

## Women Investing In Women 2.0



**Name of the event:** Women Investing In Women 2.0

**Date of event:** 10<sup>th</sup> and 11<sup>th</sup> February, 2023

**Duration:** 9:00 AM to 5:00 PM

**Venue:** LJ University, Ahmedabad

**Organizing body(s):** Antrapreneur The Business Incubator

**Type of the event:**

**No. of participants:** 600+

**Brief Description of the event:**

Around the globe, countries have recognized the importance of women's economic empowerment in achieving sustainable human development and the 2030 Agenda for Sustainable Development.

One of the primary Sustainable Development Goals (SDGs) included in the 2030 Agenda is to achieve gender equality and empower women and girls.

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But, We also understand that we have left behind the era where we have to empower our women. Men and Women have always been equal. It is just our thoughts that need to be aligned for this fact to sink in. Keeping this as our social responsibility, we at Antrapreneur The Business Incubator want to repeat our initiative of Women Investing in Women with it's second edition to celebrate a world of equality.

Women are already empowered and therefore we need to work on enrichment of the same by bringing the unique women minds under a common platform to invest in each other in some or the other form.

Let's go through some glimpses of the entire platter that will be on display during the event

### **WOMEN INVESTING IN KNOWLEDGE**

The banner 'Women Investing Knowledge' constitutes a series of Women Development Workshops referring to create an environment where they can make decisions independently for their benefit and society.

Women Development workshop ideas are designed to help women gain confidence, practice self-care, and support each other's personal or professional success.

### **WOMEN INVESTING IN EXPERIENCE**

Women entrepreneurs may grapple with limited professional networks, lukewarm support from their families, and difficulty in finding the right mentors and advisors to help along the way.

There are women led companies and organisations where they are outperforming the others. This is the platform where we bring together such star women mentors to aspiring women innovators and ideators to share their experience and advice.

### **WOMEN INVESTING IN FUNDS**

We are eyeing for the Intellectual Women Angels of India to grow the untapped resource hub and create the pool of women investors.

Research says women spend more time researching their investment choices. And while they do take on less risk than men when it comes to investing, that doesn't mean they're risk averse. Rather, they are simply more likely to take on appropriate levels of risk with their investments than men. Both of these findings result in better investing outcomes.

Looking forward to onboard women investors who understand funds and funding.

## **Six Segment Of The Event**

- Pre launch series with the Stalwart Women
- Learn to Earn (Workshop)
- Point To Point (A Talk Show)
- Mentor Mocktail (Mentoring Session)
- The Spotlight Pitch
- The Power Dias (Panel Discussion)

## **Pre-launch Series with the Stalwart Women**

A series of learning through this we would like to spread the word of sensitization by promoting the role of Women Entrepreneurship Development (WED) in their development by hearing about the potential milestones of women entrepreneurs, including those who have built a entrepreneurial journey of their own and has been scaling up with leaps and bounds.

## **Learn-to-Earn (Workshops) #shethelearnerandearner**

### **Micro workshops on:**

- She The Finance Queen
- She The Storyteller
- She The Content Creator
- She The Photographer
- She The Image Makeover Artist

### **Highlights:**

- 5 Workshops
- 5 Resource Persons
- 25-30 Participants in each workshop
- 4 hrs/ Workshop

## **Mentor Mocktail (Mentoring Sessions) #knowledgedrink**

Women-led projects, innovations, and startups seeking mentorship would be facilitated with mentors from segments like marketing, finance, technology, legal, IPR & many more to scale their business to the next level.

### **Highlights:**

- Women Idea + Mentor
- 20 business ideas
- 70 Mentors
- 2 Days
- 12 Hours

## **The Spotlight Pitch #pitchkedekho**

Herein we will have women investors with a real risk-taking capacity of 5-50 lacs. The investment here will not be for growth-level startups. Rather, it will be for enabling women-led ventures and helping them to climb the risk mountain.

### **Highlights:**

- 10 Women led Startups
- 35 Women Investors
- 10 Angel Syndicates / VC Firms
- Speed Date Pitching

## **What is Point to Point?**

- The Segment had **8 speakers** from various fields coming over to share their career, life and success stories with the attendees.
- Point to Point was attended by over 500 people (coming in multiple slots).
- Speakers List:
  - Aditi Handa
  - Dr. Madhurita Gupta
  - Nidhi Goyal
  - Payal Pathak
  - Pranali Shah
  - Dr. Sarika Sawhney
  - Shruti Chaturvedi
  - Sneha Agarwal

## **Highlights**

- 10 Speakers
- 150 Audiences
- 15 min each speaker
- 150 min

## **What is The Power Dias (Panel Discussion)? #shetothem**

### **WOMEN IN TECHNOLOGY**

This panel on WOMEN IN TECHNOLOGY is particularly appropriate in light of the advances in technology in the last 30 years. In the present technology have changed in ways and by means that once were unimaginable, even to writers of science fiction would agree to this. And what else but technology can explain the fact that business has continually grown faster since technology rose? A Panel around women in technology would give us a much thought-quenching conclusion to the same.

Panelists:

Seema Mandora: CEO & Director at ECS, Advisory Board Member at THE SOCIAL CO. OP. BANK LTD and Co-Chairperson- WE Committee | Karnavati Club Ltd

Janki Jethi: Sr. VP (Engineering) at GIFT City which is India's first operational smart city.

Ankita Puranik: Lead, Tech.WE program at NASSCOM

Senthamarai Gokulakrishnan: Co-Founder of BETAMONKS & Founder of Yuukke Global Ventures.

Moderator

Piyalee Chattopadhyay: Executive Director at TiE, based at Ahmedabad and finds mentoring & fostering entrepreneurship in the vibrant startup ecosystem truly worth it.

### **WOMEN IN BUSINESS**

The panel WOMEN IN BUSINESS runs with the objective of understanding the opportunities and challenges that women entrepreneurs face in business. The real art of entrepreneurship is much more than simply having an idea, with 90% of the work in implementation. Here we will talk about NARI Shakti in business. This talk shall nurture, inspire and energize female founders around the world by offering inspiration and practical advice from female founders. This panel will feature business women who will share their stories of struggles, wins, and obstacles as they build their businesses and innovations.

Panelists:

Jasmin Gupta: CEO and Co-Founder CEO and Co-Founder LXME, is also a Tedx Speaker and an author.

Rutuja Patel: Founder & Managing Director at Sonya Foods & Director at Sonya Ceramics, Chairperson Business Women Committee of Gujarat Chamber of Commerce & Industry (GCCCI)

Dr. Madhurita Gupta: She is an Impact Entrepreneur, Tedx Speaker, Trustee at MYVETS TRUST and a founder & CEO of GOA ANGEL NETWORK, She is also a startup accelerator also Angel Investors.

Aishwarya Jain: Founder of IMHappiness.

Moderator:

Debopriya Chakroborty: Incubation In-charge @ANTRAPRENEUR, LJ UNIVERSITY

## **WOMEN IN CREATIVITY**

This panel discussion WOMEN IN CREATIVITY caters to the smashingly creative women out there to speak openly about their experiences working in the creative industry and celebration of empowerment and equality in the creative industries. While women and men are both tremendously creative, women remain under represented in many creative industries. During the discussion, the eminent panelists will share experiences, best practices and ideas on the empowerment of women in the creative industries, closing gender gaps, and creating a level playing field for women creators.

Panelists:

Priyanka Mehta : Founder of Sam and Mi, and Founder and CEO at Connect2Teach. She has published children's books based on empathy, communication and problem solving.

Sachi Mehta: Owner of Sachi Mehta Advertising and Co-Chairperson Business Women Committee of GCCI. She loves creating things from photos and content for visualizing ideas and concepts.

Navya Ranpala: Founder of Ekayu Impex (deals in export) , Navya Brand Consultant ( help in creating a Brand), & N Sign ( event fabrication unit).

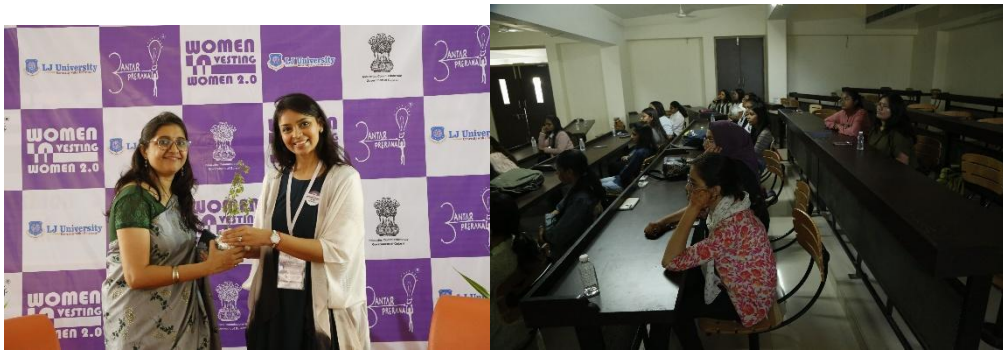
Moderator:

Debopriya Chakroborty: Incubation In-charge at ANTRAPRENEUR, LJ UNIVERSITY



## **HIGHLIGHT OF THE EVENT**

- 500+ women entrepreneurs
- 70+ startup registrations
- 10 selected for the Spotlight Pitch
- Speed Dating pitch
- 30 Women Investors
- 7 Angel Syndicates/VC Funds
- 17 MVPs for market validation and mentoring
- 70+ Diverse Mentors
- 12 hours of rigorous Mentoring
- 3 Power Panel Discussions
- 10 speakers for Point to Point Speak out session
- 5 Futuristic Workshops
- 14 Business Displays in the Show-Your-Case segment
- Women entrepreneurs from 10 Cities & 7 States
- 5 Venues
- 70 Coordinators



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