

## Press Release

### **Women's Forum, Bank of America and HEC Paris launch the 3<sup>rd</sup> edition of the WomenEntrepreneurs4Good program, April 5<sup>th</sup> 2023.**

**The Women's Forum**, in partnership with **HEC Paris** and **Bank of America**, launches the 3<sup>rd</sup> edition of WomenEntrepreneurs4Good, a unique accelerator program that aims to bring concrete solutions to the challenges women are facing around the world, including access to capital, resources and network. We are happy to be celebrating the 5<sup>th</sup> year of the Women's Forum, HEC Paris and HEC Alumni partnership.

Through a 7-month online program, WomenEntrepreneurs4Good supports women at the early stages of their entrepreneurship journey and equips them with resources and capabilities to innovate and grow their businesses.

Wenru (Wendy) Shi, Founder of Fingreen AI and laureate of the Prix du Jury in 2022 said: "I highly recommend women entrepreneurs who are looking for an international community and structured support to join WomenEntrepreneurs 4Good. It is a unique opportunity to access to coaching, technical support and an international network of stakeholders".

"WomenEntrepreneurs4Good supports innovative, female-led entrepreneurship to grow and develop. The Women's Forum is thrilled to launch the third edition of the initiative and invite applicants globally to apply and benefit from the specialist guidance and resources on offer. Thanks to our partnership with HEC Paris and Bank of America, shortlisted candidates will gain from coaching, visibility, technical support and networking opportunities in order to bring their ideas to life.", **declared Anne-Gabrielle Heilbronner, President of Women's Forum.**

"At Bank of America, we know that women play a vital role in developing sustainable economies and driving responsible growth. Still, they continue to face challenges in accessing capital and resources. Through our partnership with HEC Paris and the Women's Forum innovative program, we are working to invest in women so they can better lead, create, and continue to grow their own businesses. It is excellent to see the program going from strength to strength, growing internationally to include candidates and projects from different countries." **added Vanessa Holtz, CEO of Bank of America Securities Europe and Country Executive for Bank of America in France.**

For Bank of America, this new partnership reflects its long-term commitment to its communities, focusing on enhancing economic mobility for people and supporting initiatives that promote entrepreneurship, help to create jobs, and enable the transition to sustainable employment. In Europe, the Middle East and Africa (EMEA), the firm is collaborating with more than 50 charitable organizations in 16 countries.

"HEC Paris is proud to collaborate with the Women's Forum on the third edition of the WE4G initiative, supporting exciting women-led green and social projects by putting our experts, mentors, professors, students and staff at candidates' disposal in order to accelerate their development. This year, we are pleased to add a global dimension to the program and encourage applications from wherever you are based in the world!", **concludes Eloïc Peyrache, General Director of HEC Paris.**

The call for applications is open to any founder or co-founder with a team of at least two people and projects of less than 20k€ in revenue that aims to address a social or environmental challenge.

After a startup sprint, 10 projects will be selected for an incubation program and will benefit from the methodology and tools of HEC Paris' startup experts. This 3-month online coaching offers visibility and access to an ecosystem of stakeholders to develop the sustainable business. Taught in English, the program is open to startups from around the world.

The winners will present their projects at the Global meeting to be held in Paris on November 28 and 29, 2023.

In addition to financial support from Bank of America, WomenEntrepreneurs4Good will benefit from the firm's expertise in the form of mentoring for the program's participants and hosting masterclasses. Vanessa Holtz is personally playing an active role in this initiative as a member of the Grand Jury selecting the finalists for the program. She will also participate to the 2023 edition of the Women's Forum, to take place this November in Paris.

Candidate can apply here: <https://www.womenentrepreneurs4good.com>.

### **About Bank of America in France**

Bank of America has been operating in France since 1953, notably in corporate banking and treasury services. In 2019, Bank of America chose Paris to establish its sales and trading hub for the European Union. Today, the firm has approximately 600 employees in France, and offers a full range of financial services to institutions and companies, including cash and liquidity management, investment and financing advisory, origination on equity and bond markets, sales and trading, economic and financial research, and mergers and acquisitions advisory.

### **About HEC Paris**

Founded in 1881, HEC Paris is a leading European Business School. Its ambition is to positively impact both businesses and society thanks to its three-pronged approach "**Think, Teach, Act**" and thus to contribute to a more inclusive, sustainable and prosperous world.

With 160 research professors from all around the world producing and teaching unique knowledge to **more than 4,500 students from 135 different countries**, the HEC Paris campus serves as a real laboratory for innovation and exchange which is open to the world's diversity and challenges.

Inspired by its 5 core values -**Excellence, Curiosity, Entrepreneurial spirit, Diversity and Responsibility**- HEC Paris offers a complete range of training courses for the leaders of tomorrow: the Pre-Experience Program, specialized masters, MSc, the Summer School, the MBA, the Executive MBA, the TRIUM Global Executive MBA, the PhD, as well as a wide variety of programs targeted to leaders and managers.

### **About the Women's Forum**

Since its inception in 2005, the Women's Forum has emerged as the leading international platform for transforming the power of women's voices and perspectives into forward thinking economic and policy initiatives for societal change.

Headquartered in Paris, France and with global influence, the Women's Forum is deeply committed to women's leadership and progress with a range of initiatives that support women and men around the globe.

[More information](#)

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