



Call for applications

Cartier seeks EXCEPTIONAL ENTREPRENEURS

Deadline: March 13, 2012



The 2011 Laureates. From left to right: Carolina Guerra (Colombia), Benita Singh and Summer Rayne Oakes (United States), Kresse Wesling (United Kingdom), Lorna Rutto (Kenya), Rana El Chemaitelly (Lebanon), Chunhong Chen (China). © Cartier, 2011

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 13, 2012.

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

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 2012 edition, fill out the application form on www.cartierwomensinitiative.com.

All applications must be submitted online in English.

Application deadline: March 13, 2012 at 10am Paris time (CET).

As it cannot be extended, please verify the corresponding deadline in your time zone.

What can you win?

Eighteen 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 Awards 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 business

- Executive summary of the business project (900 words)
- At what stage of the project development are you? (100 words)
- What exactly is your product or service ? (300 words)
- What is your sales and distribution strategy? (300 words)
- What is your market? (150 words)
- Who are your main competitors? (150 words)
- Who are the people composing the team? (150 words)
- What impact will your business have on the society and/or the environment? (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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*Until 2010, there were fifteen finalists and five Laureates.