

WomenEntrepreneurs4Good

Powering female entrepreneurs in Green Transition



WOMEN FOUNDERS

EARLY STAGE PROJECTS

6 MONTHS ONLINE STARTUP PROGRAM

APPLICATION DEADLINE APRIL 30, 2021
WWW.WOMENENTREPRENEURS4GOOD.COM

In partnership with



INNOVATION &
ENTREPRENEURSHIP
CENTER

The Initiative

In the framework of the Women4Business Daring Circle, the Women's Forum, in partnership with P&G and the HEC Paris, has launched **WomenEntrepreneurs4Good**, an initiative designed to **inspire and foster female creativity and entrepreneurship for good in Europe**.

The **WomenEntrepreneurs4Good** is an **annual accelerator program**, supporting 9 selected women-led projects with high-potential ideas to scale up their business and apply for the **European Green Deal** funds.

WHO ARE THE CANDIDATES?



TEAM

WOMEN FOUNDERS

2 people min.



MATURITY

EARLY STAGE

0 - 50K€ revenue



LOCATION

FRANCE, ITALY
GERMANY



CHALLENGE

SUSTAINABLE
DEVELOPMENT

Diversity

Women-led companies with at least 50% of women representation in the top management.

Sustainability

Businesses tackling challenges defined within the European Green Deal: clean energy, low carbon industrial strategy, construction and renovation, sustainable and intelligent mobility.

Growing business

Businesses generating +1M€ revenues.

Foster European Competitiveness

Companies able to create breakthroughs and sustainable innovations within the European continent.

The candidate projects tackle a sustainability challenge



50L HOME
WATER FUTURE



BETTER PLACE
TO LIVE



CIRCULAR ECONOMY



EFFICIENT & CLEAN ENERGY
AND MANUFACTURING



PLASTIC & WASTE MANAGEMENT

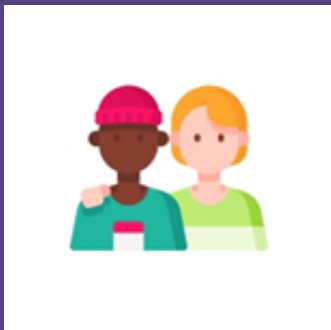


GREEN MOBILITIES



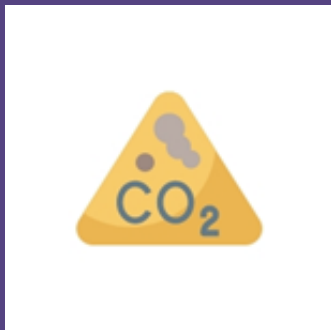
FARM TO FORK

WHAT ARE THE EXPECTED OUTCOMES?



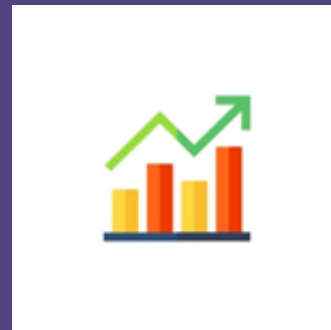
POPULATION

Number of women helped, people from excluded areas?



IMPACT

Carbon emission, overall reduction of the carbon footprint?



GDP

Targeted turnover, growth rate, market shares?



JOBS

Number of jobs created within the EU area?

A STEP-BY-STEP APPROACH OVER 6 MONTHS

STAGE 1: INSPIRE

Introduction conference (similar to Ted Talk) with inspiring women entrepreneurs who will share their stories, the challenges they had to tackle and the way they succeeded.
And training to methodologies and dedicated workshops

OPENING CONFERENCE

STAGE 2: ASSESS

Evaluation of the key dimensions companies need to improve in order to reach their growth and impact objectives. The HEC Paris team will organize a series of webinars on the following topics: market, finance, sales, operations, HR, impact.

WEBINARS

STAGE 3: IMPROVE

Specialists and experts from the HEC Paris & WF partner ecosystems/P&G will dedicate time to mentor and help entrepreneurs to improve their operating and business models in line with the needs identified during the previous stage.

COACHING

STAGE 4: RAMP UP

While implementing the recommended actions and monitoring the improvements, entrepreneurs will prepare their applications for EU Green Deal funds with experts in tenders.

FUNDRAISING





ENROLMENT

A dedicated website gathers all the information about the program and its rules.

Candidates can enrol with a form that is displayed on the website.

The communication across the different channels (social networks, emailing, press release, etc.) should redirect to the dedicated website, in order to centralize data and facilitate the candidates management.

Thanks to the automated scoring, we will be able to send only qualified projects to be reviewed by a jury.



OFFICIAL SELECTION

The jury of WF and HEC representatives will select the projects according to the selection criteria (women-led, impact, growth potential).

During a 15-minute pitch and 15 min Q&A, the candidates will demonstrate their motivations and strengths to enrol in the program.

WF will announce officially the 10 selected projects during a press conference (or something else).



ONBOARDING

During an opening online conference, the Team introduces the milestones of the program and how the coaching will take place.

The Patron of the program gives a conference about her personal journey in order to inspire the participants.



DIAGNOSTIC

Through a repository created by HEC Paris, experts from various backgrounds will analyse the key dimensions of the projects. Thanks to their analysis we will be able to set up a specific roadmap for each project.



COACHING & STAGE GATE

The mentors will be dispatched according to the first diagnostic and their ability to help participants to reach specific outcomes and tackle specific challenges. Each month, the projects will pitch their improvements in front of a jury. This recurring moment or “ritual” will help startups and provide feedback to communicate publicly. We will be able to adjust the mentoring program depending on the evolution of the progress and needs of the projects.



GRADUATION

During a final week, startups will meet specialists in fundraising and Venture Capitalists to evaluate their funding needs. Within several workshops they will discover various ways to finance their growth and the best practices to design their pitch-decks. Closing ceremony with the Patron.

PROGRAM OBJECTIVES

At the end of the program, entrepreneurs...

ARE MORE CONFIDENT REGARDING THEIR ABILITY TO IMPACT THE WORLD WHILE ASSUMING THEIR GENDER OR THEIR CULTURAL ORIGINS.

HAVE IDENTIFIED A MARKET CHALLENGE THAT FITS WITH THE EU GREEN DEAL, HAVE INCREASED THEIR CUSTOMER KNOWLEDGE & IDENTIFIED THEIR UNMET NEEDS.

HAVE IMPROVED THEIR OPERATING MODEL EFFICIENCY AND GROWN THEIR TURNOVER.

ARE READY TO APPLY FOR EU GREEN DEAL FUNDS.

A PROGRAM GATHERING A WIDE RANGE OF EXPERTS



Lead partner - Reaching customers faster

→ Thanks to the **Women's Forum** partners that will share and leverage their networks.



PUBLICIS GROUPE



Academic partner - Scaling an impact-driven company

→ Thanks to the **HEC Paris** community & **Women's Forum** partners that will coach companies and share business to 

The 12 Semifinalists

BugSafe | Better Place to Live Challenge

Jungle Bike | Green Mobilities Challenge

Leaf Culture | Plastic & Waste Management Challenge

Les Enfants Dehors | Farm to Fork Challenge

Loewi | Green Mobilities Challenge

Quoziente Humano | Circular Economy Challenge

ReDo | Circular Economy Challenge

SmartBack | Circular Economy Challenge

Umains | Circular Economy Challenge

WeCo | 50L Home - Water Future Challenge

Yugen Earthside | Green Mobilities Challenge

Zerobarracento | Circular Economy Challenge

The Selection from the Grand Jury



INNOVATION &
ENTREPRENEURSHIP
CENTER

WomenEntrepreneurs4Good

Grand Jury

7 June 2021



Imran Dassu
Partner
Kearney



Fares Sayegh
Senior Vice President
Europe & Global Supply Network Operations
Procter & Gamble



Audrey Tcherkoff
Managing Director
Women's Forum for the
Economy & Society



Éloïc Peyrache
Dean & General Director
HEC Paris



Sandrine Chauvin
Director & Senior Managing Editor
EMEA & Latin America
LinkedIn

Discover the 9 finalists projects...



BugSafe

Control Bed Bugs for Sure

Marie Noelle Sarocchi
Louis Gerondeau

Monitor and control your bed bug infestation efficiently with a simple and discreet device.



BETTER PLACE TO LIVE CHALLENGE





Jungle Bike

Renewing the online parts and accessories shopping experience.

Alice Battarel

Jungle Bike makes the cyclists' lives easier, by allowing them to customize and repair their bike in a few clicks without being a mechanical ace!



GREEN MOBILITIES CHALLENGE



Naturblatt

Food service disposables, natural leaf based & 100% biodegradable.

Priya Selvaraj

Leaf based tableware offers premium one time use disposables which is sustainable and 100% biodegradable and without chemicals or energy intensive processing.



**PLASTIC & WASTE MANAGEMENT
CHALLENGE**





Les Enfants Dehors

A kid-focused ecological Third Place

Adriane van der Wilk

Les Enfants Dehors offers you a green place to work, eat and drink organic and local while the kids play, learn and explore outside in a preserved environment.



FARM TO FORK CHALLENGE



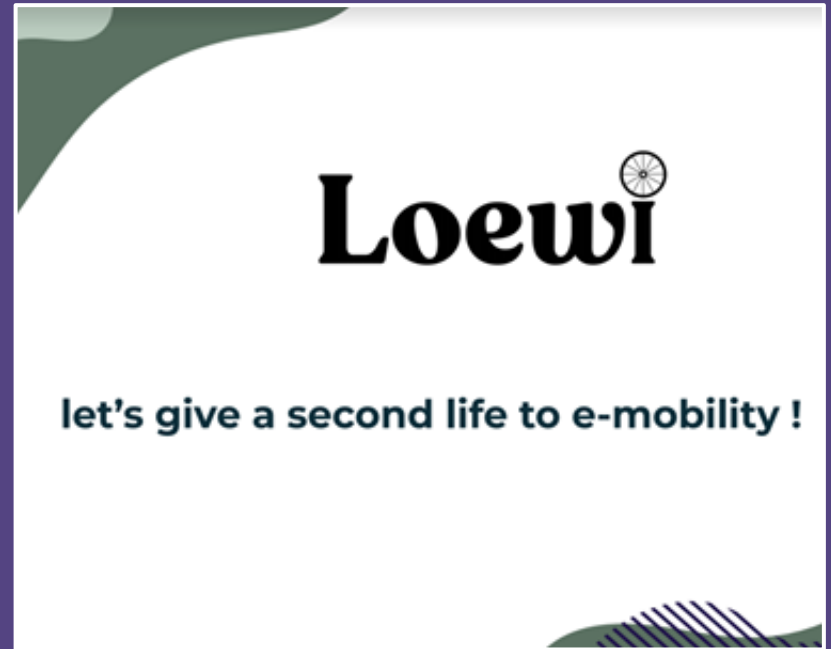


Loewi

Let's give a second life to e-mobility!

Elisa Wallez--Dulieu

With Loewi, get access to e-mobility devices at a lower price but with the same guarantees as new products.



GREEN MOBILITIES CHALLENGE



Umains

The single partner who saves all your products locally

Elodie Özen
Grégoire Salvan

*With Umains, save ALL your products LOCALLY
without to manage the logistics!*



CIRCULAR ECONOMY CHALLENGE



Umains
The SINGLE partner who saves ALL your
products LOCALLY



WeCo

Water Recycling Eco Toilets (WRET®)

Cécile Dekeuwer

Stop wasting billions of drinking water to flush our toilets and provide at an industrial and certified level, autonomous ecological toilets for the cities and non-sewered areas.



50L HOME - WATER FUTURE





Yugen Earthside

One-stop-shop for sustainable travel booking

Hilary Matson
Leleti Phillips

With Yugen Earthside, travel authentically with our ready-made, sustainable trips. Hassle-free; Impact-full.



GREEN MOBILITIES CHALLENGE



ZEROBARRACENTO

Zero Waste Automated Fashion Manufacturing (ZWAFM)

Camilla Carrara

Creating a zero automated fashion manufacturing



CIRCULAR ECONOMY CHALLENGE

The 9 finalists projects are now completing the 5 months incubator program.

Stay tuned to discover more!
#WomenEntrepreneurs4Good

For additional information please contact:
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