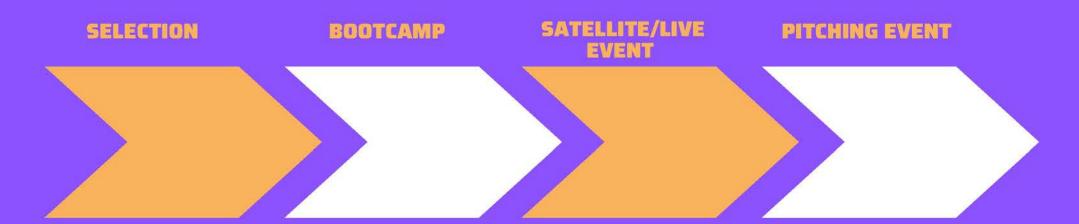
accelerate

Women's
Entrepreneurship
Expo 2022

#ConnectToCreate

EXPO PHASES



PHASE 1

Women entrepreneurs will be selected through the call for applications (50 at least per country)

PHASE II

- a. Orientation Session where entrepreneurs will be informed about the Expo programme and their duties and roles.
- b. Workshop on effective pricing;
- c. Workshop on branding/packaging
- d. Workshop on digital marketing;

PHASE III

Selected women entrepreneurs will be invited to showcase their products to the wider audience;

PHASE IV

5 to 10 women from each CO will be selected for pitching; selected women will be assigned to a mentor (2 mentors per country), who will support preparation of women for pitching through facilitating the workshops

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

®UN₩ WOMEN ‡

- 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



- 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

ADDITIONNAL 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!