

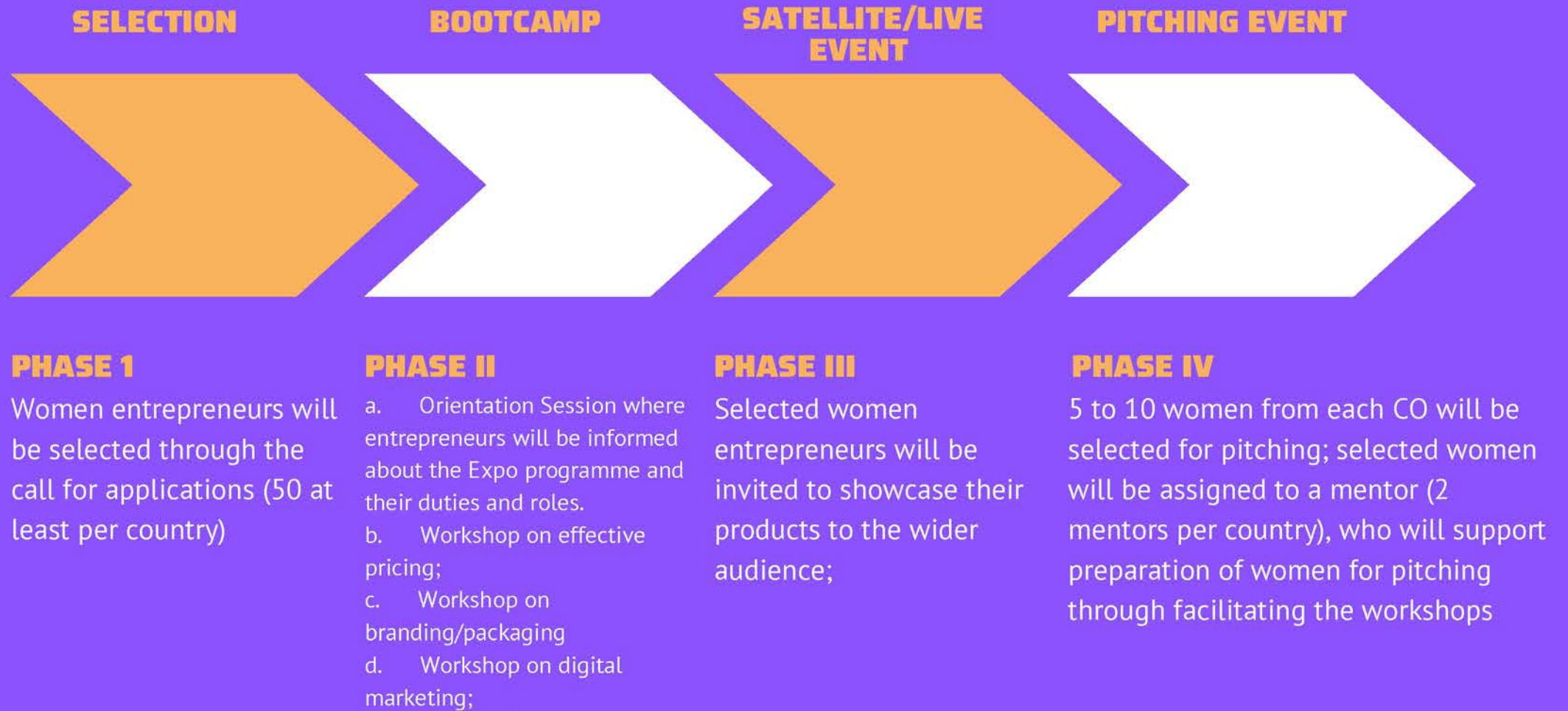
create
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Women's Entrepreneurship Expo 2022

#ConnectToCreate



EXPO PHASES



PHASE I- SELECTION

Who can participate?

- Having MVP – Minimum Viable Product
- Early Stage (ready and/or already be on sale)
- Growth Stage (having revenue)

Which sectors?

- Women entrepreneurs representing all sectors of economy can apply for the participation in Expo 2022. UN Women reserves the right to exclude certain products from expo, subject to careful consideration of the products.

Detailed questionnaire – WED Assessment
– to be piloted

PHASE II - BOOTCAMP

- Orientation Session - Facilitated by RO
- Workshop on Effective Pricing
- Workshop on Branding/Packaging
- Workshop on Digital Marketing
- Russian and Georgian speaking group will be covered by PriceWaterHouse Coopers

PHASE III – LIVE EVENTS

- **Satellite EXPOs/Events**
- Georgia, Kyrgyzstan, Moldova, Turkey, Serbia , Albania (TBC)
- **Live EXPO** : Exhibition space, B2B and B2C networking, inspirational talks and masterclasses
- Needs assessment integrated in the selection questionnaire

EXPO PHASE FOUR – INVESTOR’S PITCH FINALE

ADDITIONAL CRITERIA

1. have ability to produce regular quantities/qualities of products
2. are looking for investments

**B.WORKSHOP ON KEY
ASPECTS OF THE BUSINESS
PLAN**

**C.WORKSHOP ON EFFECTIVE
PITCHING**

**D.WORKSHOP ON EFFECTIVE
COMMUNICATION**



TIMELINE

- **Selection** – late June- Mid July
- **Bootcamp** – Mid July – August
- **Satellite Expos**
 - ✓ 9-10 September- Tbilisi, Georgia
 - ✓ 16-17 September - Chisinau, Moldova
 - ✓ 6 October – Belgrade, Serbia
 - ✓ Kyrgyzstan - TBC
 - ✓ Turkey – TBC
- **Virtual Expo (tentative dates)**
 - ✓ 3-4 November
 - ✓ 8-9 November
- **Investor's Pitch Finale** - Early 2023



THANK YOU!