



A joint project with the Women's Forum

*Call for applications*

# CARTIER SEEKS EXCEPTIONAL ENTREPRENEURS

*Deadline: March 15, 2011*



The 2010 Laureates. From left to right: Ann Kihengu (Tanzania), Gouthami (India), Wendy McMillan (United Kingdom), Valentina Peroni (Argentina), Birame Sock (United States). Find their profiles online. © Cartier, 2010

The Cartier Women's Initiative Award is a social entrepreneurship competition aimed at creative, financially sustainable and responsible women-led start-ups, in all countries and industries.

Created in 2006 by Cartier in partnership with the Women's Forum, INSEAD business school and McKinsey & Co., the Awards will be given this year to six Laureates in the following categories: Asia-Pacific, Europe, Latin America, Middle East and North Africa, North America and Sub-Saharan Africa.

Applications will be accepted until March 15, 2011. Entrepreneurs are invited to submit a short business plan using the online application form. The projects must be between one and three years old.

[www.cartierwomensinitiative.com](http://www.cartierwomensinitiative.com)

# APPLY NOW!

The Cartier Women's Initiative Awards are looking for committed female entrepreneurs heading initiatives with the potential to grow significantly in the years to come.

To apply for the 2011 edition, fill out the application form on [www.cartierwomensinitiative.com](http://www.cartierwomensinitiative.com). All applications must be submitted online.

**Application deadline: March 15, 2011 at 10am Paris time (CET).** As it cannot be extended, please verify the corresponding deadline in your time zone.

## What can you win?

Twenty finalists representing the best projects worldwide will be selected in the first phase of the contest. They will receive coaching and media exposure and will be invited to France for the Finale week which includes a presentation in front of the international Jury, entrepreneurship workshops and the Global Meeting of the Women's Forum.

The six Laureates nominated for the Award receive an additional year of coaching and US\$ 20 000 in funding.

## Eligibility Criteria

The business project to be considered for the Cartier Women's Initiative Awards must be:

- An original for-profit business creation,
- In the start-up phase: (at least one year old and no older than three years),
- The main leadership position must be filled by a woman.

The competition is open to women from any country, nationality and industry.

## Application Form

The questions that feature on the application form are detailed below for reference:

### About the team

Contact details and resumes of lead entrant and team members.

### About the project

Executive summary of the business project (900 words)

Product and customer value proposition (300 words)

Business model (300 words)

Market and Competition (300 words)

Management team (150 words)

Opportunities and risks (150 words)

Project Development Phase and next steps (100 words)

Financials (400 words)

### Appendix and supporting documents

Logo, photos of the product, patents, articles...

Download the full list of questions online.

## CONTACTS

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