



WomenInNovation^o

March 3-5, 2021
Worldwide

ISHII

Science-based target



Women InNovation is a gathering of key voices to promote **global** understanding of challenges and opportunities **women entrepreneurs** face. **Leaders, investors,** and **entrepreneurs** will learn and be inspired from the best; share stories; and foster new ideas and actions that can help **close the gap** that exists for women to **scale and grow** their companies around the world.

OVERVIEW

THE CONFERENCE: Women InNovation is a 1-day Conference organized by the Nordic countries, designed to highlight the key barriers women across the globe face to entrepreneurship. Preceding the UN Day of the Woman, there will also be a multi-day bootcamp for women entrepreneurs and a mini-program for investors looking for opportunities in women-led startups.

WHY: Not only is women's presence in entrepreneurship underrepresented and under-supported, but women entrepreneurs also face significant barriers towards launching a successful business around the world. Limited funding for women-led startups is particularly apparent despite the higher return potential.

WHO: This Conference will attract women leaders and executives, investors, and women entrepreneurs – and those that support this critical initiative. Participants will leave with a better understanding of how to support women in entrepreneurship, the challenges women face, and new knowledge of how to overcome these barriers.

TOPICS: Funding for Women Entrepreneurs • Women's approach to investing • Stories from the trenches – lessons from failure • Diversity & Inclusion • Women in Leadership • Redefining STEM for women • Balancing work and family • Global overview on women in entrepreneurship around the world • Key challenges for women entrepreneurs starting out • Sustaining women-led startups • Women's Achievement in the Workplace



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PROGRAM: CORE THEMES



Education

Whether it's learning how to tackle raising capital, growing a new market, or reaching back to encourage the next generation, education is foundational for success of women entrepreneurs.



Funding

Women-led startups can't grow without capital. The funding gap persists and in fact has worsened over the past year. Mobilizing both the public and private sector around solutions to providing greater access to capital leads to greater successes.



Building an Ecosystem

Success for startups takes more than capital; it takes a community and ecosystem of support. NYC has developed a network of support for women-led startups and this is growing in other markets as well. It's important to support models for ecosystem development.



Growth & Sustainability

How does one grow, maintain momentum, and also incorporate a sustainable business model? In an era when we look at circular economy solutions and other ways to give-back to stakeholders while also growing the bottom line, finding a balance is critical.

Speaking at Our Conference

We know you support women entrepreneurs and highlighting the funding gap of women-led businesses.

By lending your voice to this issue virtually, we believe more attention can be focused in lifting up women in New York, the Nordics, and around the world. Leaders like yourself have a unique platform that can draw the attention of investors, business executives, and other leaders. Further, your voice will encourage more women entrepreneurs to take the next steps towards success for themselves and the women-supporting ecosystem we are developing.

We'd appreciate if you join us on March 5th virtually or in New York to talk about why this issue is important to you. Your story and ideas are important for investors, public, and private sector leaders to hear themselves.

Next Steps

1. Confirm by email
2. Send us your preferred headshot and short bio with current title, and affiliation
3. We will schedule a follow up call if needed
4. You'll receive an email with details on how to help us promote in your networks
5. We will reach out to schedule a dry-run call to make sure you are fully prepared and have all your questions answered
6. Game Day – March 5th – You Rock!

Thank You!

We're very grateful for your help. To show our appreciation, we'd like to offer you the following:

- To place your photo and short bio on the Women InNovation website as a speaker
- To promote you on social media as a contributor to the program
- A profile on the Hub with your bio and quotes
- A free ticket to the Women InNovation conference in March
- An invitation to join us on the Hub where others in the Women InNovation community can connect with you directly

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About Nordic Innovation House NY

Founded in 2017, Nordic Innovation House New York is a collaboration of the Nordic countries to provide market-entry services to startup and scale-up companies to the US. Nordic companies can access services through the Hub, an online and mobile platform which provides market entry guidance, networking, and soft-landing services as well as participate in Nordic Innovation House New York programs. Nordic Innovation House New York connects US partners with Nordic businesses, innovations, and tech solutions through the Hub, programs, and events.

Executive Director:

Charles Lorum

charles@nordicinnovationhouse.com

www.nordicinnovationhouse.com/newyork

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