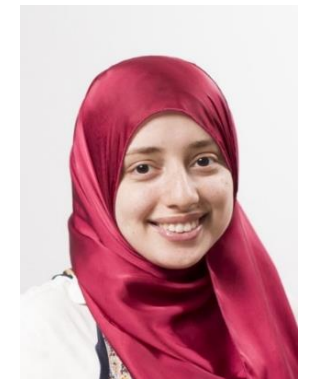
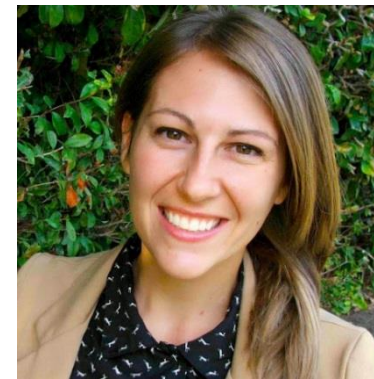
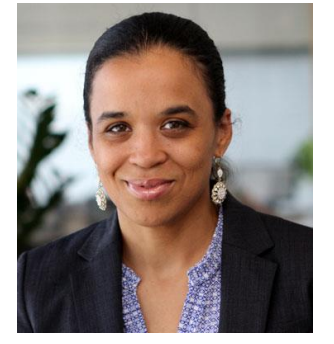


*Cartier*

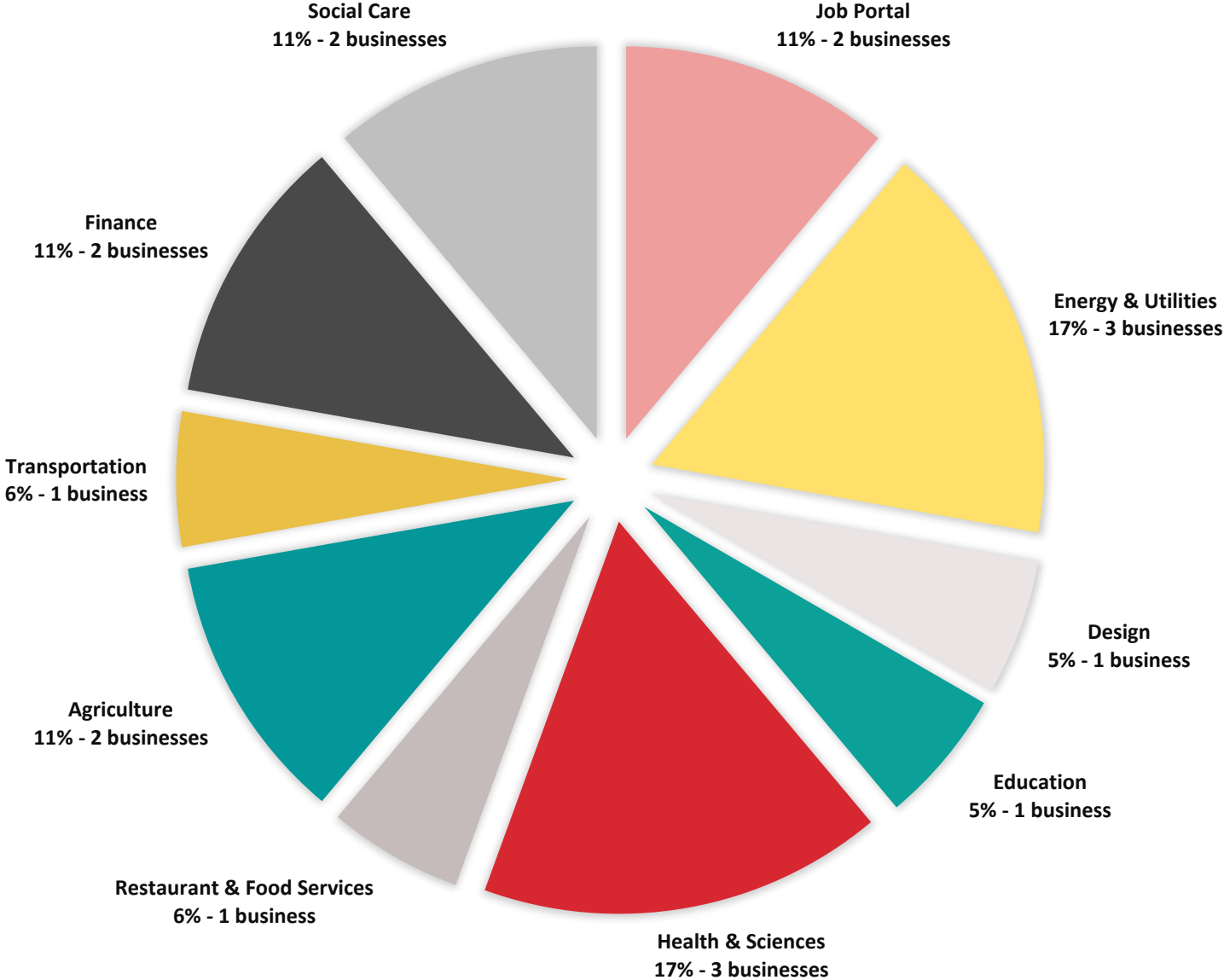
**WOMEN'S INITIATIVE AWARDS**

**2017 FINALISTS**

For Internal Communication Only



# Industries Represented





**LATIN AMERICA**

# Bolsa Rosa - Mexico

Ana Lucia Cepeda, 28 years,  
Mexican

**Industry:** Job Portal

**Employees:** 6-10

**Background:** Human Resources

**Problem:** Lack of flexible working options for women (especially mothers).



## Solution:

- Connects women, especially mothers, with flextime jobs via an online platform.
- Promotes flexible working hours through workforce innovation inside companies.

<http://www.bolsarosa.com/home>



# Kickante - Brazil

**Candice Pascoal, 37 years,  
Brazilian**

**Industry:** Finance

**Employees:** 11-15

**Background:** Digital Marketing, Business  
Development

**Problem:** No crowdfunding platform  
tailored to the Brazilian market.



## **Solution:**

- Crowdfunding platform connecting campaign creators to donors.
- Allows users to donate in instalments to respond to the economic crises in Brazil.
- Provides the first donation for every campaign.

<https://www.kickante.com.br/>

# Agruppa - Colombia

**Carolina Medina, 28 years,  
Colombian**

**Industry:** Food & Beverage

**Employees:** 11-15

**Background:** Social Entrepreneurship & Innovation

**Problem:** Inefficiency of retail buyers (vendors) leading to higher prices for customers.



## **Solution:**

- Creates virtual buying groups among small food vendors in low-income neighbourhoods.
- Aggregates demand and generates savings of up to 30% through economies of scale and optimised supply chains.

<http://www.agruppa.co/menu>



**NORTH AMERICA**



# Instrumentl - USA

**Angela Braren, 33 years,  
American**

**Industry:** Finance

**Employees:** <5

**Background:** Research, Ecology

**Problem:** Obscurity and inefficiency in the US research funding market.



## **Solution:**

- Helps scientists win more money by matching them with the best grants for their research.
- Aims to bring transparency and efficiency to \$160 billion research funding market.

<https://www.instrumentl.com/>

# Save Water Co. - USA

**Katelyn Anderson, 31 years,  
American**

**Industry:** Energy & Utilities

**Employees:** >16

**Background:** Business Development,  
Real Estate

**Problem:** High wastage of water in  
commercial establishments and multi-family  
properties.



## **Solution:**

- Use of data analytics to improve business processes through water conservation.
- Customized solutions for businesses to ensure maximized savings.

<http://savewaterco.com/>

# Penrose Senior Care Auditors - USA

**Rhonda Harper, 55 years,  
American**

**Industry:** Social Care

**Employees:** >16

**Background:** Marketing, Strategy,  
Management Consulting

**Problem:** Inadequacy of monitoring/  
supervision of senior care-givers.



## **Solution:**

- Certified auditors visit seniors' homes and senior living communities, conduct one of Penrose's check-in services and provide clients with detailed online report.

<https://penroseseniorcareauditors.com/>



**EUROPE**

# THEYA Healthcare - Ireland

**Ciara Donlon, 40 years, Irish**

**Industry:** Social Care

**Employees:** 6-10

**Background:** Marketing, E-commerce

**Problem:** Lack of post-operative undergarment options for women.



## **Solution:**

- Designs, manufactures and sells post surgery undergarments for women.
- Innovative material sourced from bamboo that is more absorbent and more bacterial resistant than other materials.

<http://www.theyahealthcare.com/>

# Walk with Path - UK

**Lise Pape, 35 years, Danish**

**Industry:** Healthcare

**Employees:** <5

**Background:** Design Innovation

**Problem:** Mobility problems related to diabetes, multiple sclerosis and Parkinson's disease.



## **Solution:**

- Path Feel - for people with sensory deficit on the bottom of their feet. Provides vibrations to prevent falling.
- Path Finder - Specially designed for Parkinson's patients. Triggers movement and provides visual cues.

<http://www.walkwithpath.com/>



# Nanobarrier HYDROP- Russia

**Marina Ross, 30 years, Russia**

**Industry:** Health & Sciences

**Employees:** 11-15

**Background:** Psychology & Marketing

**Problem:** Stains on clothes and other daily use articles.



**Solution:**

- A superhydrophobic, self-cleaning nano-coating to protect clothes, shoes from ever getting dirty/ stained.

<http://hydrop.ru/>



# SUB-SAHARAN AFRICA

# Mdoc Healthcare - Nigeria

**L Nneka Mobisson, 41 years,  
Nigerian**

**Industry:** Healthcare Services

**Employees:** 6-10

**Background:** Medical Sciences,  
Healthcare Services

**Problem:** Lack of medical facilities in  
rural Africa.



## **Solution:**

- An integrated healthcare management platform providing 24/7 access to virtual, credentialed doctors, nurses and allied healthcare providers via sms, voice and video platforms.

<http://www.mymdoc.com/>

# Unique Quality Product - Ghana

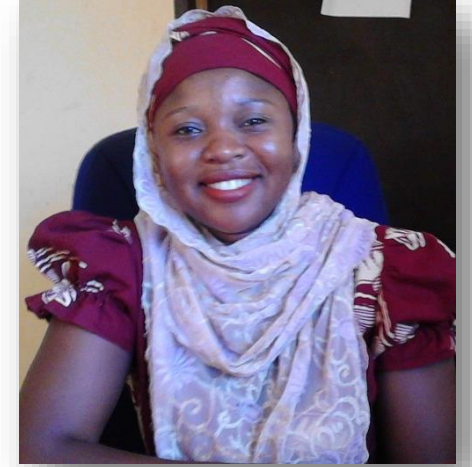
**Salma Abdulai, 31 years,  
Ghanaian**

**Industry:** Agriculture

**Employees:** 11-15

**Background:** Agricultural Economics

**Problem:** No marketplace and financial support for fonio cultivators in Ghana.



## **Solution:**

- Processing and marketing of fonio (an indigenous nutritious cereal).
- Providing training and credit facilities to farmers.

<http://www.uqualityproduct.com/index.htm>

# Spouts of Water - Uganda

**Seul (Kathy) Ku, 25 years,  
American**



**Industry:** Energy & Utilites

**Employees:** >16

**Background:** Molecular Biology

**Problem:** Dearth of clean drinking water  
in Uganda.

**Solution:**

- Manufactures and distributes ceramic filters in Uganda.
- Partners with organizations to provide loans for the filters.

<http://spouts.org/>



**MIDDLE EAST & NORTH AFRICA**



# Raye7 - Egypt

**Samira Negm, 29 years,  
Egyptian**

**Industry:** Transportation

**Employees:** 11-15

**Background:** Software Engineering

**Problem:** Road traffic and expensive private transport in cities of developing countries.



## **Solution:**

- A mobile application providing a secured, real time ridesharing service suited for developing countries.
- A greener, cheaper, safer and a more time-efficient way of transporting people.

<https://www.raye7.com/>

# Sara and Lara's Baskets - Egypt

**Sara-Kristina Hannig Nour, 27  
years, Swiss**

**Industry:** Agriculture

**Employees:** >16

**Background:** Organic Agriculture

**Problem:** Lack of organic food options  
in Egypt.



## **Solution:**

- A project designed to harvest and deliver weekly shipments of organic produce directly to customers in Egypt's largest cities.

<http://www.sarasorganicfood.com/>

# Teach Me Now - UAE

**Thea Myhrvold, 26 years,  
Norwegian**

**Industry:** Education

**Employees:** 6-10

**Background:** Education

**Problem:** High drop-out rate of online learning solutions (90%).



## **Solution:**

- Teach Me Now is a global market place for learning online.
- Combines elements of offline tutoring and online learning.

<https://teachmenow.com/>



**ASIA-PACIFIC**

# Naireeta Services - India

**Trupti Jain, 46 years, Indian**

**Industry:** Energy & Utilities

**Employees:** >16

**Background:** Environmental Engineering, Sustainable Development.

**Problem:** Drought and flash floods destroying farmers' crops.



## **Solution:**

- A reservoir that filters, injects & stores excess farm water or storm water underground for usage in lean period.
- A gender-centric, climate change mitigating water management solution.

<http://www.naireetaservices.com/>

# Jobdoh - Hong Kong

**Xania Wong, 38 years, Canadian**

**Industry:** Job Portal

**Employees:** <5

**Background:** Serial Entrepreneur,  
Management Consultant

**Problem:** Outdated and inefficient  
staffing agencies (for temporary  
staffing).



## **Solution:**

- Jobdoh is a smart-hiring platform.
- Algorithm that connects employers with temporary workers in under 3 minutes.

<https://page.jobdoh.com/>



# Zero Space Inc. - South Korea

Yunye Shin, 31 years, South Korean

**Industry:** Design

**Employees:** 6-10

**Background:** Social Entrepreneurship, Art and Design

**Problem:** High wastage of fabric in the apparel manufacturing process.



## **Solution:**

- Zero waste production process from the design stage.
- Fabric wastes reduced from 20-30% to 5%.

<http://www.000gan.com/mall/>