

WE-NEST

**A Supply Diversity
Marketplace**

**A Unique Marketplace
Bridging Corporate procurement needs with Women-
Owned Businesses & MSMEs**

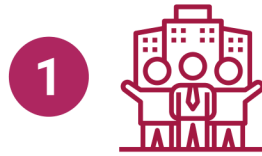


The OBJECTIVE

Presenting an exciting opportunity to invest in
Womennovator's unique Supplier Diversity marketplace, **WE-NEST, that is**
all set to start its growth trajectory.



THE CONTEXT OF Supplier Diversity marketplace



ESG Conscious Corporates- By integrating supplier diversity into their ESG strategies, businesses can foster inclusivity, equity, and sustainability while experiencing tangible business benefits

Supplier Diversity Marketplace

**SOLVES
GENDER
RESPONSIVE
PROCUREMENT**

ONLINE MARKETPLACE THAT BRIDGES
CORPORATE* PROCUREMENT NEEDS
WITH MSMEs AND SPECIAL FOCUS ON WOMEN-
OWNED BUSINESSES (WOB*) AND MSME

2

Corporate Social Responsibility (CSR)



Corporates undertake CSR activities to contribute to societal goals by engaging in or supporting volunteering or ethically-oriented practices. With this initiative, you can **quantify** your impact without challenges in terms of **revenue created** and how many **beneficiaries**.

3

Linking CSR to SDGs (Gender Responsive Procurement)



Through CSR initiatives, corporations align operations with the UN's 17 Sustainable Development Goals (SDGs) for a better future. Gender Responsive Procurement supports SDGs 5, 8, 10 & 17 by promoting gender equality and women's empowerment.

4

Indirect Marketing



Indirect marketing strategies, such as partnerships with diverse suppliers or participation in community initiatives, build trust among consumers. When companies align with causes or values important to their audience, they create meaningful connections that foster long-term loyalty. Indirect marketing is also cost-effective, offering amplified reach, a positive brand image, and long-term impact.

*Corporates includes both Private & Public Sector Units.

*WOBs = Women Owned Businesses

*MSME =

WOMENNOVATOR AT A GLANCE



What is Womennovator

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



By Global Trade & Technology Council of India



**DPIIT
Registered**

By Government of India



**WELOCITY
Acceleration
Program**

Funded by **HDFC Bank**



**Active presence
in 5 nations**



**250+ Startups
incubated**



**A community of
20,000+ people**



**1 mn+ women
impacted**



**1000+ National &
international mentors**



**400+ Corporate
partnerships & collaborations**

Meet the Founder



Tripti Shinghal Somani

NLU,
ICAI,
SRCC

- 2 Times TEDx Speaker
- Times 40 under 40
- ET Inspiring Leader
- SEBI Intelligence Award
- Mahila Shakti Award by Assocham

- Advisory Council Member in National startup advisory council, Ministry of Commerce, DPIIT
- Executive Committee Member – SRCC, Delhi
- Board Member at DS Group – Center of Entrepreneurship at IIT Delhi
- Ex-Co-/Chairperson– MSME Council | Startup Council | Women Entrepreneurship Council – PHDCCI | Assocham | FICCI
- Ex-PwC | Grant Thornton | World Bank
- Ex-Member, Governing Council – NIESBUD – Ministry of skill development and entrepreneurship



Set the Milestone for GRP

In a landmark achievement spearheaded by the founder, the Government had mandated PSUs to procure a minimum of 3% from women-owned businesses out of 25% from MSMEs.

PROBLEMS

Women's entrepreneurship landscape in India is distressing.



①

Women's economic contribution in India accounts for only 17% of the GDP, which is less than half the global average.



Global Entrepreneurship Monitor

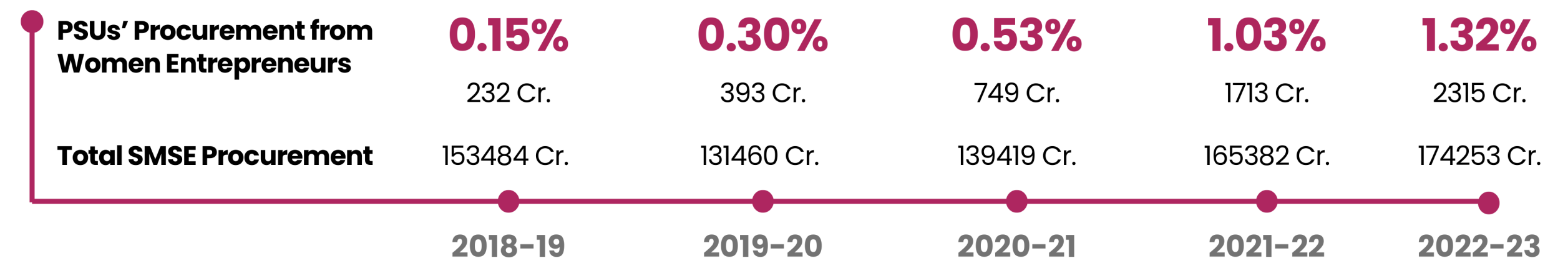


India has an average TEA rate of only 2.6% for women.

TEA = Total Early-Stage Entrepreneurial Activity

②

- A. Despite the mandated quota of 3% for women-owned MSMEs*, their share in annual procurement by PSUs is progressing with a sluggish pace.
- B. Private entities & MNCs remain unbound by such inclusivity mandates.



*The Public Procurement Policy for MSMEs order 2012 has mandated Every Central Ministry/ Department/PSU to exclusively procure 3% of their annual procurement from women entrepreneurs.

Challenges



A bridge connecting corporates to the MSME and WOBs is missing



Challenges at Corporate Side



Complex Procurement Process:

Overly complicated Intricate procurement procedures deter engagement with WOBs and MSME.



Lack of Awareness:

Corporates are not fully aware of the sustainability and CSR benefits that GRP can bring.



Difficulty in Identifying MSME & WOBs:

Challenges in locating and verifying women-owned businesses for procurement.

Challenges at **MSME** and WOBs Side



No Requirement Visibility:

Lack of a platform to view corporate procurement plans limits production alignment.



Lack of Opportunity Access:

Restricted access to networks and corporate procurement opportunities.



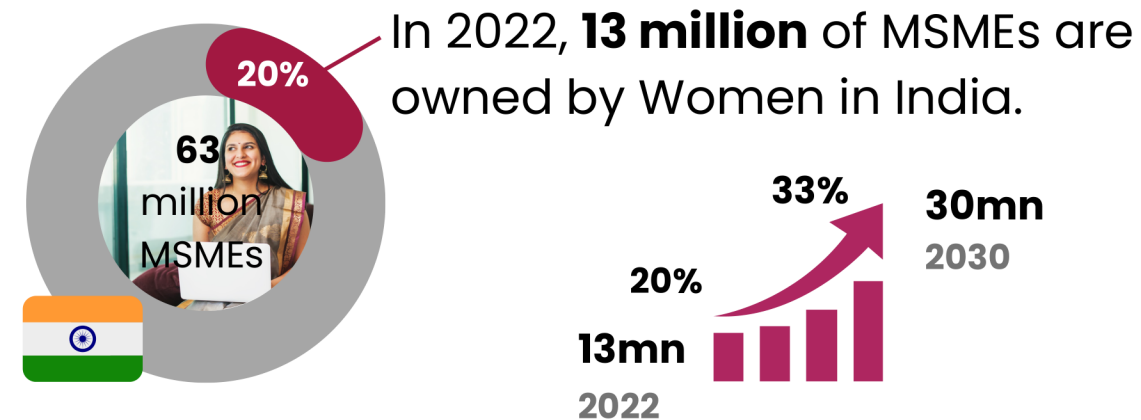
Limited Capital, Skill & Resources:

Insufficient financial and business capacity building resources to meet operational and scaling needs.

MARKET OPPORTUNITY

Target Market

1 Women-Owned MSMEs



By accelerating women's entrepreneurship, India could create **30 million+** WOBs.

2 ESG Conscious Corporates



ESG investments in India are projected to increase by **30%** annually for the next 5–10 years.

Current Favouring Market Scenarios



Lack of existing marketplaces focused on supplier diversity with special focus on buying from MSMEs & WOBs.

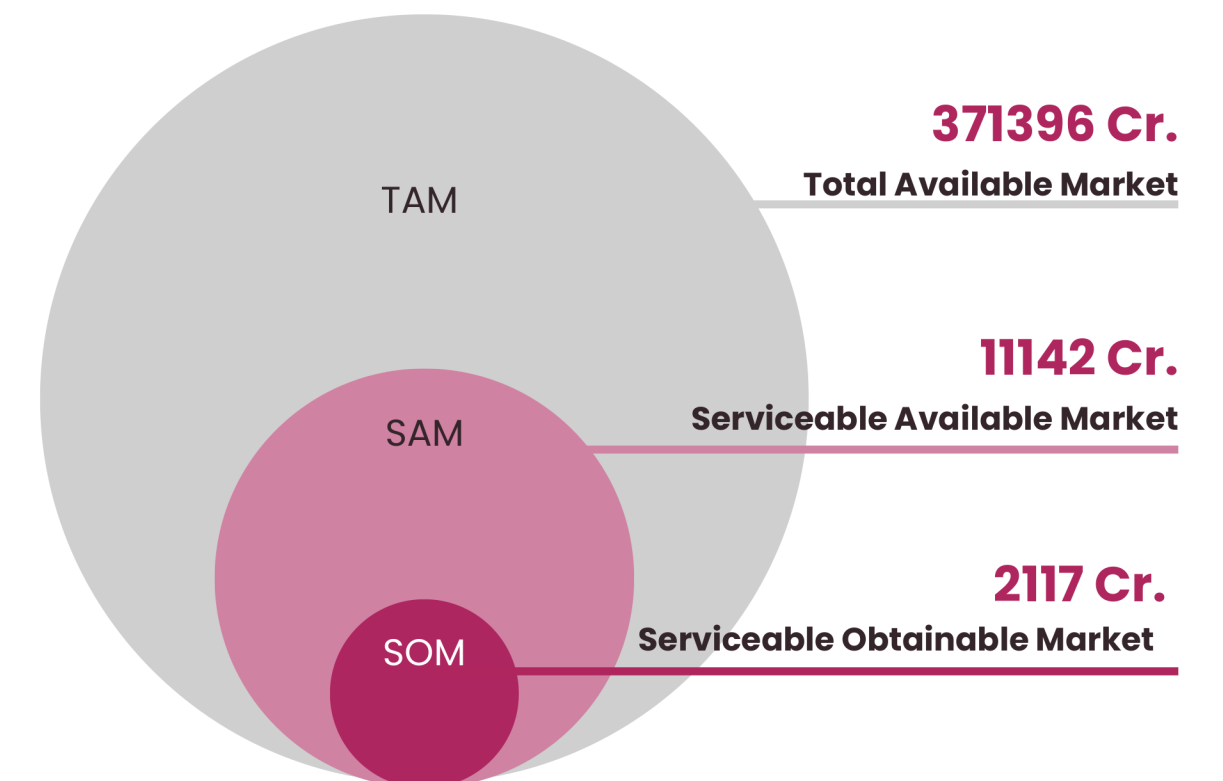


Many corporates are looking to enhance their ESG reporting.
e.g. Johnson & Johnson case study of tax rebate.



International organizations and Private sector has started recognizing GRP & pledging for it.
e.g. World Bank is encouraging for 20% GRP.

Estimated Market Size



SOLUTION = WE-NEST

Bridging Gaps, Empowering Growth

— What is WE-NEST ?

WE NEST acts as a crucial link between corporates and MSME (with a focus on women-owned businesses), facilitating increased procurement opportunities. By promoting sourcing from women-owned enterprises, it fosters partnerships driving economic growth and social impact. Integrating such practices enhances corporates' ESG performance, diversifies supplier bases, promotes gender equality and supports women's economic empowerment further contributing to the SDGs.

— How we overcome challenges for Corporates

- 1 **Direct Requirement Listing with Demand Aggregation:** Corporates can list their procurement needs on our GRP dashboard, enhancing predictability and efficiency.
- 2 **CSR, ESG and Sustainability Integration:** We help aligning with corporates' CSR and ESG goals without interrupting their current flow.
- 3 **Approach to MSME & WOBs Made Easy:** We verify and pre-qualify WOBs and MSME, giving corporates confidence in their procurement choices.

— How we overcome challenges for MSME & WOBs

- 1 **Transparent Corporate Needs:** MSME & WOBs gain insider access to corporate procurement plans, allowing them to tailor their offerings.
- 2 **Financial Facilitator:** We provide capital facilitation through our associated financial partners.
- 3 **Business Support:** WE-NEST offers comprehensive skill-building initiatives for MSME & WOBs, providing mentorship, and strategic partnerships to foster growth and overcome common barriers.
- 4 **Capacity Building:** WE-NEST enables WOBs to use combined bidding for larger projects, boosting their market competitiveness and capacity.

PLEDGE WITH US



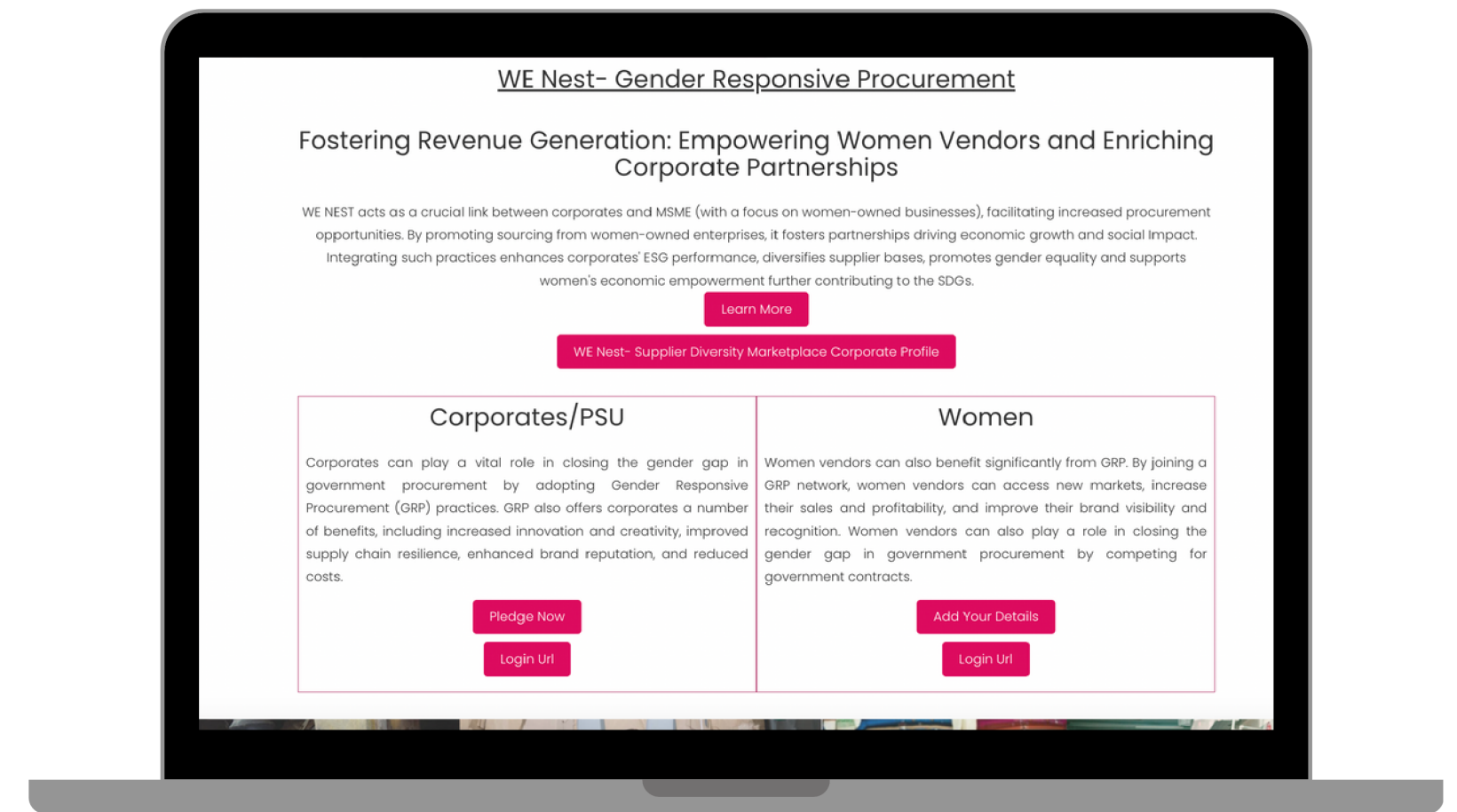
GLOBAL CAMPAIGNS FOR GENDER RESPONSIVE PROCUREMENT

DO PRIVATE CORPORATIONS STIMULATE EQUAL OPPORTUNITIES THROUGH PURCHASING POLICIES AND PRACTICES?

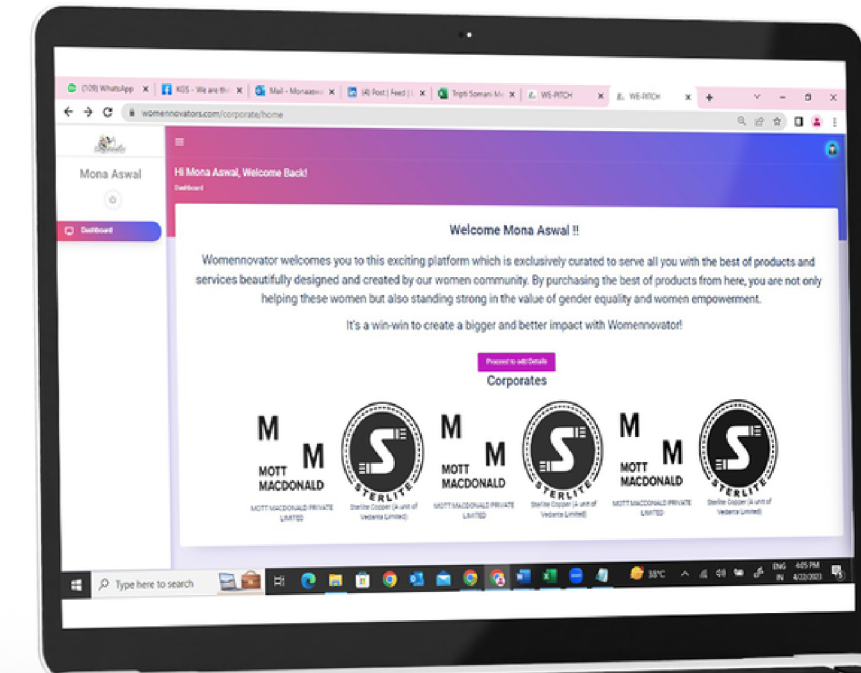
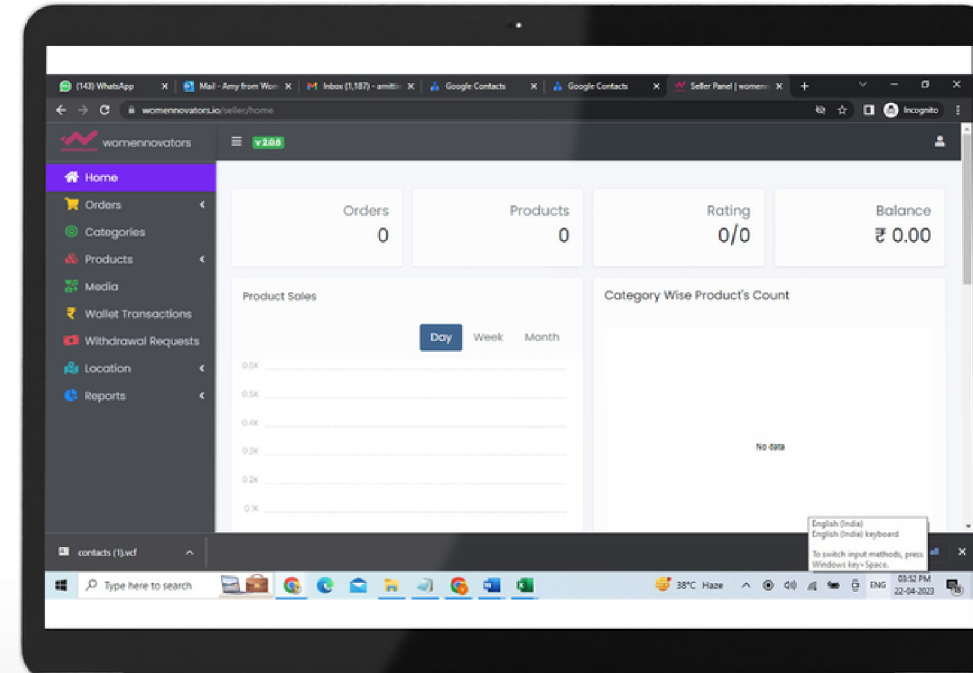
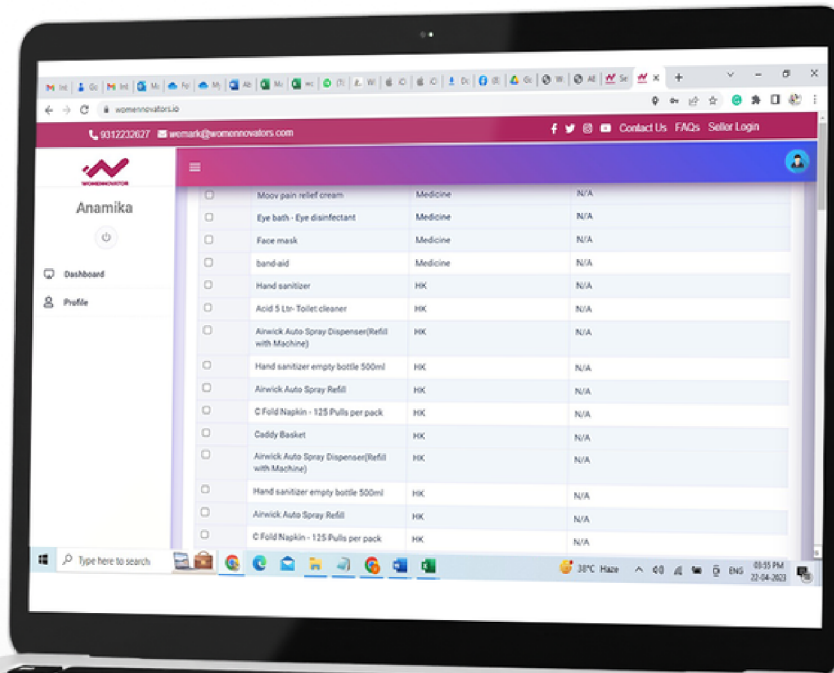
We wish to hear from you on procurement by corporates and more opportunities for women-led businesses!

SIGN AND CREATE A CHANGE

Individual & Corporates Ensure you are buying at-least **3%** of total procurement from Women owned business



A CLOSER LOOK



Corporates can:

- Make corporate profiles,
- Upload their procurement list for their GRP fulfillment,
- Get interest from WOBs and MSME.
- Procure from WOBs and MSME.
- Monitor their CSR impact.



MSME & WOBs can:

- Create seller account,
- Show interest for supply,
- Have the opportunity to sell to corporate giants, MNCs & PSUs.
- Manage customer interactions,
- Track sales made via WE-NEST,

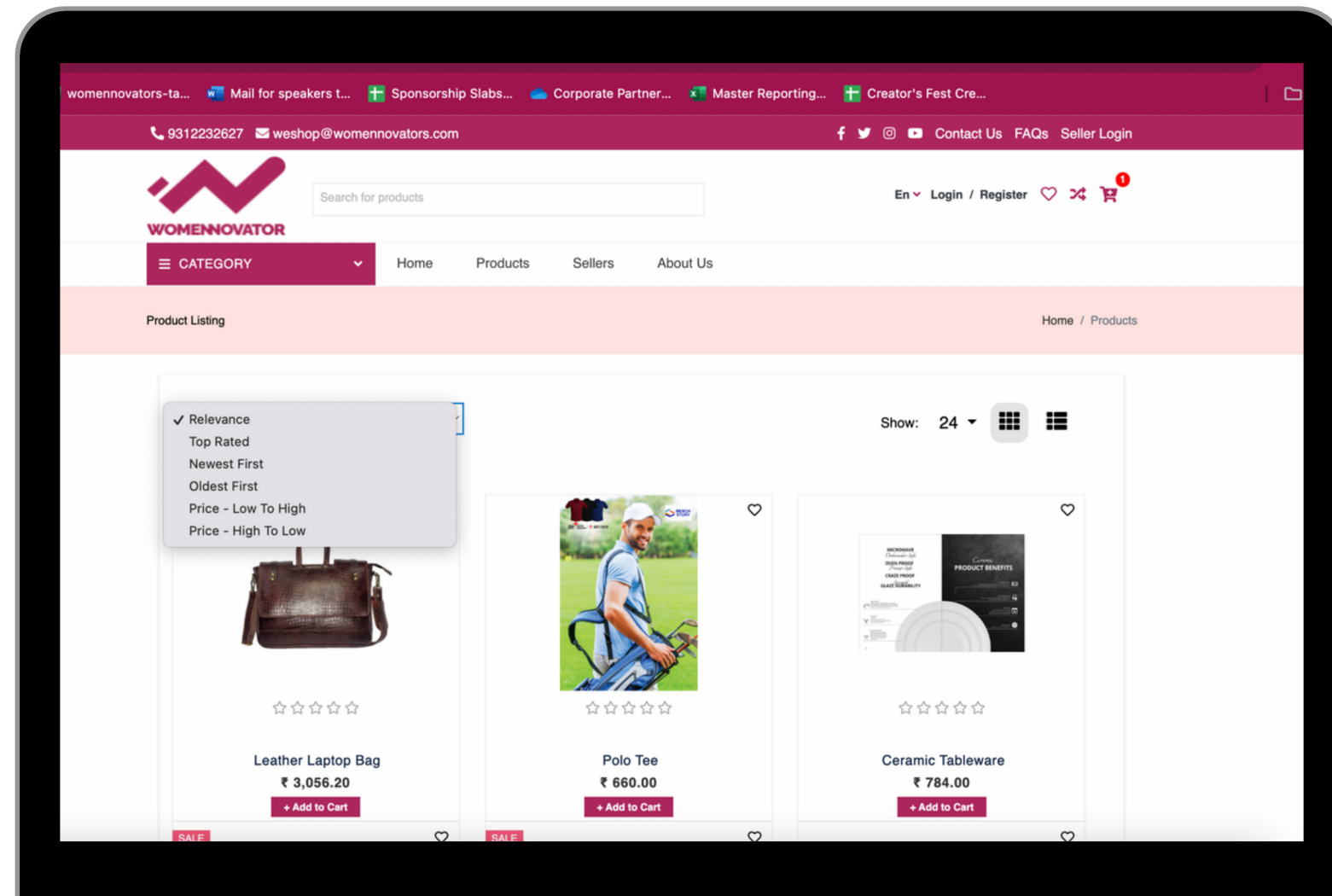
How WE-NEST is unique?

WE-NEST Others

- Allows corporates to list their requirements in advance?
- Have a community of women professionals & entrepreneurs?
- Provide GTM supports, training or networking opportunities?
- Customized capacity building programs & combined bidding options for WOBs and MSME

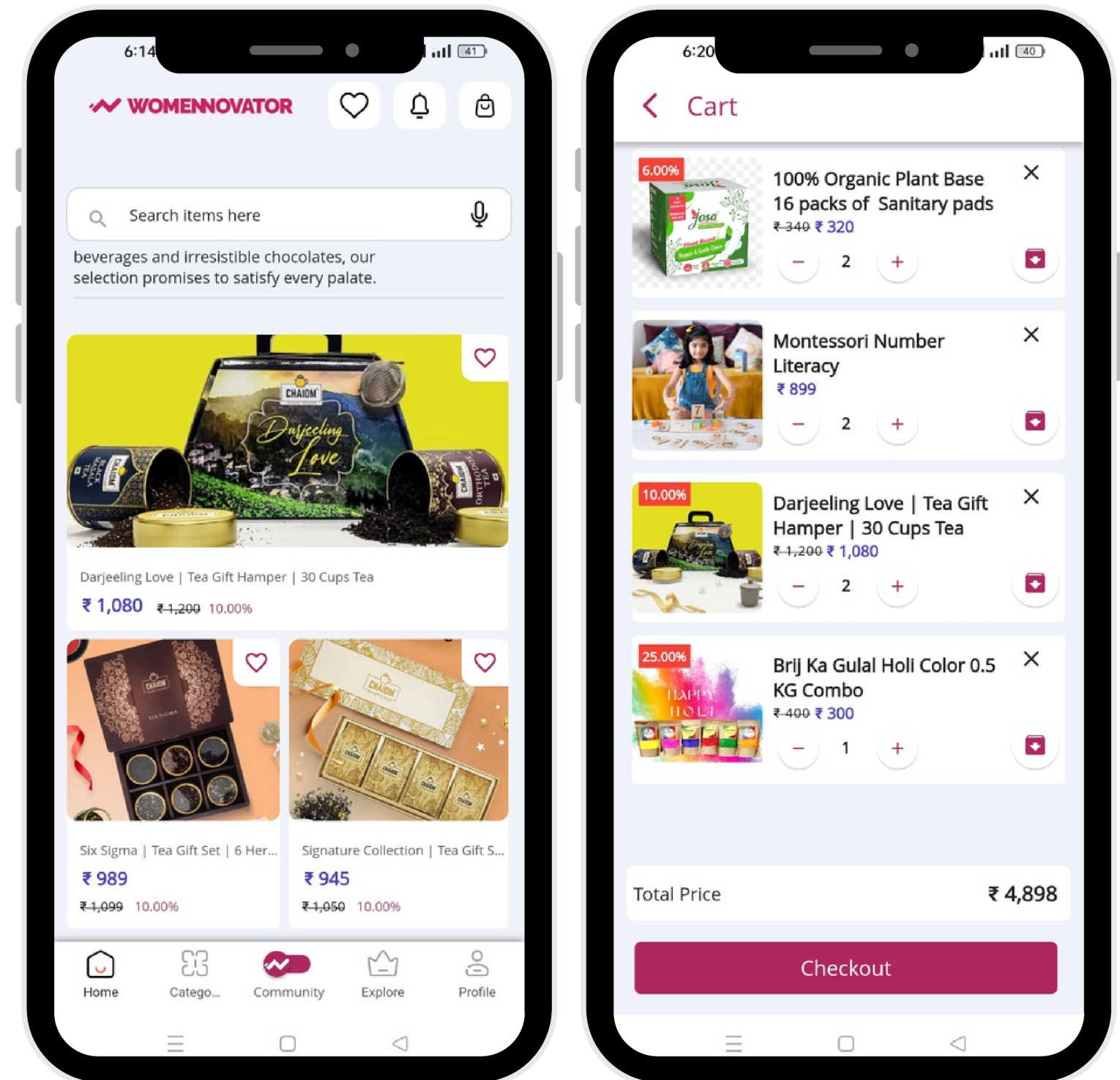


A CLOSER LOOK



WE SHOP: E-MARKETPLACE

Showcasing women owned brand products



WOMENNOVATOR APP

**Purchasing from women owned businesses
made easy with a few click**

PRODUCTS CATALOGUE

1000+ Product SKUs



Healthy Millet Snacks
Delhi



100% Certified Organic Products
Haryana



Classy Mouth Fresheners
Haryana



Nutritive Snacking
Mumbai



Sustainable Furniture
Jaipur



Sustainable Women Hygiene Products
Goa



Organic Homemade Pickle
Goa



Immunity and metabolism booster
Bihar



Beauty and Skincare
Global



Herbal Teas
Delhi

PRODUCTS CATALOGUE

1000+ Product SKUs



Flavoured Herbal Tea & Gift
Delhi



Organic Dry Fruits
Kashmir



Artisinal Products
Global



Handmade Candles & Decor
Delhi NCR



Sustainable Handbags
Global



Personal Care Products
Haryana



Plant Based Super Food
Hyderabad



Eco Friendly Detergent
Lucknow

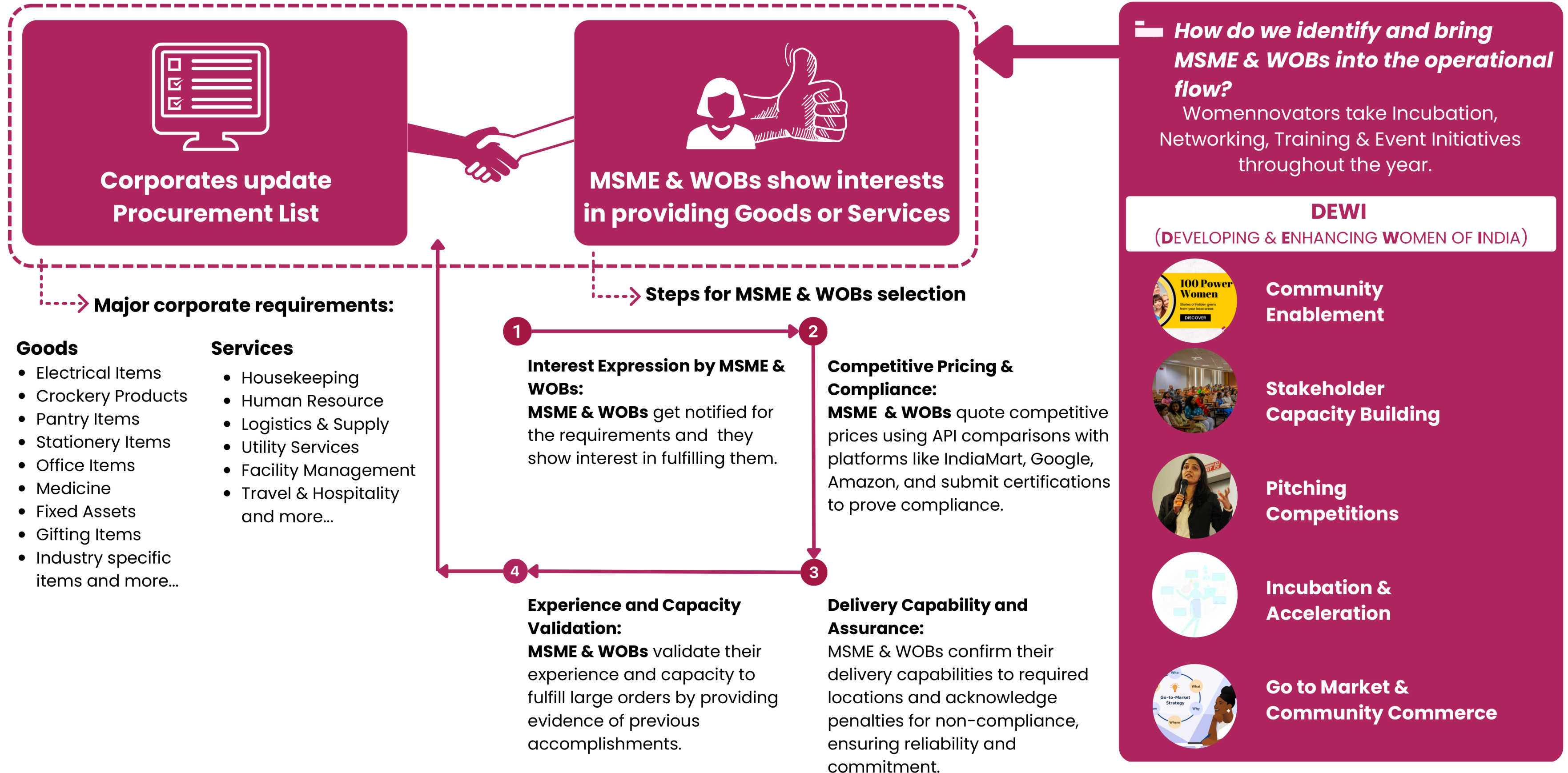


Beauty and Skincare
Bangalore



Sustainable reusable bags
Amroha

OUR OPERATIONAL BLUEPRINT



VENDOR MEETS



Embassy of CZECH Republic



Hosted by IFC (World Bank Group)



Adani Digital



Indian Oil



Embassy of Uganda



Embassy of Zambia



Embassy of Argentina



GAIL Vendor Meet



THE TEAM

CORE TEAM MEMBERS



CA TRIPTI SHINGHAL SOMANI
Founder, CEO



SIMMI PURI
Head Corporate Relationship



ANUJ SOMANI
CFO



SRISHTI MALIK
Partnership Head



SHIVAM SAINI
Revenue Director



SHUBHAM SHARMA
Head Creativity



DEWANSH PODDAR
Head Seller Relationship



AMIT TIWARI
Community Manager



MONA ASWAL
Founder's Fellow



DEEPANSHU PANDE
Program Associate

SUPPORTERS AND ADVISORS



MS ARCHANA GUPTA

Director,
KEI Industries Limited (KEI)



MR. ANIL KHAITAN

Chairman,
Sunil Healthcare Ltd



MS. BLOSSOM KOCHHAR

Chairperson,
Blossom Kochhar Group of Companies



MS. SHALINI LALL
Founding Partner, T3i
Partner Network



KARTIK SHARMA
Artificial Intelligence Practitioner
and Thought Leader, Agnitio



MS. SUSHMA KAUSHIK

Founding Partner,
108 Capital



DR. TUSHAR PANCHAL

CEO,
GTU Innovation Council
GISC-TBI



MR. RAJIV KACHOLIA

Head of Corporate Development,
D. E. Shaw & Co.



MR. TARUN BHARGAVA
Founder & Managing Partner at
TalentGen Advisory LLP, Angel
Investor



ARUN PANDIT

Co-Founder,
Hyphen SCS & Don't Give Up World



MR. AMIT BHAGAT
GLOBAL HEAD OF CYBER
SECURITY, NOKIA



MS. NEIHARIKA RAJIV

Co-Founder,
GI Ventures



MR. NITIN BAJAJ

Founder & CEO,
EasyLeadz



ANSHU DEEWAN
Founder,
iX Energy Private Limited



ANURANJITA KUMAR
Co-Founder & CEO, WeAce

CONNECT & MAKE AN IMPACT



For Any Queries

1 Email partner@womennovators.com
Phone **+91 95600 56130**

2 Email contact@womennovators.com
Phone **+919871196636**

General

Website www.womennovators.com

Social     [/Womennovator](#)

