



Empowering Women through Entrepreneurship: Launch of the 4th Edition of WomenEntrepreneurs4Good Initiative

The Women's Forum, in partnership with HEC Paris, Bank of America and Bredin Prat, is proud to announce the launch of the fourth edition of [WomenEntrepreneurs4Good](#), a global accelerator programme supporting and growing women's sustainable entrepreneurship.

"WE4G fosters the growth and advancement of sustainable entrepreneurship led by women by offering them world-leading guidance, visibility, coaching and networking opportunities. This year, in collaboration with HEC Paris, Bank of America and Bredin Prat, The Women's Forum is excited to launch the fourth iteration of this initiative and extend a warm invitation to aspiring entrepreneurs worldwide to submit their applications as of April 1st"

Anne Gabrielle Heilbronner, President, The Women's Forum

Entrepreneurship represents a potent tool for women's empowerment across the globe. By starting and growing their businesses, women gain not only financial independence but also a platform to challenge traditional gender roles, drive innovation, and contribute to their communities' socio-economic development. The WomenEntrepreneurs4Good initiative was created to support **10 finalist projects** to grow their sustainable businesses by providing the **knowledge, contacts, tools and visibility** they need to succeed in growing their projects over the course of **7 months**.

"It was an unforgettable experience! We are really glad we got the chance to be part of this amazing community!"

“It was fantastic and I appreciated the process. It was helpful and insightful and really helped me improve my pitching skills.”

2023 Laureates of the WE4G initiative



During this programme, the Women's Forum and each of our expert partners, HEC Paris, Bank of America and Bredin Prat bring enormous support to entrepreneurs. Across the programme, HEC Paris puts its world-leading network of experts, mentors, professors, students and staff at the disposal of shortlisted candidates in order to accelerate their development. By offering a **4-month tailored incubation program and mentorship opportunities**, HEC Paris is equipping women entrepreneurs with the skills and support they need to succeed in today's competitive business landscape.

“HEC Paris is proud to collaborate with the Women's Forum on the third edition of the WE4G initiative, supporting exciting women-led green and social projects by putting our experts, mentors, professors, students and staff at candidates' disposal in order to accelerate their development. This year again, we are pleased to propose a global dimension to the program and encourage applications from wherever you are based in the world!”

Eloïc Peyrache, General Director of HEC Paris

Women will often face gender-specific financial obstacles in establishing a business, where prejudice, discriminatory practices or even legal restrictions may limit their access to the crucial networks, investment

and markets that early-stage projects need to develop. According to the [Women's Forum barometer](#), at the current rate of progress, women will not be involved in 50% of the ideas patented by the five major IP offices until 2080. More diverse inventors are needed, particularly in emerging industries such as AI, to include the interests and rights of underrepresented groups such as women. Bank of America's involvement in the WomenEntrepreneurs4Good underscores the critical role of equal access to finance in enabling women's entrepreneurship. By offering **individual mentorship with global financial experts**, Bank of America supports participants to access the resources they need to start and scale their businesses.

“At Bank of America, Responsible Growth is at the heart of our business and collaborating with female entrepreneurs is a fundamental part of this. Empowering women and ensuring they have equal opportunities to access resources and capital to develop their businesses is key. Through our longstanding partnership with HEC Paris and Women’s Forum, we have made positive progress in supporting an exceptional cohort of women in business. Following last year’s successful partnership with Women Entrepreneurs 4 Good, the collaboration continues in 2024. I look forward to seeing the outcomes of this invaluable initiative.”

Vanessa Holtz, CEO of Bank of America Securities Europe and Country Executive for Bank of America in France

Gaining knowledge around best legal practices when expanding a business can protect against unforeseen obstacles that may hinder an entrepreneurial journey. Bredin Prat's participation in this initiative highlights the importance of legal support and advocacy in advancing women's entrepreneurship. The Paris-based law firm provides valuable **insights into the legal ABCs of establishing yourself as an entrepreneur** and protecting intellectual property rights, supporting participants to overcome legal barriers and equip them with the legal infrastructure they need to thrive and grow their projects.

“We are delighted to renew our collaboration with the Women’s Forum which seamlessly aligns with our core values and beliefs. This is a great opportunity for us to utilise our knowledge and expertise to support and accompany women entrepreneurs in their innovative, sustainable and impactful projects. Together with the Women’s Forum, we will pursue our commitment to amplify women’s voices, promote dialogue and drive innovative societal changes.”

Clémence Fallet and Kate Romain, Partners of Bredin Prat

At the launch of the fourth edition of the WomenEntrepreneurs4Good initiative, the Women's Forum reaffirms its commitment to supporting women's entrepreneurship as a catalyst for positive change. By harnessing the entrepreneurial spirit and collective efforts of partners like Bank of America, HEC Paris, and Bredin Prat, we can create a more inclusive and equitable world where all women have the opportunity to thrive and succeed.



Who should apply?

Your project qualifies for application to the programme if:

- Your project is **woman-led or founded**, tackles **one or more [SDG](#)** and has **more than one team member** (team members of all genders welcome!)
- Your project is **early-stage** (generates up to 20k revenue)
- You are **able to participate online** between May and November 2024

Applications open on 1st April 2024 (11:00 CET) and close 3rd May (00:00 CET).