



WomenInNovation^o

Female Founders & the Vision for a Sustainable Future

May 24, 2022
NYC & Worldwide

ISHII

Science-based target

Women InNovation 2022 - Female Founders and the Vision for a Sustainable Future is a gathering of key voices to promote **global** understanding of challenges and opportunities **women entrepreneurs** face. **Leaders, investors, and entrepreneurs** will learn and be inspired from the best; share stories; and foster new ideas and actions that can help **close the gap** that exists for women to **scale and grow** their companies around the world.

OVERVIEW

THE CONFERENCE: Women InNovation is a 1-day Conference - a global conversation - organized by the Nordic countries, designed to highlight the key barriers women across the globe face to entrepreneurship around the UN International Women's Day.

2022 Theme: Female Founders and the Vision for a Sustainable Future – bringing together a dynamic group of women entrepreneurs, climate visionaries, everyday startups acting as sustainability advocates, future-focused investors, and public sector stakeholders to mutually exchange their ideas for climate action and gender mainstreaming the journey to net zero.

WHY: Not only is women's presence in entrepreneurship underrepresented and under-supported, but women entrepreneurs also face significant barriers towards launching a successful business around the world. Limited funding for women-led startups is particularly apparent despite the higher return potential

WHO: This Conference will attract women leaders and executives, investors, and women entrepreneurs – and those that support this critical initiative. Participants will leave with a better understanding of how to support women in entrepreneurship, the challenges women face, and new knowledge of how to overcome these barriers.

When: Tuesday, March 8th, 2022



**NORDIC
INNOVATION
HOUSE** NEW YORK

**BUSINESS
FINLAND**



Consulate General of Iceland
New York



PROGRAM: CORE THEMES



Education

Whether it's learning how to tackle raising capital, growing a new market, or reaching back to encourage the next generation, education is foundational for success of women entrepreneurs.



Funding

Women-led startups can't grow without capital. The funding gap persists and in fact has worsened over the past year. Mobilizing both the public and private sector around solutions to providing greater access to capital leads to greater successes.



Ecosystem

Success for startups takes more than capital; it takes a community and ecosystem of support. NYC has developed a network of support for women-led startups and this is growing in other markets as well. It's important to support models for ecosystem development.



Impact

Supporting women founders with access to capital, networks, and knowledge isn't enough. How do women in everyday leadership roles throughout the ecosystem drive support and action for a sustainable future?

Speaking at Our Conference

We know you support women entrepreneurs and highlighting the funding gap of women-led businesses.

By lending your voice to this issue at our conference, we believe more attention can be focused in lifting up women in New York, the Nordics, and around the world. Leaders like yourself have a unique platform that can draw the attention of investors, business executives, and other leaders. Further, your voice will encourage more women to take the next steps towards building a sustainable future and the women-supporting ecosystem we are developing.

We'd appreciate if you join us on March 8th in New York to talk about why this issue is important to you. Your story and ideas are important for investors, public, and private sector leaders to hear themselves.

2021 Speakers

- Hege Barnes, Director - Americas, Innovation Norway / moderator
- Jessica Li, Co-Founder & CEO, Sawie
- Elsa Bernadotte, Co-Founder & COO, Karma
- Maija Itkonen, Co-Founder & Chief Innovation Officer, Gold&Green Foods
- Bunmi Esho, Endless OS Foundation / moderator
- Idunn Jonsdottir, Chief Executive Director, IESE Business School
- Michelle Greenwald, CEO, Catalyzing Innovation
- Vicki Saunders, Founder, SheEO
- Susanne Hannestad, CEO, FinTech Mundi
- Angenette Meaney, Director, Start Path Mastercard Labs
- Hala Hanna, Managing Director, Solve, Massachusetts Institute of Technology (MIT)
- Nicole Bassett, co-founder, The Renewal Workshop
- Rudayna Abdo, Founder, Thaki
- Geri Stengel, President, Ventureneer / moderator
- Jennifer Tegan, Managing Director, NY Ventures
- Anna Ratala, CEO & Co-Founder, Zvook
- Karen Cahn, CEO, iFundWomen
- Van Tucker, President & CEO, Launch Tennessee
- Sarah Kunst, Managing Director, Cleo Capital
- Vivienne Ming, Founder, Socos Labs; Chair, StartOut
- Kristoffer Buch, Deep Tech Entrepreneurship, DTU Skylab Incubator
- Eliza Reid, First Lady of Iceland
- Peter Haas, Acting Assistant Secretary of State
- Thomas Blomqvist, Minister for Nordic Cooperation and Equality
- Mika Koskinen, Consul General in New York, Ambassador, Finland
- Hlynur Gudjonsson, Consul General in New York, Ambassador, Iceland
- Harriet Berg, Consul General in New York, Ambassador, Norway
- Annika Rembe, Consul General in New York, Ambassador, Sweden
- Lars Johansson, Chairman, Silicon Vikings
- Megan Williams, Advisor FDI, Business Finland / moderator
- Anna Felländer, CEO, AI Sustainability Center
- Rasmus Bruun, Co-Founder & Managing Director, Inch-by-Inch
- Jennifer Brown, CEO & Founder, Jennifer Brown Consulting
- Brian Ellner, EVP, Growth & Marketing, BCW Global / moderator
- Jeanette Carlson, Founder & CEO, Tech Nordic Advocates
- Thea Sommerseth Myhren, Co-founder & CEO, Diwala
- Therese Klasson, Senior Project Manager, Business Sweden / moderator
- Fredrika Wessman, Strategic Partnership Manager, Norrskan Foundation
- Ellen Bateman, Director for U.S. Ecosystems, Global Entrepreneurship Network
- Karen Kerrigan, President & CEO, Small Business & Entrepreneurship Council
- Caroline Healey, Recruitment Manager, Antler
- Gayle Jennings O'Byrne, Co-Founder, WOCstar Fund
- Rana Abdelhamid, Global Marketing & Partnerships Lead, Google
- Dr. Beeta Ehdaie, Senior Advisor, US State Department
- Halla Tómasdóttir, CEO & Chief Change Catalyst, The B Team
- Robert Clauser, Founder & CEO, Ampersand Solutions



Next Steps

1. Confirm by email
2. Send us your preferred headshot and short bio with current title, and affiliation
3. We will schedule a follow up call if needed
4. You'll receive an email with details on how to help us promote in your networks
5. We will reach out to schedule a dry-run call to make sure you are fully prepared and have all your questions answered
6. Check out full list of to-do items at:
www.women-innovation.com/speaker-prep
7. Conference Date – May 24th – 9am EST

Thank You!

We're very grateful for your help. To show our appreciation, we'd like to offer you the following:

- Certificate of Appreciation signed by a Nordic General Consul and Executive Director for Nordic Innovation House
- X2 tickets to the conference in New York (\$300 value)
- Invitation to the evening reception
- To place your photo and short bio on the Women InNovation website as a speaker
- To promote you on social media as a contributor to the program
- A profile on the Hub with your bio and quotes
- A free ticket to the Women InNovation conference in March
- An invitation to join us on the Hub where others in the Women InNovation community can connect with you directly



About Nordic Innovation House NY

Founded in 2017, Nordic Innovation House New York is a collaboration of the Nordic countries to provide market-entry services to startup and scale-up companies to the US. Nordic companies can access services through the Hub, an online and mobile platform which provides market entry guidance, networking, and soft-landing services as well as participate in Nordic Innovation House New York programs. Nordic Innovation House New York connects US partners with Nordic businesses, innovations, and tech solutions through the Hub, programs, and events.

Executive Director:

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#womeninnovation #winn

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