

**How can bold
thinking create
unlimited
possibilities?**

**EY Entrepreneurial Winning
Women MENA 2018**

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The better the question. The better the answer.
The better the world works.



EY

Building a better
working world



Calling women entrepreneurs with big plans

Spanning over 50 countries with over 400 participants, the EY Entrepreneurial Winning Women program identifies high potential women entrepreneurs whose businesses show real potential to scale and provides them with ongoing support to help accelerate their growth. The EY Entrepreneurial Winning Women program is being launched in MENA for the first time in 2018 and is an executive mentorship program designed for women with established businesses who are ready to scale operations and grow to become global market leaders.

Program details

- ▶ Customized executive mentorship program designed to help you accelerate and sustain the growth of your business
- ▶ Program offered free of cost
- ▶ Access to informal, one-on-one guidance and support
- ▶ Relevant learning opportunities including e-training webinars
- ▶ Orientation conference in Dubai in October 2018 (mandatory)
- ▶ EMEIA conference in April 2019 (optional)

Results from the 2017 Entrepreneurial Winning Women global impact study show

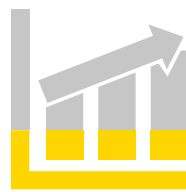
This program works

Program participants have benefited as leaders

- #1  Advice from EY and other program participants
- #2  National exposure
- #3  Working *on* the business instead of *in* it
- #4  Confidence to be a public figure

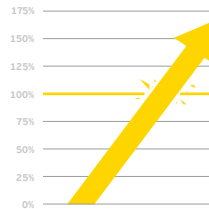
 **77%** said the program helps them find advisors and role models

As these founders flourish, their companies grow



35%

Average CAGR growth since becoming Entrepreneurial Winning Women



166%

Average headcount growth since becoming Entrepreneurial Winning Women

Through the first global survey of this community of more than 400 successful women entrepreneurs across 50 countries, we share what these founders have learned and applied in scaling their companies. They also tell us how they are using their increased wealth, influence and prominence to better the world around them and encourage future generations to pursue their dreams as entrepreneurs.

[Visit the Entrepreneurial Winning Women Global impact study 2017 instant magazine for the full results.](#)

Five ways to win

Meet your peers and learn what it takes to scale:

1

Think big and be bold

2

Work *on* the business, rather than *in* it

3

Establish key advisory networks

4

Build a public profile

5

Evaluate financing for expansion



Eligibility

Applicants must meet the following criteria to participate:

High potential women entrepreneurs who:

- ▶ Are founding CEOs (at least 51%) in a registered business
- ▶ Demonstrate passion to grow their business and scale up internationally
- ▶ Are ready to fully commit to the program and attend the Orientation Conference in Dubai in October 2018 (ticket and accommodation to be borne by candidate)
- ▶ Candidates also have the opportunity to attend the EMEIA Conference in April 2019 (optional – ticket and accommodation to be borne by candidate)

Businesses that:

- ▶ Are at least 2 years old
- ▶ Have annual revenues higher than US\$250,000
- ▶ Are headquartered in MENA

Applicants who are selected must be able to attend and fully participate in:

- ▶ Mandatory two-day Orientation Conference in Dubai in October 2018 (ticket and accommodation to be borne by candidate)

- ▶ Optional EMEIA Conference in April 2019 (ticket and accommodation to be borne by candidate)
- ▶ E-learning sessions throughout the year

Note:

The conferences and e-learning sessions will be organized centrally and delivered in English.

The mentoring program will be conducted in the country in which the company is located.

How to apply

To complete an application form for the EY Entrepreneurial Winning Women™ MENA program, visit www.ey.com/em/winningwomen. The application deadline is **15 August 2018**.



Leonora O'Brien

CEO, Pharmapod Ltd.
Ireland
Entrepreneurial Winning Women
Europe, Class of 2017

"EY's Entrepreneurial Winning Women program has opened up a whole new network for our company. The mentorship provided is world class and has helped us build momentum and concrete results. As the first Irish participant, I highly recommend it to my fellow business owners at home and elsewhere."



Amanda Tomson

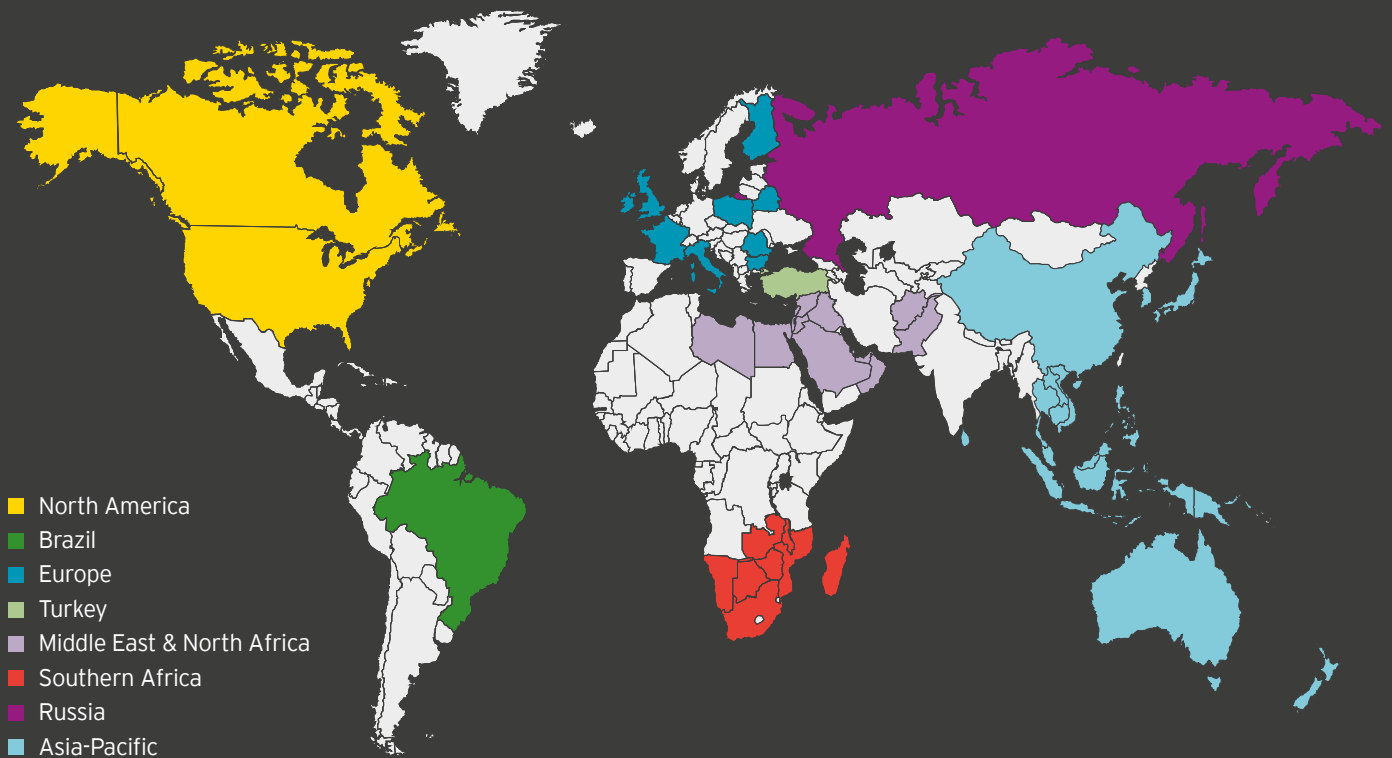
CEO and Founder, Thomson & Scott Limited
UK
Entrepreneurial Winning Women
Europe, Class of 2017

"The Entrepreneurial Winning Women program offers an open invitation to be part of the wider EY business community, with access to contacts and business advice from relevant mentors. I wouldn't hesitate encourage any entrepreneur with a fast-growth business mentality to apply for the next intake."

To hear more from EY Entrepreneurial Winning Women Europe alumni about their experience from the program, please visit ey.com/be/eww and read about [program results](#).



Worldwide presence



Daniela Marişcu

Founder, Aquatica Experience
 Romania
 Entrepreneurial Winning Women
 Europe, Class of 2017

"EY's Entrepreneurial Winning Women program has changed my perception of funding, especially after meeting all the inspirational winning women. As a result, I have started negotiations for seed funding for my experience water-park project."



Brigitte Baumann

Founder and Chief Investment Officer,
 Go Beyond Investing | Switzerland
 Entrepreneurial Winning Women
 Europe, Class of 2017

"I'm delighted to be part of the EY Entrepreneurial Winning Women program. I especially like the peer to peer learning, access to a mentor from EY with whom I can discuss many business matters and for all the growth tools and contacts I can access. It is already having a positive impact on my business growth."

A part of Women. Fast forward: put gender on your agenda

Accelerating achievement of gender parity – within EY and in business at large – is not just a fairness argument but an economic imperative. We believe the world can't afford to wait another century for women to achieve gender parity in the workplace. In 2015, we asked ourselves what more we could do within our organization and externally to advance women. We unified our gender parity efforts through our Women. Fast forward platform to inject greater urgency into our own initiatives

and inspire people to do more. What is needed now to accelerate change is purposeful action by both men and women to recruit, retain and advance women in equal proportion to their numbers and commensurate with the limitless potential they offer the workplace. Together, we can redefine opportunities for future generations of women, forging a lasting legacy of growth, increased prosperity and stronger communities throughout the world.

Put gender on your agenda. ey.com/womenfastforward | [#WomenFastForward](https://twitter.com/EY_WFF)

Connect with us:



www.ey.com/em/winningwomen



eww@ae.ey.com



[@EY_WFF](https://twitter.com/EY_WFF)

[#WinningWomen](https://twitter.com/WinningWomen)

[#WomenFastForward](https://twitter.com/WomenFastForward)

EY | Assurance | Tax | Transactions | Advisory

About EY

EY is a global leader in assurance, tax, transaction and advisory services. The insights and quality services we deliver help build trust and confidence in the capital markets and in economies the world over. We develop outstanding leaders who team to deliver on our promises to all of our stakeholders. In so doing, we play a critical role in building a better working world for our people, for our clients and for our communities.

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The MENA practice of EY has been operating in the region since 1923. For more than 90 years, we have grown to more than 6,000 people united across 21 offices and 16 countries, sharing the same values and an unwavering commitment to quality. As an organization, we continue to develop outstanding leaders who deliver exceptional services to our clients and who contribute to our communities. We are proud of our accomplishments over the years, reaffirming our position as the largest and most established professional services organization in the region.

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