

JEWELRY

## Cartier fortifies support of female entrepreneurs with \$100K grant

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*Cartier Women's Initiative award winners*

By STAFF REPORTS

As it celebrates its tenth anniversary, the Cartier Women's Initiative has increased the winners' award by \$80,000 to further fund businesses led by women.

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The Cartier Women's Awards was founded by Cartier, Women's Forum for the Economy & Society, the INSEAD business school and McKinsey & Company. During its decade-long history, the Cartier Awards has helped to create more than 5,000 jobs through financial support for women's ventures.

And the winner is

Winners of the Cartier Women's Initiative Awards previous were awarded with \$20,000 to support their businesses. This year's winners will receive \$100,000.

Since its founding, Cartier Women's Initiative Awards has been dedicated to supporting and recognizing creative women. Those considered for the award have made concrete contributions to the environment and their local communities through innovative, effective and affordable solutions.

Over the course of 10 years, the Cartier Women's Initiative Awards have driven change by encouraging female entrepreneurs, have supported creative and socially responsible start ups and have bolstered long-lasting corporate commitments.

In a past participant survey conducted with INSEAD earlier this year, the Cartier Women's Initiative Awards found that 97 percent of winners feel they have made a positive social impact.

Also, more than 80 percent of the ventures awarded in the last decade are still in operation today ([see story](#)). The success of these ventures is likely tied to receiving such a generous grant from Cartier and its partners.

The Cartier Women's Initiative Awards announced that its prize pool will be increased to \$100,000 per winner prior to closing submissions for this year's grant on Aug. 31.

Submission criteria dictate that a venture must be an original, for-profit business still in the startup phase, generally

between 2-3 years of operation, and that the main leadership role must be held by a woman.

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