



## Diversity Makes Business Sense

2022 SEA Regional Competition by TiE Singapore  
TiE Women Global Pitch Competition



### TiE Women – IGI Global Pitch Competition 2022 for Southeast Asia: Women Founders - Doing Well by Doing Good

This exciting event showcasing the best women entrepreneurs from South East Asia was hosted by [TiE Singapore](#), [TiE Women](#) in partnership with the INSEAD Gender Initiative as Knowledge partner. IGI's Executive Director, Dr. Vinika Rao, Chair of TiE Women SG, delivered the opening address at the recently concluded SE Asia finals.

This competition was open to all female founder(s)/co-founder(s) in early/late- stage startups. Participants were provided with:

- Access and feedback from leading regional VCs
- Global exposure culminating in pitch in Dubai to internationally renowned VCs
- Network building in the region and globally, including with fellow female founders, investors, mentors and executives.

The winner and runners up for SEA have now been announced. [Dr. Iffat Zafar Aga](#), the co-founder of [Sehat Kahani](#), a Pakistan-based telemedicine company, won the competition with [FlexiBees](#) ([Shreya Prakash](#), [Rashmi Rammohan](#), [Deepa N Swamy](#)) and [Fika](#) ([Denise Sandquist](#)) in runner-up positions. Our heartiest congratulations to them for the impactful work that they are doing while also managing a sustainable business proposition.

The next step in the global competition will take our winner to Hyderabad, India. The global winners will be announced in December 2022. Watch this space to get to know who will emerge as the best global women founders delivering social impact and sustainable business – doing well by doing good.

*“The winners from this competition are doing truly path-breaking and socially-impactful work. INSEAD Gender Initiative is delighted to be part of their journey,” said [Dr. Vinika Devasar Rao](#), Executive Director of the INSEAD Gender Initiative, Asia Director of the Hoffmann Institute and chair of TiE Women SG.*