fewer than 25% of women worldwide invest their money. Growing up in New Zealand, Girls That Invest founder Simran Kaur was aware of the life-changing power of money but found few resources for young women - particularly women of color. She created Girls That Invest to fill that need in a male-dominated industry.

The Girls That Invest podcast has been downloaded 6 million times and nearly 6,000 women have participated in the six-week intensive masterclass.

“ *Every woman should have the tools and confidence to make informed investment decisions. Financially empowered women can have a ripple effect, fostering an environment of financial growth in their communities and inspiring a diverse new generation of investors.* ”



Frances Bilbao

MUMS MATTER PSYCHOLOGY
- AUSTRALIA

About 20% of new mothers worldwide experience mental health disorders like depression and anxiety. Treatment can be expensive and hard to find. Clinical psychologist Frances Bilbao founded Mums Matter Psychology to support Australian women's mental health during pregnancy and the first years of their children's lives through specialised therapy both in person and via telehealth.

Over the past eight years, Mums Matter Psychology has provided free therapy to more than 5,600 clients across Australia and estimates that it has reduced the national costs of perinatal depression and anxiety - estimated at USD \$585 million annually - by USD \$30.7 million.

“ *As a clinical psychologist, I feel that the perinatal space is where I can make the biggest difference and have an exponential impact on women's lives, with ripple effects across entire families and future generations.* ”

FELLOWS FROM SCIENCE AND TECHNOLOGY PIONEER AWARD



Ninna Granucci

GREEN SPOT TECHNOLOGIES
- FRANCE

One third of global food production goes to waste. Ninna Granucci founded Green Spot to bring better nutrition to the world without compromising food quality or the environment. She developed the company's patented fermentation approach to upcycling food production side streams. Today, Green Spot provides meat and cocoa powder substitutes and ingredients for baked goods to large food producers.

Green Spot has saved 150 tons of food waste and prevented the release of 450 tons of CO₂, benefitting both society at large and individual consumers. The food by-products Green Spot has diverted from the waste stream represent enough fiber to address the "fiber gap" of 42% of the French population.

“ *Our fermentation platform transforms the plant-based side streams that today are going to landfill. It's a shame because that's the most nutritious part of fruit, vegetables and cereals. Our fermentation technology upcycles these wasted side streams for food applications.* ”



Lynne Lim

NOUSQ
- SINGAPORE

While on a humanitarian medical mission in rural Cambodia, NousQ Founder and CEO Lynne Lim was devastated when she had to turn away hundreds of children needing surgery for the condition called glue ear because she lacked access to general anesthesia, a surgical microscope, and an operating room. NousQ's CLiKX is the world's first handheld robotic device that allows doctors to insert ear tubes, with the click of a button in a second, under local anesthesia in a clinic rather than an operating room.

Initial human clinical trials of CLiKX in Singapore have shown safety, and in Q3 2024, NousQ will begin a 50-patient FDA clinical trial in the United States and Australia. The company aims to receive FDA regulatory approval for CLiKX in 2025 and to launch in the EU and APAC in 2027.

“ *Glue ear can delay speech, language and cognitive development, sometimes permanently, and severe cases are associated with lower socioeconomic status. We hope to address the unmet needs of millions of children and democratize access to care.* ”



Monika Tomecka

UFRACTION8
- SCOTLAND AND POLAND

Lab-grown meat uses 96% less water, emits 87% fewer greenhouse gases, and uses 90% less land, compared with livestock production - making it a viable solution for addressing global food shortages. Unfortunately, the cost of producing it is extremely high.

uFraction8 CEO Dr. Monika Tomecka develops microfluidics-based filter systems that can help bio-manufacturers-such as lab-grown meat producers-harvest and process products more efficiently, at larger quantities, using one-quarter of the energy of existing technologies.

Monika hopes that uFraction8's technology will help increase global food security, increase access to medicines and nutrients, preserve ocean life, and enhance the operational capabilities of humanitarian aid missions.

“ *By providing new technologies, we hope uFraction8 will be an enabler for a bioprocessing revolution that produces abundant sustainable food.* ”

FELLOWS FROM DIVERSITY, EQUITY AND INCLUSION AWARD



Sadriye Görece

BLINDLOOK - UNITED STATES

Daily tasks like ordering a meal are not easy for the 285 million visually impaired people worldwide living independently. BlindLook is an AI-powered, audio-based platform that makes products and services comprehensible to the blind. Sadriye Görece founded the company to help visually impaired people like herself navigate the world more easily after learning that 90% of the blind population uses a smartphone.

BlindLook works with more than 50 brands in 16 industries. Its apps provide a bridge between blind consumers and the brand experiences that have become central to our lives. Tens of thousands of visually impaired users listened to simulations of Amazon products in 2022, reducing average shopping completion time from 42 to seven minutes.

“*Life is not equal for me as a blind person. Brands don't see me as a consumer. They see me as a social responsibility. But I'm paying the same amount as you are. Creating that level of equality is something that drives us.*”



Erica Cole

NO LIMBITS - UNITED STATES

The idea for No Limbits came to founder Erica Cole when she lost her leg in an accident and began altering clothing to fit over her prosthesis. Erica started an alterations business catering to others who struggled with disabilities. The company offers ready-to-wear clothing lines tailored for comfort, ease of dressing, and convenience. Each serves a different segment of the disabled community, including wheelchair-users, people with limited dexterity, and people with sensory processing disorders.

No Limbits plans to expand beyond the North American market to bring comfort and greater independence to millions worldwide who have, until now, been constrained by the limitations of off-the-shelf fashion.

“*Adaptive fashion done right is an opportunity for self-expression that hasn't been given to people with disabilities because of accessibility.*”



Akshita Sachdeva

TRESTLE LABS - INDIA

In India, Braille books and audiobooks can be inaccessible to the country's 20 million visually impaired people. Founded by Akshita Sachdeva, Trestle Labs' Kibo (Knowledge in a Box) device and app make education and employment inclusive with access to handwritten and digital content through audio across 60 global languages.

The company has made more than one million books available to the visually impaired and Kibo has reached more than 600 institutions and 100,000 users in 25 countries since its launch in 2019. Through partnerships formed during 2023, the company has brought on 10 distributors across 30 countries as part of its vision to address the global challenge of disability inclusion.

“*We not only help the visually impaired, but also help bridge language, literacy and disability barriers. We position Kibo as an inclusive reading and learning product.*”

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www.insead.edu

For more information on the program and footage of the fellows, please visit: www.cartierwomensinitiative.com

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