



## WOMEN'S INITIATIVE

### RULES OF PARTICIPATION

The Cartier Women's Initiative is an annual international entrepreneurship program that aims to drive change by empowering women impact entrepreneurs. Founded in 2006, 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. Our vision is a world in which every woman impact entrepreneur driving change can achieve her full potential. Our mission is to shine a light on these women and provide them with the necessary financial, social and human capital support to grow their business and build their leadership skills.

The Cartier Women's Initiative (hereafter referred to as the "Programme") is managed by Cartier Women's Initiative (hereafter referred to as the "CWI"), in association with Cartier International SNC located at 33 Rue Boissy d'Anglas, 75008 Paris, France and registered on the Registre du Commerce des Sociétés de Paris, No.B 321 130 346.

#### 1. The Rules of Participation

- 1.1. In addition to the information provided on the Programme [website](#) regarding the organisation of the Programme, the following Rules will apply to all Participants.
- 1.2. By submitting their registration, Participants expressly agree to be bound by all the Participation Rules. For Participants in the Science & Technology Pioneer category the Rules also incorporate by reference the additional terms specified at <https://www.submittable.com/terms-and-conditions/> ; in the event of a conflict of terms, these Rules shall prevail.
- 1.3. CWI and its partners reserve the right to cancel the Programme or amend these Rules at any time without prior notice. Any changes will be posted on the Programme website at: [www.cartierwomensinitiative.com](http://www.cartierwomensinitiative.com).
- 1.4. Furthermore, CWI reserves the right to change the format of the Programme at any point.
- 1.5. The language of the Programme is English. CWI requires the Common European Framework of Reference Level B2 and above. This level requires an understanding of main ideas of complex texts, technical discussions in business and in the Participant's field of specialization and an ability to interact with fluency and spontaneity with native speakers.
- 1.6. In the event of any dispute, whether such dispute concerns the conduct or eligibility of Participants, the results and/or any and all other matters relating to the Programme, CWI's and/or the jury's decision shall be considered final. No legal recourse shall be available to the Participants.

## 2. Qualifying Participants

- 2.1. To qualify to enter the Programme, the Participant must be at least 18 years old on the day of the application deadline.
- 2.2. The Participant must be a woman and she must fill the main leadership position. For example as CEO, General Manager or Director of the company.
- 2.3. The Participant must be the founder of the company entered in the competition and she must be the largest shareholder of founder equity in the company or own a share at least equal to that of her cofounder(s).
- 2.4. Participants may only enter one business in the Programme. Multiple application forms will not be accepted.
- 2.5. Submissions may only be entered by individuals; teams are not accepted.
- 2.6. Businesses that have formerly participated in the programme are not authorised to apply to the Cartier Women's Initiative a second time and will be automatically rejected. This rule applies for both the Regional Awards and the Science & Technology Pioneer Award. Furthermore, any cofounder of a business that has formerly participated in the programme is also ineligible.
- 2.7. Any CWI employee and/or family member of the CWI employee, any employee (and/or family member of said employee) working for a partner organization such as INSEAD and any employee (and/or family member of said employee) of an agency and/or consulting firm involved in the organization of the Programme are not eligible to enter the Programme.
- 2.8. Participants may enter only one of the two different categories (Regional categories or Science & Technology category) based on the eligibility criteria defined in the following 2.9 and 2.10 sections.
- 2.9. **The Business to be submitted in the Regional Categories:**
  - 2.9.1. must be majority owned by founders and/or employees at the time of application.
  - 2.9.2. must be a for-profit Business, meaning that it should be designed to generate sufficient revenues to support its operations and return some level of profits to its owners. Non-profit project proposals are not accepted.
  - 2.9.3. must have at least 1 year of revenue, meaning that the business should be generating revenue from the sales of its product and/or services for at least 1 year as of the date of application, it being understood that a Business that is generating revenue is not necessarily profitable in its first years of operations.
  - 2.9.4. must not have raised more than US\$2 million in dilutive funding as of the date of application. The Cartier Women's Initiative caps the funds raised to US\$2 million in order to ensure that the Businesses selected fall within a similar range of development.

2.9.5. must have between 1 and 5 years of licensed/registered operations prior to the Entry Submission Deadline. That is, the Business should have been incorporated between August 2015 and August 2019. It should have a proven business model and be in the initial phase of its development and growth.

2.9.6. must meet at least one of the [United Nations Sustainable Development Goals \(SDGs\)](#). The SDGs are a collection of 17 global goals set by the United Nations General Assembly in 2015 for the year 2030. The SDGs are a call for action by all countries to promote prosperity while protecting the environment. They cover a series of social, economic, and environmental development issues.

**2.10. The Business to be submitted in the Science & Technology Pioneer category:**

2.10.1. must be majority owned by founders and/or employees at the time of application.

2.10.2. must be a for-profit Business, meaning that it should be designed to generate sufficient revenues to support its operations and return some level of profits to its owners. Non-profit project proposals are not accepted.

2.10.3. must be in the initial phase of its development or growth. It must have at least a proof of concept, a prototype or be in the process of producing one (minimum TRL 4) and must not be commercializing their final product/service for more than 5 years. Technology readiness levels (TRLs)\* are commonly used to estimate the maturity of technologies. The framework enables consistent, uniform discussions of technical maturity across different types of technology. \* *Detailed framework [here](#) (page 50)*

2.10.4 must be based on the development of a new technology, a complex engineering process or on a scientific discovery, and not only on a disruptive business model.

2.10.5 must meet at least one of the United Nations Sustainable Development Goals (SDGs). The SDGs are a collection of 17 global goals set by the United Nations General Assembly in 2015 for the year 2030. The SDGs are a call for action by all countries to promote prosperity while protecting the environment. They cover a series of social, economic, and environmental development issues.

2.11 By submitting the Business and registering for the Programme, the Participant warrants to have all the rights, titles and/or interest in the Business submitted and declares that the information it contains is true, current, accurate and complete, and that by submitting the Business and registering to CWI, the Participant is not and will not be violating any contract or third party rights including any patent, copyright, trade secret, proprietary or confidential information, trademark, publicity or privacy rights.

2.12 CWI reserves the right to verify the eligibility of all Participants.

### **3. Timing – Registration and Submissions**

3.1 To register and submit an application to the Regional Awards, please use this [link](#) and to register

and submit an application to the Science & Technology Pioneer Award, please use this [link](#).

3.1.1 The application form should be fully completed by the Participant to be considered by CWI. If a question is not applicable, please write "NA".

3.1.2 Registration forms sent by postal mail will NOT be accepted.

3.2 The Participant is expected to respect the following timetable. Failure to meet any of the deadlines may result in disqualification.

3.2.1 The deadline for registration and submission of the application form for the competition is July 31 2020, 2PM (CEST / GMT+2. Any forms received after this date will NOT be accepted. The Participants will be notified of the results in January 2021.

3.2.2 Deadline for submission of additional due diligence documentation (for preselected applicants only): September 15 2020

3.2.3 Deadline for submission of signed statement of commitment, which confirms Participant's participation in Programme: January 15 2021

3.2.4 Announcement of the fellows: March 2021 (exact date TBC)

3.2.5 Selection of the laureates: May 26, 2021

#### **4. Evaluation criteria**

4.1 For the 7 Regional categories: Businesses will be assessed by the jury of the Programme (the "Jury") at its sole discretion in accordance with criteria defined by CWI including but not limited to: embedded positive social impact, market analysis & fit, sustainable business & financial model, strategy & execution, leadership & character and commitment to the CWI Programme. The overall quality and clarity of the material presented will also be taken into account.

4.2 For the Science & Technology Pioneer category: Businesses will be assessed by the jury of the Programme (the "Jury") at its sole discretion in accordance with criteria defined by CWI including but not limited to: embedded positive social impact, technological innovation, market analysis & access strategy, business model sustainability & validated development plan, strategy & execution, leadership & character and commitment to the CWI Programme. The overall quality and clarity of the material presented will also be taken into account.

#### **5. Participation**

5.1 If selected, the Participant must commit to (I) to participating in the fellowship programme from February 2021 to November 2021, (II) to dedicating up to 4 hours/week virtually to the programme from January 2021 to May 2021, (III) to submitting deliverables on time, and (IV) to attending 1 week of in person preparatory training from May 21<sup>st</sup> 2021 to May 28<sup>th</sup> 2021. Failure to do so will result in disqualification, at CWI's sole discretion.

5.2 The Participant will be required to take part in an interview with a filming crew (1 day), a due diligence virtual assessment (1 day) and all special activities organized by CWI.

5.3 In the event that a Participant, and notably any selected fellow, becomes aware of any fact or matter which might exclude her from participating in the Programme, the Participant will advise CWI as soon as possible.

5.4 If a Participant is found to be ineligible and/or is disqualified, CWI may choose to select a substitute fellow. CWI commits to selecting the substitute fellow by the end of January 2021. Past that date, no substitute finalist will be selected meaning that only two fellows will exceptionally be represented in the category concerned.

5.5 Participants will provide and maintain an active email address throughout the Programme to receive all communications from the CWI/its partners.

5.6 Participant must commit to providing a response to an annual impact measurement survey on the state of their business. CWI would request for this for as long as the Participant is involved with the business. The survey should take no longer than 30 mins to 1 hour to complete.

## **6. Selection process**

The selection process is divided into two rounds: the fellows' selection and the laureates' selection.

### **6.1 Round 1 – Fellows' Selection**

The Jury select 24 fellows, the top three Businesses from each of the eight categories. This includes the seven regional categories: Latin America & the Caribbean, North America, Europe, Sub-Saharan Africa, Middle East & North Africa, East Asia, South Asia & Oceania and the Science & Technology Pioneer category, on the basis of their application form and the due diligence assessment provided by an independent third party, by December 2020.

### **6.2 Round 2 – Laureates & Finalists' Selection**

The fellows are invited to the final round of the Awards Programme which takes place during the preparatory training week in April/May (exact date TBC). The fellows will be asked to give a 15 min presentation about their Business to the Jury followed by a 30 min Q&A session. The Jury selects one laureate for each of the categories. The announcement of the laureates will be made during the Awards Ceremony which takes place at the end of the preparatory training week.

## **7. Winning package**

### **7.1 Financial capital:**

- US\$ 100,000 grant

For the 8 laureates (8 top business from each category)

- US\$ 30,000 grant

For the 16 remaining finalists (2nd and 3rd runner-up businesses from each of the 8 category)

## 7.2 Human capital:

- Community peer learning sessions
- 'Strategic financial mindset' programme that aims to support fellows in building their roadmap for growth by reviewing their strategic financial plan
- 'Speaking to inspire' communication programme that focuses on leadership presence and media training
- Mentoring program developed by our strategic partner INSEAD business school
- Scholarship to attend one-week INSEAD Social Entrepreneurship executive leadership program pending admission to the program based on eligibility criteria and selection process.

## 7.3 Social capital:

- International exposure & media visibility
- Access to an online & offline community of 500+ experts and peers
- For the Science & Technology Pioneer category:
  - o Recognition as a "Deep Tech Pioneer" by Hello Tomorrow Invitation to the 2021 Hello Tomorrow Global Summit (Exact date TBC)

## 8. Disqualification

8.1 By entering the Programme each Participant accepts all the conditions set out in these Rules of Participation, agrees to be bound by the decisions of the CWI and/or the Jury and warrants that she is eligible to participate in the Programme. CWI reserves the right to disqualify any Participant discovered to be ineligible, with no refund of entry fees, costs or other expenses.

8.2 Furthermore, Participants will at all times desist from all practices which may lead to criminal liability due to fraud or embezzlement, insolvency crimes, unfair competition, guaranteeing advantages, bribery, acceptance of bribes or other corruption crimes on the part of persons employed by them or other third parties.

8.3 Consequently CWI reserves the right, at its sole discretion, to disqualify any Participant from the Programme in the event of fraud or misconduct which affects the integrity of the Programme or CWI and/or its affiliated companies.

8.4 In addition, a Participant may be disqualified:

8.4.1 if CWI has reasonable grounds to believe the Participant has breached any portion of the Rules of Participation including any of the organisational measures as set out in the website; and/or

8.4.2 if a Participant is found to be acting in an inappropriate, disruptive or unsportsmanlike manner or with the intent to abuse, threaten, or harass any other person; and/or

8.4.3 if there is any attempt by any Participant to deliberately damage or undermine the legitimate operation of the Programme.

8.5 The decisions of the CWI and/or the Jury are final and binding.

## 9. General

- 9.1 Payment of all and any taxes in relation to the grant is the sole responsibility of the Participants.
- 9.2 Disbursement of the grant will be made via bank transfer by Cartier's parent entity Richemont to the fellows' business bank account. Disbursement cannot and will not be made to the fellows' personal bank account.
- 9.3 Any and all costs and expenses incurred by Participants in relation to the Programme, unless otherwise stated, will be assumed by the Participants.
- 9.4 The fellows' and laureates' names will be available on the CWI website in April/May 2020 (exact date TBC).
- 9.5 Participants must be willing to participate in PR opportunities in relation to the Programme including having a short summary of their business, photographs and video footage featured online on the CWI website and social media channels and offline in various media publications. Participants cannot claim compensation for taking part in these PR-related activities.
- 9.6 CWI also reserves the right, and the Participant agrees, to feature the fellows' name, short business description, photo or video in any future promotional campaign in relation to the Programme.
- 9.7 The application form along with any additional business information submitted by the Participant will be treated confidentially by CWI, its partners, the Jury and Mentors. Other than a brief summary of the Business (name of the business, brief description of the company, field), no other information will be made available to the public without the prior authorisation of the Participant.
- 9.8 However, in spite of the foregoing, CWI and/or its affiliated companies, its partners and/or members of the Jury and Mentors cannot be held responsible if information relating to the Participant's business is released to the public by a third party.
- 9.9 CWI will retain any data submitted during the call for applications for research purposes and in accordance with privacy laws and our [privacy policy](#). All information will be anonymized and aggregated in order to ensure that no individual responses or personal information are identifiable. This information will be used for research purposes only in order to creating primary insights on the state of women impact entrepreneurs globally.

## **10. Third Party Applications**

- 10.1 As part of the Programme process, the Participant may be required to subscribe to applications or services provided by third parties. These may include document management services.
- 10.2 CWI is not responsible for the services provided by third parties, including their terms and conditions of use, data collection policies or security management processes and procedures. If the Participant chooses to use third party applications and services, then this is at the Participant's own risk and CWI is not liable for any issues arising out of such use.

## 11. Liability

CWI cannot accept any responsibility for any damage, loss, injury or disappointment suffered by any Participant participating in the Programme or as a result of accepting any prize. Furthermore, CWI will not accept any responsibility resulting from any problems or technical malfunction of any telephone network or lines, computer online systems, servers, server providers, computer equipment, standard mail, etc. resulting in the failure to receive emails, telephone messages relating to the programme and/or other correspondence. Nothing shall exclude liability for death and personal injury as a result of a negligence.

## 12. Intellectual Property

12.1 Nothing in these Terms and Conditions will give CWI any rights in or to Applicant's Existing Rights.

12.2 All the prototypes, documentation, drawings, database, software, or multimedia contents in the Project ("Applicant's property") presented to CWI stay the sole property of Applicants.

12.2 By submitting an application, Participants assure that they have all right, title and/or interest in the application submitted and that the information it contains is accurate and complete, and that by submitting the application to CWI they are not and will not be violating any contract or third party rights including any patent, copyright, trade secret, proprietary or confidential information, trademark, publicity or privacy right. This could mean that they created the technology, that the patent is in their name, or that they have the explicit (i.e. written) permission of the person or organization that owns the intellectual property. Any Participant that violates this will be automatically disqualified from the contest.

12.3 Before submitting entries, CWI urges Participants to confirm with appropriate advisors or legal counsel that any intellectual property described in their summary is protected; i.e., by appropriate intellectual property filings, notices, (patent, copyright, etc) by the owning institution and/or individuals.

12.4 Participants will not hold *CWI and/or its affiliated companies, its partners and/or members of the Jury and Mentors* responsible for any loss of rights resulting from their participation to the Programme. In particular, Cartier cannot be held responsible for the copying or plagiarizing by third parties of the Participants' ideas and projects resulting from their participation to the Programme.

12.5 Participants shall not, as a result of their participation to the Programme, acquire any rights and/or license in any of CWI's and CWI's affiliated companies' Intellectual Property Rights, and undertakes not to use those rights.

## 13. Data Protection

13.1 All Participants are required to read and accept the special Data Protection Statement applicable to their participation.

### 13.2 Data Protection Statement

#### **INFORMATION AND CONSENT REGARDING THE PROCESSING OF PERSONAL DATA: PARTICIPANTS MUST READ THIS STATEMENT BEFORE SUBMITTING INFORMATION ABOUT THEMSELVES AND THEIR BUSINESS.**

CWI will collect certain personal information from Participants and potential Participants in order to manage and administer the Programme and communicate with Participants. Participants will be asked to provide personal information such as their name, date of birth, nationality, email address, telephone number, current occupation, resumé, etc. (hereinafter referred to as “Personal Data”). CWI will only process Participants’ Personal Data as set out in the CWI [Privacy Policy](#). The Personal Data requested from Participants is obligatory. CWI may reject applications if they are incomplete, as the requested Personal Data is required to evaluate Participants as well as to contact and correspond with them. CWI will share Participants’ Personal Data with its affiliates and partners solely for the purpose of the Programme administration. These affiliates and partners may be located outside of France and the European Union. In addition, CWI and its partners may make the Programme fellows’ names and email addresses available. Participants must be willing to participate in PR opportunities in relation to the Programme including having a short summary of their business, photographs and video footage featured online on the CWI website and social media channels and offline in various media publications. CWI also reserves the right to feature the fellows’ names in promotional campaigns for future editions of the Programme.

Participants have the right to request access to any information held by CWI and to correct any inaccuracies. Participants can also object to CWI processing their Personal Data in some cases.

For all other questions relating to how CWI processes Personal Data, Participants should consult the CWI Privacy Notice, which can be found [here](#).

Should Participants have any queries about data protection, they should contact CWI at: [contact@cartierwomensinitiative.com](mailto:contact@cartierwomensinitiative.com) or write to Cartier Women’s Initiative at 33, Rue Boissy d’Anglas, 75008 Paris, France.

### **14. Applicable laws and jurisdiction**

These Rules of participation are governed by Swiss laws, to the exclusion of its conflict of laws principles. Courts of Geneva shall have exclusive competence.