

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



BUILD YOUR WORLD



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



Accredited with **A+** Grade by **NAAC**
12-B Status from UGC



भारतीय शिल्प संस्थान
INDIAN INSTITUTE OF CRAFTS & DESIGN, JAIPUR

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:

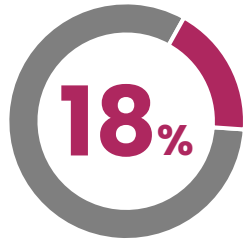
- Chapters in 20 countries powered by TGS Global



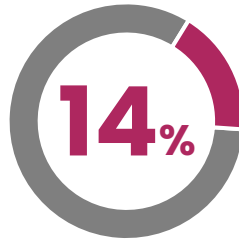


Market, Gap & Opportunities

Women are lagging behind...



Women in India capture just 18% of total labor income.¹



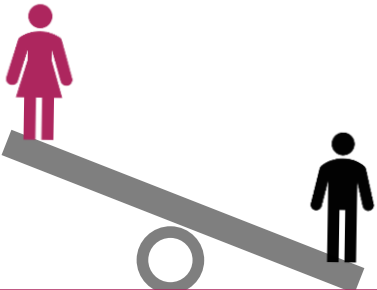
Only 14% of total entrepreneurs in India are women.²



Only 1.5% of total funding goes to Indian startups with women founders.³

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

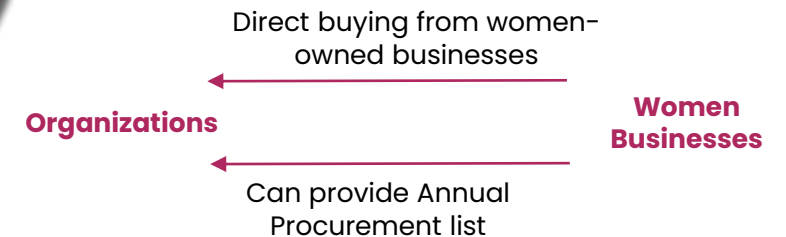
Empowering women for entrepreneurship.

- 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

- WE Nest- Gender Responsive Procurement

- Community Commerce

- Female Workforce Participation Campaign

- Creators Fest

GLOBAL INCUBATOR FOR WOMEN



WOMENNOVATOR 10K FELLOWSHIP

“DEWI”

DEVELOPING & ENHANCING WOMEN OF INDIA

 www.womennovators.com

COMMUNITY



WE PITCHING



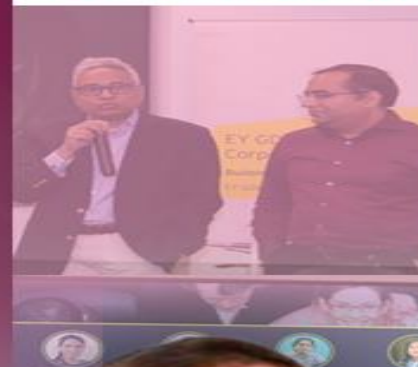
GO TO MARKET



**INCUBATION &
ACCELERATION**



**STAKEHOLDER
CAPACITY BUILDING**



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

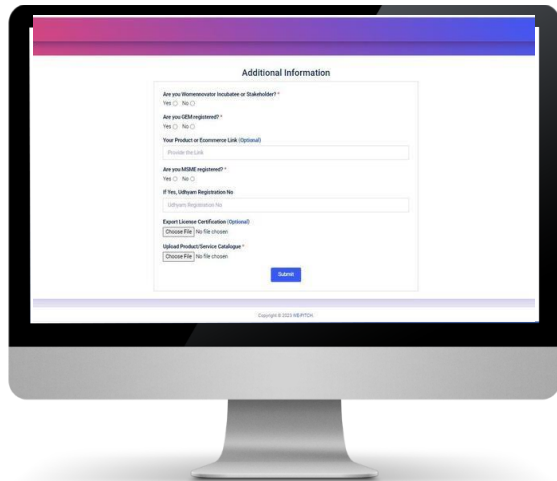


WE Nest- Gender Responsive Procurement Campaign

Initiative for Corporates, PSUs and Women

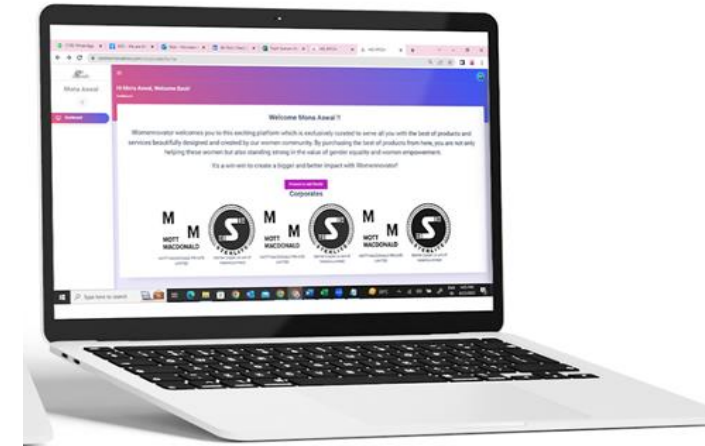
WE Nest Gender Responsive Procurement for Corporates & Women

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.

The background features a blurred image of a laptop screen on the left, showing a website with various product listings. On the right, a shopping cart is visible, partially overlapping the laptop. The entire scene is overlaid with a semi-transparent red gradient.

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

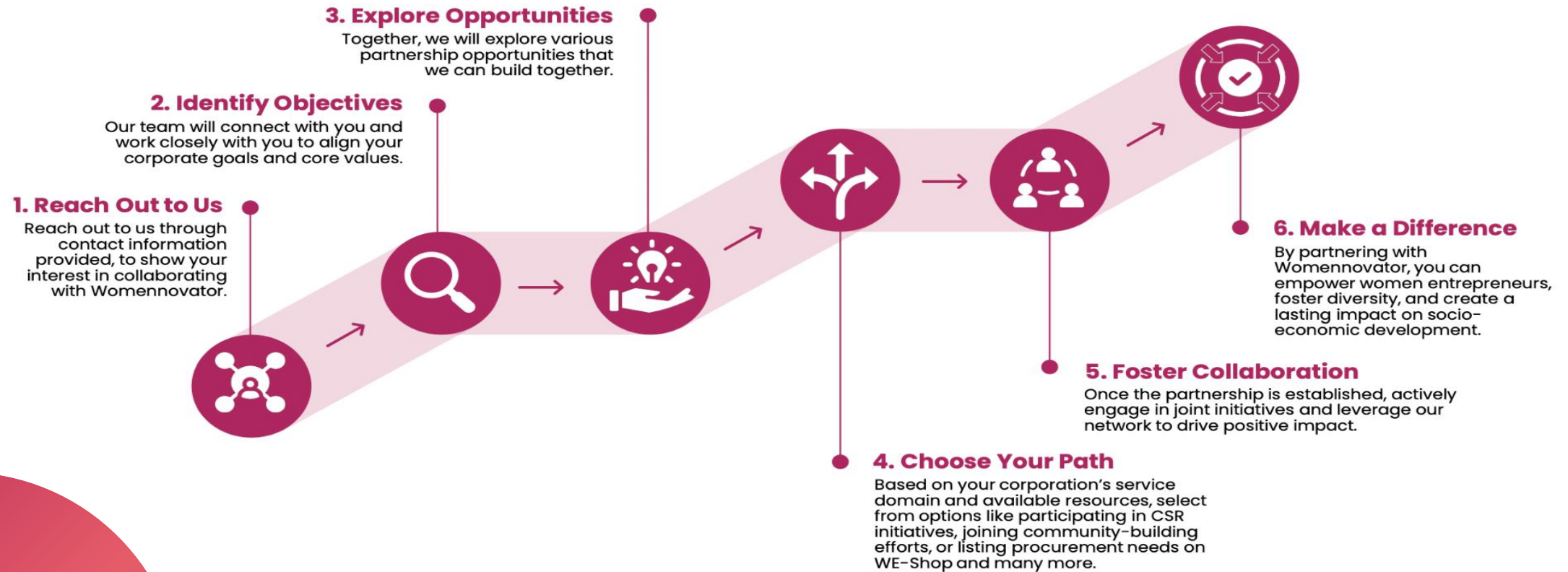
- We work with brands to identify their target audience and develop a customized strategy to reach them through our community.
- Our influencer marketing services connect brands with women influencers who can promote their products and services to their followers.
- We offer content creation services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

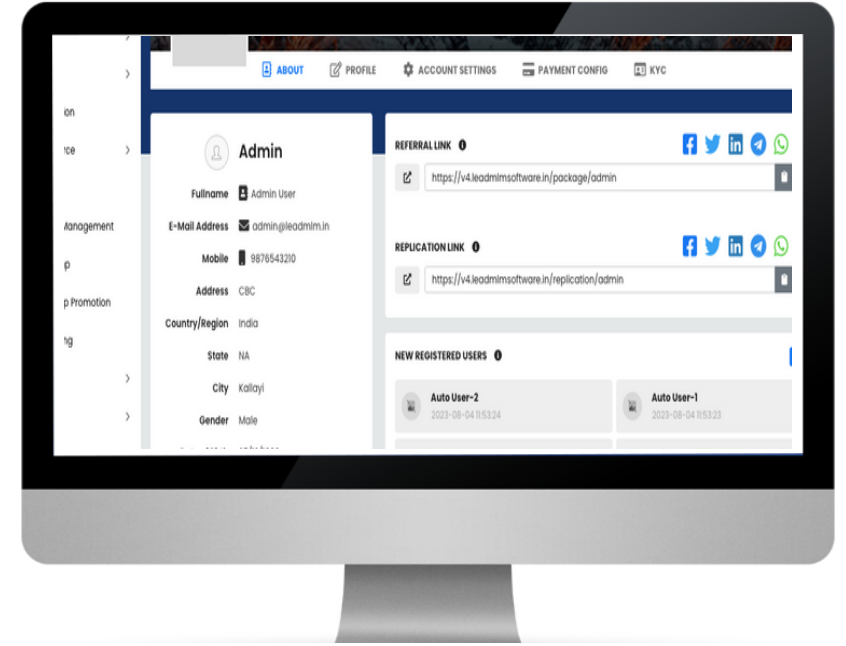
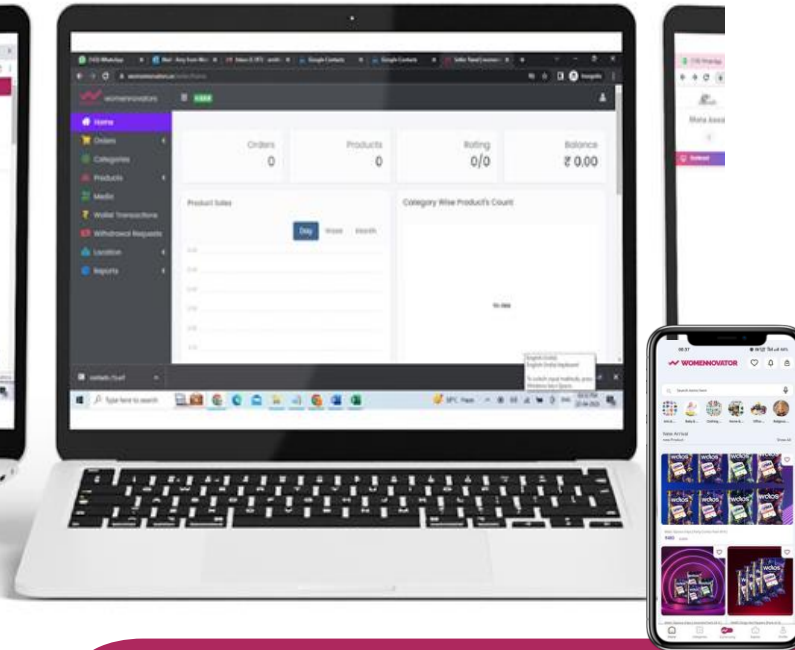
WE-Shop & Womennovator Community

Commerce

Buyers' Dashboard

Sellers' Dashboard

Reseller 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 can:

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

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

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

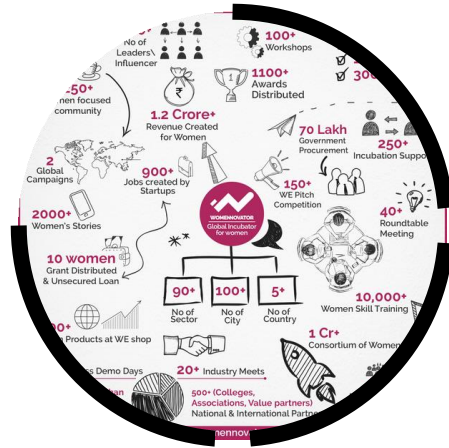


Improved
GDP and
Female Workforce
Participation

Need of hour|Our Pledge



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



Track the conversion rate



Consistent counseling and programs to improvement ratio.



Workplace inclusivity

[Pledge Now](#)

WOMENNOVATOR CREATORS FEST 2.0



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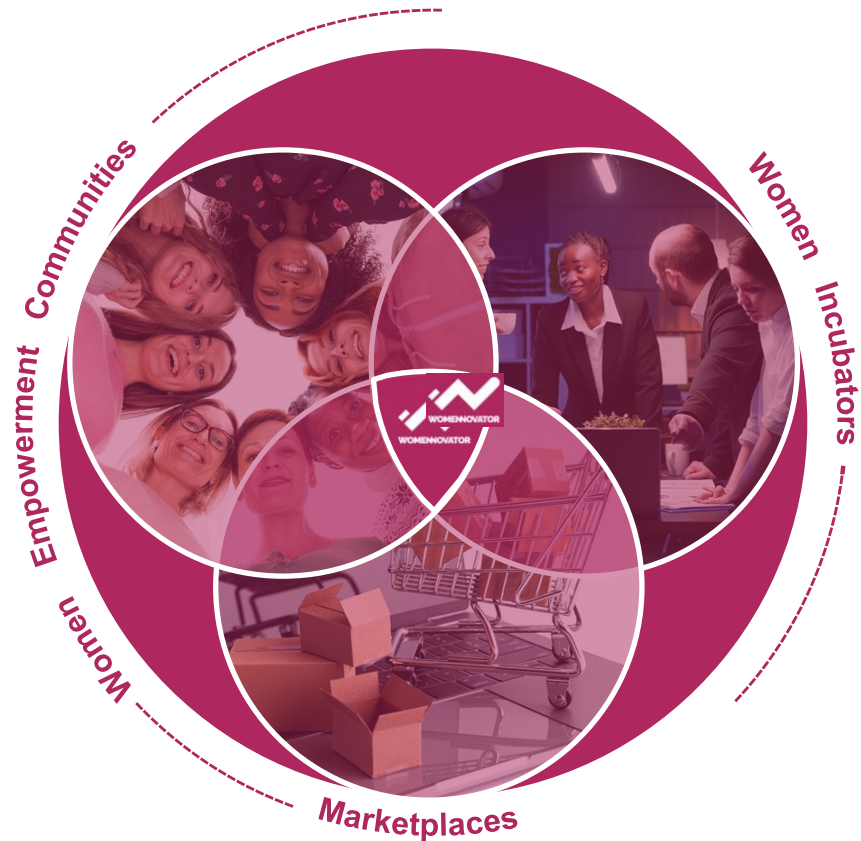


Highlights of Creator Fest 2023



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
	✓	✓	✓	✓	✓	✓	✓
	✗	✓	✗	✗	✗	✓	✗
	✗	✓	✓	✗	✗	✓	✗
	✗	✗	✓	✗	✗	✓	✗
	✗	✗	✓	✗	✓	✗	✗
	✓	✗	✓	✗	✓	✗	✗
	✓	✗	✗	✓	✗	✗	✗
	✓	✗	✗	✓	✗	✗	✗
	✓	✗	✗	✓	✗	✗	✗
	✓	✓	✗	✓	✗	✗	✗

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.



**Team, Traction
&
Product Walkthrough**

Team Womennovator



Tripti Shinghal Somani
Founder, CEO

- TEDx Speaker
- Times 40 under 40
- ET Inspiring leader
- NLU
- ICAI
- SRCC

- Partner - **K G Somani & Co LLP**
- UN Women India: KGS Advisors awarded **SME Champion**
- Executive Committee Member - **Shri Ram College of Commerce**
- Board Member at DS Group - Center of Entrepreneurship at **IIT Delhi**
- Curator - **Rasoiqueen, QueensXI, Gvriksh, & StemedKids**
- Ex-PwC | **Grant Thornton** | **World Bank**
- Ex-Chairperson | Co-Chairperson – **MSME Council** | **Startup Council** | Women Entrepreneurship Council - **PHDCCI** | **Assocham** | **FICCI**
- Ex-Member, Governing Council - **NIESBUD - MSDE**



Simmi Puri
Product & Operations

- **HKCAC Hong Kong DESIGN**
- **Delhi School of Economics**
- **St. Stephen's College, Delhi**

- Co-Founder - **Digiproctor & EasyTalent**
- **CISO** Cybersecurity
- CBO at **GENLEAP**
- **ShikshaLokam** Education Advisor
- Ex-iSON Technologies - Leading IT Company in Africa and the Middle East -



Shalini Lal
Global Fund Officer

- Co-Founder - **T3i Partner Network**
- Former Global Trade COO for Standard Chartered
- Experienced Transaction Banker & COO with 25 years experience across Product Operations & Sales
- Deep practitioner experience with digitisation and automation within Trade across multiple technology platforms and fintech.



Amit Bhagat
Chief Growth Officer

- Product Development, Product & R&D portfolio management
- Digital Transformation, Analytics, Cloud & Mobile Computing
- Open Source, Thought Leadership
- Curious and up-to-date on technologies
- Creating, nurturing and managing high performance lean team & culture
- Expert level knowledge of Business processes in E-Commerce, Retail & Telecommunications Domains



Archana Mittal
Chief Strategist

- Graduation in **Chemical Engineering**
- **PG in Development Management.**

- Earned **national and international recognition** for her contributions.
- **Mental Well-being:** Acquired qualifications in Integrative counseling, Robert Carkuff Model, REBT, and Transactional Analysis.



Sourabh Goyal
Head of Business Development

- **TEDx Speaker**
- **B Tech Mechanical**
- **Content Marketer, and Community Builder**
- 130,000 plus followers on LinkedIn
- **Business Strategy & LinkedIn expert**

Team Womennovator



Anuj Somani
Advisor, Finance

- Harvard Business School
- National Law University
- ICAI
- Board Member – **CapItAll**
- Partner - **K G Somani & Co LLP**
- Partner - **Value Pitch India Technologies LLP**
- **PricewaterhouseCoopers Private Limited** | Assistant Manager



Manasvi Singh
Head-Content

- IMT Ghaziabad
- APJ Abdul Kalam Technological University
- Co-Founder & CMO - **OneTo11**
- Womennovator Investor & Advisor
- Co-Founder & Chief Strategy Officer **Piquic**
- Co-Founder **Moksha**
- Co-Founder & Co-CEO **Buddy4Study**
- Product Manager - **Vedanta Resources Limited**
- Ex- **PepsiCo & Reebok**



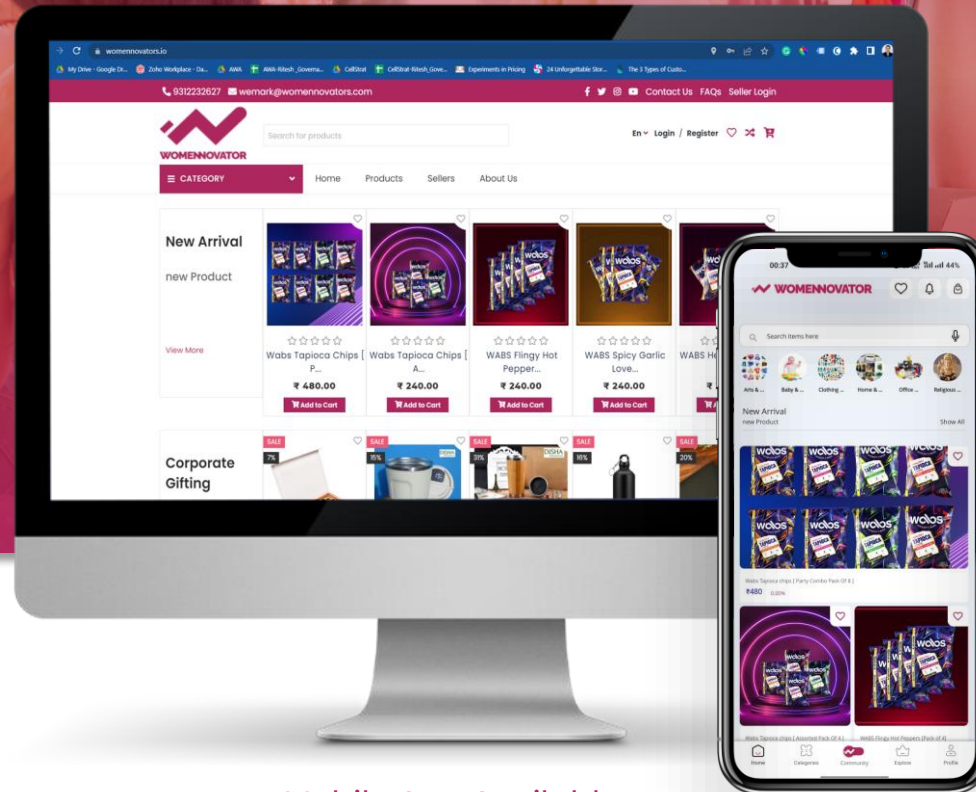
Anirban Chatterjee
CTO

- IIM, Bangalore
- Calcutta West Bengal University of Technology
- Co-Founder & COO- **OneTo11** & **Buddy4Study**
- Womennovator Investor & Advisor
- **GoPractice**, Inc Education Mentor
- Founder **Buzzbricks** | Action For India Fellow
- Co-founder & Strategic Consultant **ClassIQ Educational Foundation**
- **Larsen & Toubro, Delhi Metro Rail Corporation Ltd**

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

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