



**DIVERSITY,  
EQUITY & INCLUSION  
AWARD**

## **DIVERSITY, EQUITY & INCLUSION AWARD APPLICATION 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 individualized information will be made available to the public without the prior authorization of the candidate.

The Cartier Women's Initiative (CWI) created the Diversity, Equity and Inclusion (DEI) Award to encourage entrepreneurial solutions designed to close gaps of access, outcome, or opportunities for communities that have been underrepresented or underserved. While the Cartier Women's Initiative's other regional and thematic awards focus on supporting women, this pilot award is open to all genders. Entrepreneurs across all sectors and geographies are encouraged to apply.

This document outlines the questions asked in the Diversity, Equity and Inclusion Award application form. We strongly recommend that you first write your answers in a separate draft document, then copy and paste them into the online form once you are finished.

- Questions featuring an asterisk (\*) are mandatory. Questions with no asterisk are optional.
- Questions featuring the indication "numerical data only" may only contain positive integers (1, 2, 3), negative integers (-1, -2, -3), zero (0), decimals and non-numeric characters such as (+), (-), (.) and (,).
- The character limit for each question is indicated in red brackets.

Please note that if your business is shortlisted, you will be asked to provide additional supporting documentation.



ELIGIBILITY	2
THE CANDIDATE	3
BUSINESS & PRODUCT	5
VALUE PROPOSITION & DEI IMPACT	7
DIVERSE, EQUITABLE AND INCLUSIVE ORGANIZATIONAL CULTURE	8
MARKET & ANALYSIS	9
SUSTAINABLE BUSINESS & FINANCIAL MODEL	10
STRATEGY & EXECUTION	13
Traction	13
Funding & Runway	13
LEADERSHIP & TEAM	14
ATTACHMENTS	16
ADDITIONAL INSTRUCTIONS	17

## ELIGIBILITY

### 1. Country of operations \*

*If your company is operating in several countries then please indicate the country in which your company is having the most social and/or environmental impact.*

### 2. Is your company a sole proprietorship ? \*

*A sole proprietorship, also known as a sole trader, an individual entrepreneurship, or an individual proprietorship is a type of enterprise that is owned and run by one person and in which there is no legal distinction between the owner and the business entity. It should be noted that sole proprietorships are ineligible for the Cartier Women's Initiative Diversity, Equity and Inclusion Award.*

- Yes
- No

### 3. Please 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, subsidiary or franchise of an existing concept. Please read the following definitions if you are unsure:*

- *Spin-offs are divisions of companies or organizations that then become independent businesses with assets, employees, intellectual property, technology, or existing products that are taken from the parent company.*
- *A subsidiary is a company that is owned or controlled by another company, which is called the parent company, parent, or holding company.*
- *A franchise is a type of license that a party (franchisee) acquires to allow them to have access to a business's (franchisor) proprietary knowledge, processes, and*



*trademarks in order to allow the party to sell a product or provide a service under the business's name.*

- Spin-off
- Subsidiary
- Franchise
- Independent business entity
- Other (please specify)

## THE CANDIDATE

4. First name \*

Please provide the first name stated on your government-issued ID

5. Middle name

Please provide the middle name stated on your government-issued ID

6. Last name \*

Please provide the last name stated on your government-issued ID

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

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

9. Job title \*

10. Date of birth (DD/MM/YYYY format) \*

The applicant must be 18 years of age on the day of the application deadline.

11. Preferred pronouns

12. Nationality \*



13. Second nationality (if applicable)

14. Country of residence \*

*The country of residence is the country in which your main residence is located meaning the one where you are currently living. It is not to be confused with the country of origin, which is the country in which you were born or with the country of operations, which is the country in which your business is currently operating.*

15. City of residence \*

16. Telephone (mobile) \*

17. Email \*

18. LinkedIn profile URL

19. 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

20. Where did you hear about the Cartier Women's Initiative? \*

- In the media (please specify)
- Through Cartier staff (please specify)
- Through a friend/family member (please specify)
- Through a third-party organization (please specify)
- Facebook
- LinkedIn
- Twitter
- Instagram
- Google Search



- Other (please specify)

## BUSINESS & PRODUCT

21. Company name \*

22. Describe your company and the problem you are solving. (1000 characters) \*  
*Describe the job the customer is trying to get done and the pain points the customer experiences in getting the job done.*

23. Sector \*

24. Date of creation (DD/MM/YYYY format) \*  
*The company should have a proven business model and be in the initial phase of its development and growth (between 1 and 7 years of licensed/registered operations). For the 2023 edition, we are looking for companies that have been incorporated between June 2015 and June 2021.*


25. Please list the top 3 shareholders (including founders, employees and investors) of the company that own at least 5% equity. \*  
*We are focused on companies that are majority owned by founders and employees at the time of application and on companies that are women owned. In order to qualify as women owned, the company needs to meet the following criteria:*  
*- (1) The percentage of the business owned by women is at least 20% or more; AND (2) the business has at least 1 woman as CEO/COO/President/Vice President; AND (3) the business has at least 30% of its board of directors that is composed of women (where a board exists).*  
*OR*  
*- The percentage of the business owned by women is at least 51% or more.*

Shareholder n°1:

- Type
  - Individual
  - Institutional
- First name



- Last name
- Percentage of equity owned
- Job title
- Company name
- Gender

 Add a shareholder

26. Company website \*

27. Company social media accounts

- Facebook
- Twitter
- LinkedIn
- Instagram
- Other

28. Please describe your product and/or service. (1000 characters) \*



## VALUE PROPOSITION & DEI IMPACT

29. What underserved or underrepresented communities is your business working with? (1000 characters) \*

*Describe who is benefiting from the solution you are offering*

30. How is your solution closing gaps of access, outcome, or opportunities for these communities? (1000 characters) \*

*Describe how your solution benefits communities that have historically been discriminated against*

31. To what extent is this issue specific to your country or region? (1000 characters) \*

*Explain whether the solution you are offering is only applicable or desired by your target customer in a given geography, or whether this could be replicated in other geographies*

32. 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.*

33. Would you say that your solution is:

- New to the area in which you live
- New to your country
- New to the world
- None of the above

34. To what extent does your business address the United Nations Sustainable Development Goals (SDGs) #10: Reduce Inequality. (1000 characters) \*


*The company should broadly be contributing to GOAL 10: Reduced Inequality of the [United Nations Sustainable Development Goals \(SDGs\)](#), a collection of 17 global goals set by the United Nations General Assembly in 2015 for the year 2030. GOAL 10 calls to reduce inequality within and among countries. It establishes different targets and indicators, among others Target 10.2. "By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status". Full list can be found [here](#)*



35. Please list the top 3 metric(s) you use to measure the 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, etc.*

Impact Metric n°1:

- Short description (250 characters)
- Results since inception (250 characters)
- Results for prior calendar year (250 characters)

 Add another impact metric

## DIVERSE, EQUITABLE AND INCLUSIVE ORGANIZATIONAL CULTURE

36. Is your team composed of members that self-identify as a member of one or more groups that have been historically under-represented or under-served? Please describe that team and composition. (1000 characters) \*
37. Have you implemented initiatives in your organization to create a more diverse, equitable and inclusive workplace? (1000 characters) \*  
*Please provide a brief description of what those initiatives are, as well as their stage (idea; pilot; implemented). For instance: HR policies; procedures; processes, etc.*
38. Have you implemented initiatives in your organization to support a more diverse, equitable and inclusive with other stakeholders (e.g. your community, suppliers, etc.)? (1000 characters) \*  
*Please provide a brief description of what those initiatives are, as well as their stage (idea; pilot; implemented). For instance: how does the company engage with suppliers, stakeholders, etc.*



## MARKET & ANALYSIS

39. What is your total addressable market in USD\$? Please make sure you describe it and include the formula you used to calculate it. (1000 characters) \*

*Total addressable market (TAM) = total number of customers in each market multiplied by the average annual revenue of a customer in that market. Ex: Let us say your company sold software suitable for companies with 100 to 500 employees at a flat rate of \$1,000 per year. If your annual contract value (ACV) is \$1,000 and you determine there are 5,000 possible accounts (total number of companies with 100 to 500 employees), your total addressable market would be \$5,000,000 (\$1,000 x \$5,000). In addition to indicating your total addressable market, please also share the formula you used to calculate it.*

*Ex: 5000 companies with 100- 500 employees, ACV of \$1000.*

40. Please list the name, website, and size of your top 3 competitors.(500 characters)\*

*Please note that you may also include your competitive landscape in the "Attachments" section of the application.*

Competitor n°1:

- Name
  
- Website
  
- Size :
  - large player
  - medium player
  - small player

 Add another competitor

41. Please describe your top 3 customer segments.\*

*Customer segmentation consists in dividing a broad consumer market into sub-groups of consumers (known as segments) based on some type of shared characteristics.*

*Ex:*

- Customer segment n°1: companies with 100-500 employees in Paris
- Customer segment n°2: companies with 100-500 employees in New York
- Customer segment n°3: companies with 100-500 employees in Tokyo



- Customer segment n°1 (250 characters)
- Customer segment n°2 if applicable (250 characters)
- Customer segment n°3 if applicable (250 characters)

## SUSTAINABLE BUSINESS & FINANCIAL MODEL

42. Describe your business model. (1000 characters) \*

*Describe how your organization creates, delivers, and captures value. Please note that you may include a business model for each segment of your business.*

43. Please list the top 2 risks associated with your business model. \*

*Key risks are usually assumptions that your business model is most sensitive to, or can affect your business model the most.*

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

44. 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 or organization. In business, a revenue stream is generally made up of either recurring revenue, transaction-based revenue, project revenue, or service revenue.*

*Ex:*

- Revenue stream n°1: B2C monthly standard plan subscription to e-learning platform (30 USD/month)
- Revenue stream n°2: B2C monthly premium plan subscription to e-learning platform (50 USD/month)
- Revenue stream n°3: B2B yearly contract with employer (1000 USD/year/employer)
- Revenue stream n°1 (350 characters)
- Revenue stream n°2 if applicable (350 characters)



- Revenue stream n<sup>o</sup>3 *if applicable* (350 characters)

45. Please fill in the income statement below. If not applicable, please put N/A. All amounts should be converted to USD. (numerical data only)\*

*A few points to keep in mind :*

- *Please make sure that all monetary amounts listed have been converted to USD.*
- *Please list all numbers in the following format: 1,000,000.00.*
- *Revenue should exclude any grants received.*
- *Both the Gross Margin and Revenue Growth are expected to be shown in percentages (%)*
- *Revenue Growth is based on yearly growth. Accordingly, the percentage should show the growth between 2020 and 2021, 2021 and 2022, 2022 and 2023 and so forth.*
- *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.*
  - *Expenses is the total expenses, and should include cost of goods sold (COGS), selling, general and administrative expenses (SG&A), depreciation, interest, tax and amortization expenses.*
  - *Net profit is the difference between revenue and expenses.*
  - *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 revenue before interest, taxes, depreciation, and amortization are subtracted.*

<b>Profit &amp; Loss (USD)</b>	<b>2020 (Actual) *</b>	<b>2021 (Actual) *</b>	<b>2022 (Forecast) *</b>	<b>2023 (Forecast) *</b>	<b>2024 (Forecast) *</b>	<b>2025 (Forecast) *</b>
Revenue						
COGS						
<b>Gross profit</b>						
<b>Gross margin (%)</b>						
Selling, General & Administrative						



Expense (SG&A)						
EBITDA						
Net Profit						
Revenue Growth (%)						

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

47. How much non-dilutive money (grants, awards, donations) did your company receive from all outside sources? **(numerical data only)** \*

- In the prior calendar year (in USD)

- Since inception (in USD)

48. How much dilutive money (equity) did your company obtain from all outside sources? **(numerical data only)** \*

*Equity financing is the process of raising capital through the sale of shares in a company. With equity financing comes an ownership interest for shareholders.*

- In the prior calendar year (in USD)

- Since inception (in USD)

49. How much debt did your company borrow from all outside sources? **(numerical data only)** \*

*Debt financing involves the borrowing of money and paying it back with interest. The most common form of debt financing is a loan.*

- In the prior calendar year (in USD)

- Since inception (in USD)



## STRATEGY & EXECUTION

### Traction

50. What are your top 3 milestones for the next 12 months ?

*These can be key hires, closing a key customer, or scaling to a specific geography.*

Milestone n°1:

- Date
  
- Description

 Add another milestone

51. Which key milestones have you reached to date ?

*These can be related to product development, # of customers onboarded, geographies covered, etc.).*

Milestone n°1:

- Date
  
- Description

 Add another milestone

### Funding & Runway

52. What is your monthly gross burn rate (USD) and how much runway in months do you have? **(numerical data only)** \*

*We are trying to assess the amount of time your company has before it runs out of cash. Gross burn rate is the total amount of spending each month on average. Runway (in months) is cash on hand divided by monthly gross burn rate.*

*Ex: If you have \$500,000 in cash in the bank, and your monthly burn rate is \$50,000, you have a 10-month runway.*



- Monthly gross burn rate
- Runway (months)

53. What is your net working capital? (numerical data only) \*

*We are trying to assess other current assets and current liabilities to gain an understanding of the liquidity status of the company. This helps us understand the near-term financial sustainability of the business.*

*Current assets are made up of Cash-in-bank, Accounts receivable (money owed to the business), inventory (stock on hand). Current liabilities are made up of accounts payable (money owed to creditors by the business). Net working capital is Current Assets – Current Liabilities.*

- Current assets
- Current liabilities
- Net working capital

## LEADERSHIP & TEAM

54. Please explain why you and your team are uniquely qualified to solve this problem. (1000 characters) \*

*Some questions to bear in mind for this section:*

- *Who is the team composed of?*
- *What do they do and what are their qualifications?*
- *Is there currently a gap in your team? What is it and are you planning to recruit someone?*
- *How long have you been working together and how did the co-founders meet?*


55. Please list the name, job title and LinkedIn profiles of the top 3 core members of your company's team. (1200 characters) \*

Team member n°1:

- First name



- Middle name
- Last name
- Job title
- LinkedIn profile URL
- Founding member (Yes/No)
- Preferred pronouns

 Add a team member

56. Current number of full-time employees. **(numerical data only) \***

*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

57. What would being part of a DEI community mean for you and your company? **(1000 characters) \***

*Some questions to bear in mind:*

- *What do you expect to be the benefits of getting this award to you personally and to your company?*
- *What can you contribute to a broader DEI community? How can you be a voice for a DEI community?*



58. Please list the top 3 most relevant entrepreneurship networks (incubators, accelerators, fellowships, entrepreneurship support programs, etc.) that you have participated in. (600 characters) \*

Program n°1:

- Name
  
- Website
  
- Year of participation

 Add another program

## ATTACHMENTS

*Formats accepted by Submittable are listed on the following [page](#).*

Mandatory :

- Your resume
- Your company registration document
- Your 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.
- Any relevant documentation if your company has been involved in any past or ongoing litigations. *If not, please disregard this question.*
- A 1-minute video of yourself in which you answer the following questions:
  - What is your motivation behind solving the problem that you have identified?
  - What is the impact you wish to create through your solution?
  - What do you wish to gain from/contribute to the DEI community?

Further instructions for video:

- Please make sure your video does not go over 1 minute.
- Videos recorded via a webcam/mobile camera are acceptable. Voice clarity is the most important feature we are looking for.

Optional :

- Your competitive landscape analysis: Please identify direct and indirect competitors and list their major strengths and weaknesses relative to your business.
- Your organization chart
- Your financial statements for the most recent financial year (unaudited acceptable) – FY 2021 i.e. ending Dec 31 2021 or March 31 2022 based on fiscal year



- Three additional attachments of your choice that you think are highly relevant for Cartier to evaluate your business and its DEI lens: image of product, brochure, impact report, press, articles, research, compliance documents etc.

*Other official and legal documents will be requested at a later stage if your business is preselected.*

## **ADDITIONAL INSTRUCTIONS**

- The application form will be open **from Monday, May 16, 2022 to Thursday, June 30th, 2022.**
- The cut-off time on Thursday, June 30th, 2022 is **2pm Central European Summer Time (CEST).**
- The application form must be completed while you are logged in.
- To use the form, you must create a personal account with a valid email and password. Please maintain this email address active throughout the call for applications.
- The information you enter can be saved at any time. If you wish to edit your form after it has been submitted, you will need to send a request to the CWI admin. Please note that this request may take up to 24h to be granted.
- We highly recommend that you not wait until June 30<sup>th</sup>, 2022 to submit your application in case of technical difficulties.
- You may still access your account once the deadline is past to check the status of your application and to download a PDF version of your application.