



**WOMENNOVATOR**

- Community
- Incubator
- Marketplace

# Womennovator

A global **Network**, **Incubator** & growing **Marketplace** dedicated to empowering women entrepreneurs, leaders, and professionals.



# Key Highlights

Womennovator is a decade-old, flagship program of **Gvriksh**, a non-profit\* society working to support women entrepreneurs, leaders & professionals.



Presence in 5+ nations  
(India, UAE, USA,  
Africa, Bangladesh & Sri Lanka)

5+



20k+

A community of  
20,000+ people



100k+

More than 100,000  
women impacted



400+

400+ Partners &  
Collaborations



1000+

1000+  
National/International  
awards & recognitions  
given



500+

More than 500+  
events  
conducted

**Mission**



**1 Billion Empowered Women by 2032**  
creating a ripple of Socio-economic impact



Womennovator  
creates leaders



Helps leaders to  
build community



Through its various initiatives, it  
provides support to grow and  
empower the community

\*soon becoming a FOR-PROFIT  
organization



# Collaborations & Strategic Partners

50+

Association Partners

120+

Value Partners

150+

Online & Offline Media Partners

60+

Academic Institutions

250 +

Success Stories

## Support from Indian government



## Public Sector Undertakings



## Knowledge Partners



## Custom Acceleration



## Incubation Program Partners



## Academic Institutions



**PRESTIGE INSTITUTE OF MANAGEMENT AND RESEARCH, INDORE (M.P.)**  
An Autonomous Institution Established in 1994, Thrice Accredited by NAAC with Highest Grade, now A++  
ISO 9001:2015 Certified Institute, AICTE / UGC Approved Programs affiliated to DAVV, Indore

BUILD YOUR WORLD

# The Journey so far

**2020:**  
WOMENNOVATOR featured among the best 7 VC incubators for women



**2021:**

- WOMENNOVATOR created a community for women with 20,000 dedicated people
- Concluded Womennovator 1000 Women of Asia Awards



**2022:**

- WOMENNOVATOR has created opportunities in Amazon Global
- Ernst & Young
- 10 k Global Mission
- Launched WE-Shop



**2023:**

- Partnership with Amazon Global Selling to take 200 women entrepreneurs to the global level
- Scaling up



**2019:**

- Launch of 1000 Women of Asia awards, conducted WE-Pitchers in 100+ cities & 90+ sectors



**2018:**

- WOMENNOVATOR conducted most Elevator Pitches on a Single Platform
- Recognized by ASIA BOOK OF RECORDS APRIL 2018



**2017:**

- First Summit | Women Walk your Product and Services



**2014:**

- Womennovator Was born



**2016:**

- Chapters in 20 countries powered by TGS Global

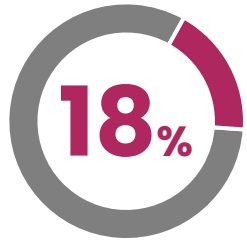




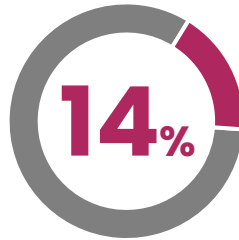
# Market, Gap & Opportunities

The image features a red gradient overlay on a background showing a laptop screen with a website and a physical shopping cart in the foreground. The text 'Market, Gap & Opportunities' is centered in white.

# Women are lagging behind...



Women in India capture just 18% of total labor income.<sup>1</sup>

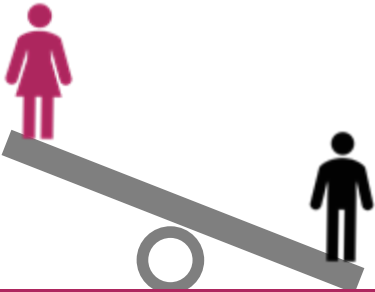


Only 14% of total entrepreneurs in India are women.<sup>2</sup>



Only 1.5% of total funding goes to Indian startups with women founders.<sup>3</sup>

Even after having higher intentions for entrepreneurship & socio-economic involvement  
**Why are women lagging behind?**



## We have

- Lack of mentorship and guidance
- Lack of access to entrepreneurial education and resources.
- Lack of capital
- Strict social constraints
- Limited time and skills

**And mostly, we just need a little “push” & “support” to START**



**Women Student**



**Young Professional**



**Mid-career transitioner**



**Women Returning to work**



**First-time entrepreneurs**

# ...Because existing solutions fail

## What are existing market solutions for women?

## Gap in the Market

1

Women incubators,  
Women Engagement communities.

- Existing women incubators & community platforms are more focused on leadership or socio-political Change rather than entrepreneurship.

**They do NOT provide End-to-End Support.**

2

B2B Marketplaces

- Even after a mandate of **3%** procurement from women-owned businesses, not all women entrepreneurs are actively involved in the process.

**There is no such portal where companies, organizations can provide their procurement list in advance.**

3

Women Networks

- Women ratio in society is 50% but not all actively participate in socio-economic activities. Existing women networks provide limited resources and opportunities to women.

**NO organized built-up infrastructure** to provide entrepreneurship support or training.





**It is time for Womennovators to leverage the community it has built for more than a decade.**

# The Opportunities WE have

1



Global Entrepreneurship Monitor suggests Women have higher entrepreneurial intentions compared to men.

**But.....**

Due to a lack of resources and skills, women are still facing significant challenges in starting up businesses.

**Opportunity as Incubator & Facilitator**

2



GOI has instructed organizations to procure at least 3% of their annual requirements from women-owned businesses.

**But.....**

Planned vs. Actual procurement has a huge gap of 90%. Marketplaces have failed to build an infrastructure to connect women-owned businesses to organizations.

**Opportunity for Women exclusive marketplace,**  
(Alternative for GEM for private companies, where companies can provide their procurement details in advance)

3



Companies actively looking for women-centric **CSR** activities for their gender equality policies & **ESG** mandate.

**And.....**

Brands are actively looking for women's communities, audiences, professionals, and women influencers to promote their products/services.

**Opportunity to monetize the existing community of women**

# WE: A Wholistic Solution

## Incubator & Facilitator

Incubation program for women enterprises based in India across various sectors.

### The truly End-to-End support:

One to one mentoring providing infrastructure for support & training with initiatives like last mile connect and 10k program.

- Resources & funds,
- Networking,
- GTM & Mkt support,
- Digital support,
- Enabler for Govt grants & schemes, etc.



Soon becoming a registered incubator of GOI to directly disburse grants.

## Women Network & Engagement Community

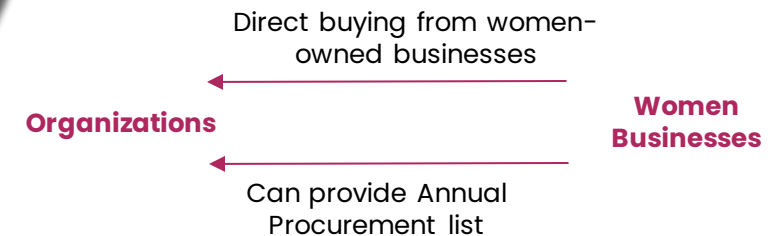
Empowering women for entrepreneurship.

- Network,
- Community,
- Events,
- Awards,
- Leader Capacity Building
- Personal Branding
- Skill development, etc.



## WE-Shop Marketplace & Community Commerce

Connecting women's businesses to organizations (B2B) and individuals (B2C) commerce.



# Driving Economic Growth with Campaigns

- 10K Fellowship Program

- Community Commerce

- Gender Responsive Procurement

- Female Workforce Participation Campaign



The background of the image is a blurred photograph of a laptop and a shopping cart. The laptop screen on the left shows a website with various product listings and images. A shopping cart is positioned on the right side of the desk, partially overlapping the laptop. The entire scene is overlaid with a semi-transparent red filter. The text is centered in the upper half of the image.

# **Womennovator 10k Fellowship Program**

# DEWI

## (DEVELOPING & ENHANCING WOMEN OF INDIA)



### Community Enablement

We focus on building our community through our program 100 Power Women



### Stakeholder Capacity Building

Building capacity of our leaders and stakeholders by leveraging the strength of our community



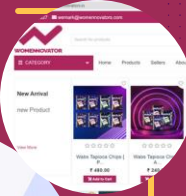
### Pitching Competitions

Conduct pitching competitions with women from various cities/sectors to discover their stories of struggles and achievements



### Incubation & Acceleration

10-14 weeks specially curated program for women entrepreneurs across various sectors.



### Go to Market & Community Commerce

Helping our women with the Go to Market Strategies through WE shop and GRP

1 lakh+ kms  
WE Global Yatra



# Our Approach is based on Six pillars



**CAPACITY BUILDING  
OF LEADERS**



**250+ SUCCESS STORIES  
OF INCUBATION & ACCELERATION**



**GLOBAL  
PARTNERSHIPS**



**250+ WOMEN FOCUS  
COMMUNITIES**



**1500 + ONE MIN WE PITCHING  
COMPETITIONS STORIES**



**WE SHOP (GO-TO-MARKET  
STRATEGIES) AND COMMUNITY  
COMMERCE**  
**1000 + SKUS OF PRODUCTS MADE BY  
WOMEN ARE LISTED WITH US.**



# Key Features of 10K Fellowship



## 100 Power Women ( Local women gathering )

- Community Enablement
- 100 Power Women magazine in every city and sector
- Capacity building for leaders & women faces

## WE – Pitch

- Pitch your idea & work in 60 sec & be part of the exclusive 10- 14 week – incubation program
- Let your story be part of WE pitch Youtube official channel

## Go to market approach/ Community Commerce

- Display on Bus – multiple products made by women
- WE Shop and Connect with Big E-commerce players
- Opportunity to become Distributor / Reseller

## Womennovator 10K Global Award

- Every event will have **28** Women Faces, **1** Leader, **6** Jury & **5** Partners awards for every City /Sector

## Brand Equity Ambassador Program

- WCF– an opportunity to connect with renowned female creators and influencers and do the brand equity deal



The background of the image is a composite of two elements: a laptop screen on the left displaying a website with various product images, and a metal shopping cart on the right. The entire scene is overlaid with a semi-transparent red filter. The text is centered over the laptop screen.

# **Womennovator Community Commerce & WE Shop**

# Womennovator Community Commerce



Did you know 84% of the Global Business happens because of WORD OF MOUTH?

How about we give you a trusted community of women to talk about your brand and provide you a 3 in 1 solution?

## 3 in 1 Solution



Decrease  
Branding  
Cost



Decrease  
Sales and  
Distribution  
Effort



Increase  
CSR Impact



# Womennovator Community Commerce



## Partnering with Brands

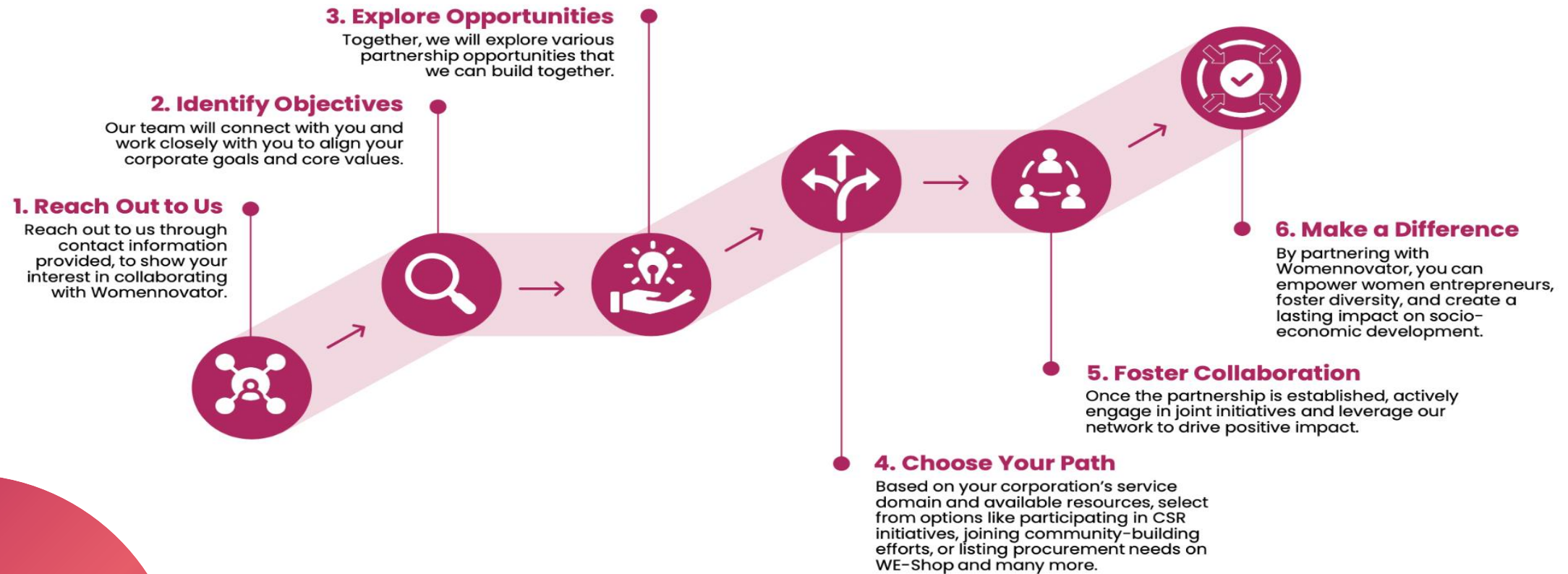
- We work with brands to identify their target audience and develop a customized strategy to reach them through our community.
- Our influencer marketing services connect brands with women influencers who can promote their products and services to their followers.
- We offer content creation services to help brands develop engaging and effective marketing materials that resonate with our community.

## Scaling and Expansion

As we continue to grow our community, we are focused on expanding our reach and impact.

We are exploring new partnerships and collaborations to bring our platform to even more women around the world. Our goal is to create a truly global network of women who are empowered to drive business success and growth.

# Collaboration Journey



# Brand Benefit



Womennovator partners with brands to create mutually beneficial relationships that support any brand and drive business growth through Womennovator Community Commerce.

**Access to a diverse  
network of women  
across 100-plus  
cities**

**Increased visibility  
and brand awareness  
during WE Pitch  
competitions by  
Womennovator**

**Opportunities for  
Collaboration and  
Co- Creation**

**Benefit from  
Womennovator  
Women Network.**



# WE-Shop & Womennovator Community Commerce

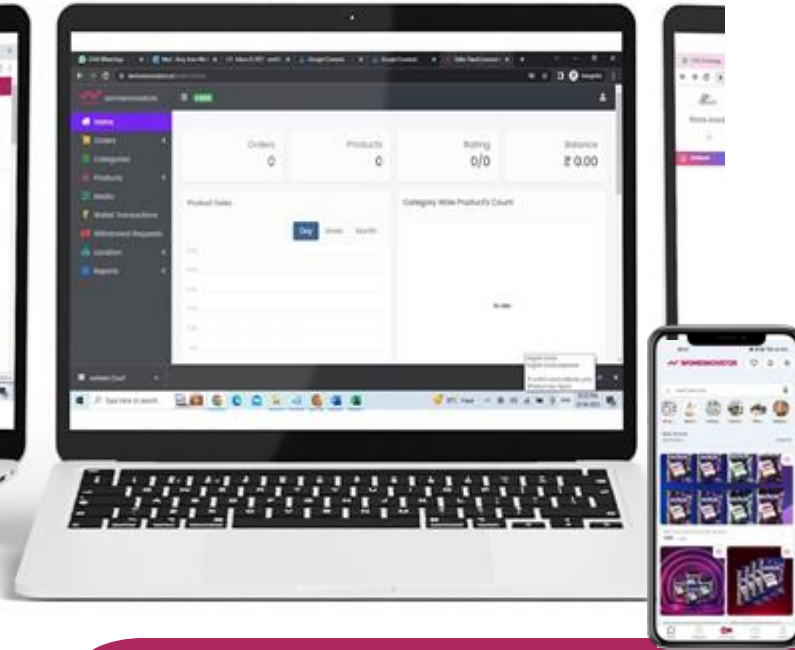
Buyers' Dashboard



## Buyers can:

- Search, browse & buy products
- Track orders and check the history
- Product comparison and reviews
- Manage Shopping cart and checkouts
- Manage profile, account settings & preferences.

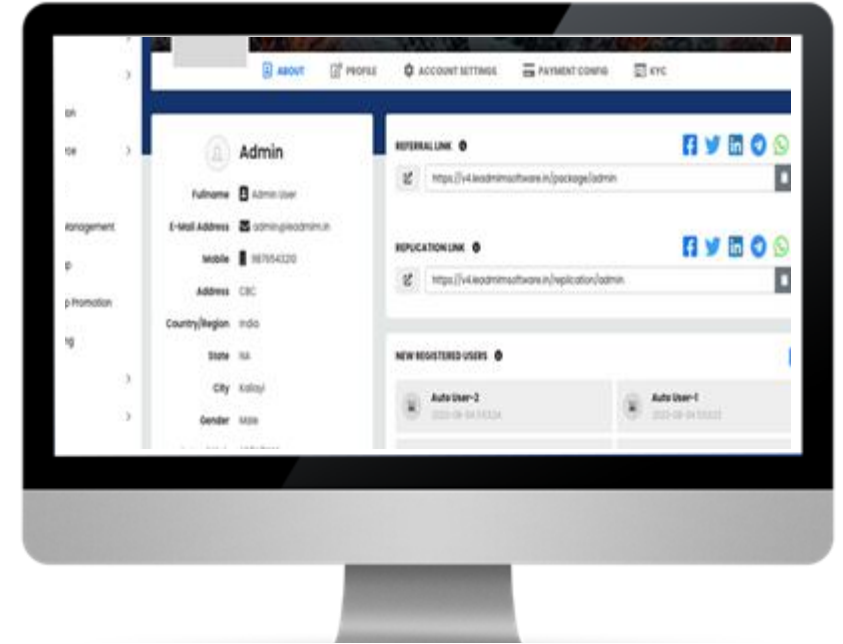
Sellers' Dashboard



## Sellers can:

- Manage inventory, product, orders, pricing & promotion
- Track sales and profits
- Manage customer interactions
- Analyze performance metrics and sales trends.

Reseller Dashboard



## Reseller can:

- The balance amount in their wallet ( commissions)
- The amount which is requested for the payout
- The total number of sales done by them (graph)
- Total earned money
- Money debited history
- Product shortlisted for resellers

# Gender Responsive Procurement Campaign

Initiative for Corporates, PSUs and Women

# Why Gender Responsive Procurement is important?





# Why Partner with Womennovator?

Promoting Inclusivity and Diversity: Womennovator Gender Responsive Procurement Campaign is dedicated to promoting inclusivity and diversity by connecting women-owned businesses with corporate buyers.

## Points of Partnership

- Upfront Opportunities: For your women members
- Amplified Impact: Joining forces for a more significant effect.
- Enhanced Visibility: Increased visibility for your organization.
- Networking: Collaborate with like-minded entities.
- Corporate Recognition: Showcase your commitment to CSR.

# Why should Women join the GRP Campaign?

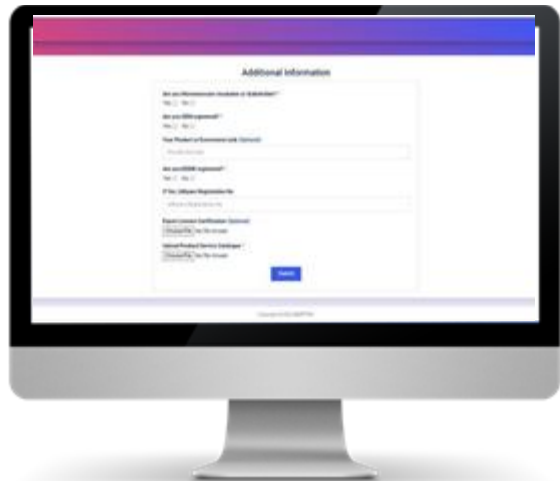
Promoting Inclusivity and Diversity: The Womennovator e Marketplace is dedicated to promoting inclusivity and diversity by connecting women-owned businesses with corporate buyers.

## Benefits

- Bulk Orders Access to substantial orders from corporates and government organizations.
- Participation Promotion : Encourages and promotes women's participation in procurement.
- Networking Connect with corporate and government entities for potential collaboration.
- Visibility and Recognition : Showcase products and services to a broader audience.

# Gender Responsive Procurement for Corporates & Women

## Fostering Revenue Generation: Empowering Women Vendors and Enriching Corporate Partnerships



## Women can:

- Account Creation
- Initiative Participation
- Product Showcase and Availability
- Show interest in corporate requirement
- Sell directly to the corporates.



## Organizations can:

- Make corporate profiles,
- Upload their annual procurement list for their GRP fulfillment,
- Get interest from WOB
- Buy directly from women-owned businesses.





# Female Workforce Participation Campaign

Initiative for Academic Institutions and Female Students

# Improve Females workforce participation ratio and Drive Economic Growth



**Take a Pledge  
With Us**

**APPLY NOW** 



**Educational Institution can track  
on Womennovator  
Dashboards**



 **WOMENNOVATOR**

**Support  
conducting Counselling,  
Training Programs,  
Events under WE  
cell initiative**

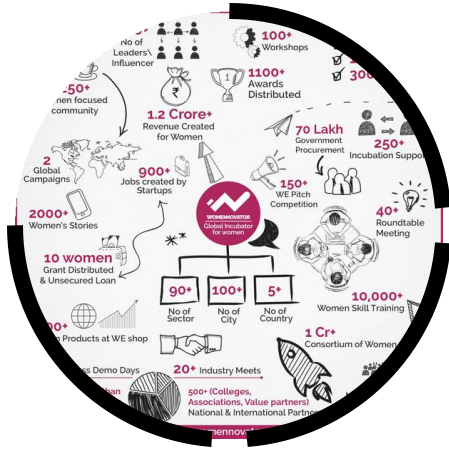


**Improved  
GDP and  
Female Workforce  
Participation**

# Need of hour|Our Pledge



To help  
improve the  
Female\ Labour  
workforce partici  
pation  
rate (LFPR).



Track  
the conversion  
rate



Consistent counse  
ling and programs  
to improvement  
ratio.



Workplace  
inclusivity





# Womennovator's Creators Fest





# WOMENNOVATOR CREATORS FEST 2.0



WOMENNOVATOR CREATORS FEST 2.0 WOMENNOVATOR CREATORS FEST 2.0 WOMENNOVATOR CREATORS FEST 2.0 WOMENNOVATOR CREATORS FEST 2.0





# Highlights of Creator Fest 2023



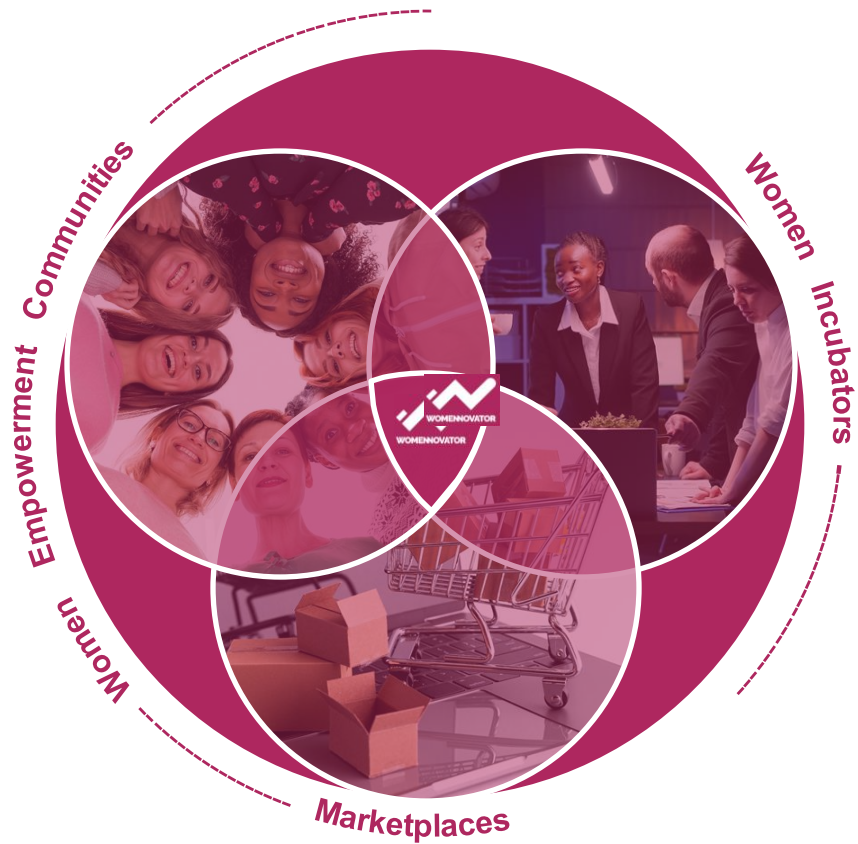


# Highlights of Creator Fest 2023



# Comparative Advantages

3 pillar of Womennovator is fulling the gaps which are in the market that we complementing with our solutions.



**Womennovator uniquely stands apart by encompassing all three categories of solution,** providing a comprehensive and holistic approach that transcends the limitations of individual market solutions.

	India specific	Women Centric	Incubator	Marketplace	GTM Support	Community Engagements	Product Development Support
	✓	✓	✓	✓	✓	✓	✓
LEAN IN	✗	✓	✗	✗	✗	✓	✗
	✗	✓	✓	✗	✗	✓	✗
NASDAILY.	✗	✗	✓	✗	✗	✓	✗
	✗	✗	✓	✗	✓	✗	✗
	✓	✗	✓	✗	✓	✗	✗
	✓	✗	✗	✓	✗	✗	✗
meesho	✓	✗	✗	✓	✗	✗	✗
	✓	✗	✗	✓	✗	✗	✗
	✓	✓	✗	✓	✗	✗	✗



# USPs



## **Zero membership cost**

It is complete free to join the Womennovator community and get all the benefits.



## **Unique women centric focus**

Women-centric focus bringing women to the front foot



## **Impactful programs**

Real-world impact for women entrepreneurs and social leaders



## **Extensive network**

An extensive & active network that is driving change



## **End-to-end solution**

From ideation to training, Mentorship, incubation to launching and growing their business.



## **Experienced leadership**

Effectively executing its programs and driving meaningful impact under the able management.



## **Potential for growth**

With the growing number of women-owned businesses in India and the increasing focus on promoting entrepreneurship and gender equality

# GTM Strategies

How Womennovator is all set to reach the pinnacle?

## Community Marketing

Womennovator's huge women-centric community and its leaders will act as direct influencers and facilitators for women.



## PR, Local Events, & Media Collaborations

Womennovator has praiseworthy public relations, that will be leveraged to onboard women entrepreneurs and corporates.

- Recently collaborated with ET.

## Partnerships with Influencers & Celebrities

Leveraging partnerships with influencers and celebrities to increase brand visibility, credibility, and reach a wider audience.



## MOUs with Corporates

Direct pitching and onboarding of organizations to procure from WE-Shop.

- Recently Collaborated with Amazon to enable 200 women to "Go Global"



## WE Initiatives & Programs

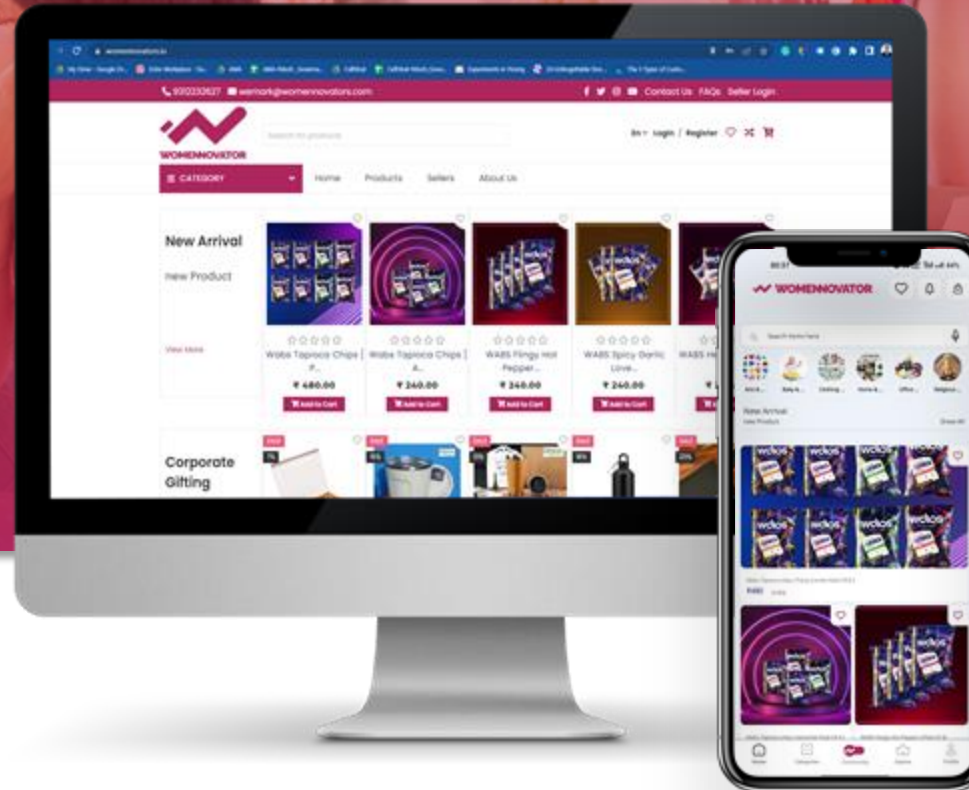
10K Fellowship Programs, WE-Pitch, and many more programs by Womennovator that join women students, creators, professionals, entrepreneurs to its mission.



# Current Status & Traction

## Womennovator Community

- **100+** cities of India
- **5+** Countries
- **250+** Community leaders
- **250+** Women's businesses incubated
- **10+** VCs associated with Womennovator



Mobile App Available on



Playstore



Appstore

## WE-Shop Marketplace

- **MVP Launched** on the Web & App
- **1000+** SKUs listed
- **10+** Organizations signed MOU & provided procurement list

# Get in Touch

## Investment related queries

POC

**Ms. Tripti Shinghal Somani**  
**Founder – Womennovator**

Phone & Email

**+91 98106 60105**

**tripti@womennovators.com**

## Connect with us

Web

**www.womennovators.com**

**contact@womennovators.com**  
**partner@womennovators.com**

Social

    **/womennovator**

