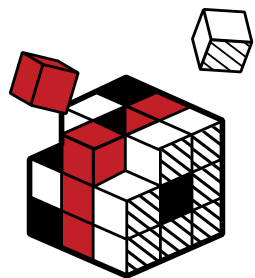
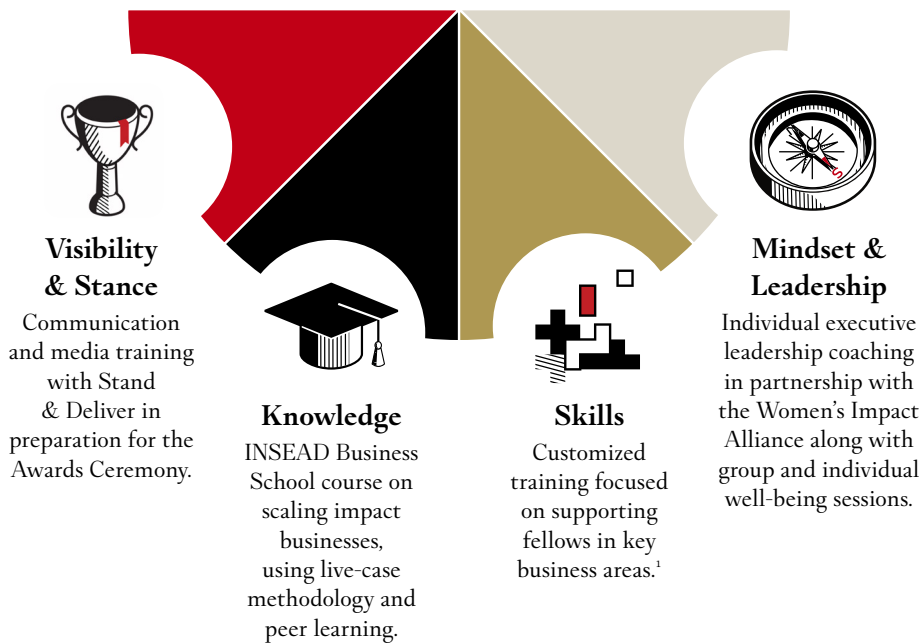


# 2023-2024 FELLOWSHIP REVIEW

The Cartier Women's Initiative (CWI) fellowship is a 15-month program designed to equip impact entrepreneurs with the skills to grow their impact businesses and enhance their leadership. It draws on the experience and expertise of industry leaders, academics, ecosystem enablers and entrepreneurs, while also enabling peer learning.



## PHASES OF THE FELLOWSHIP PROGRAM



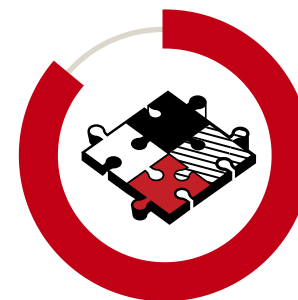
## FELLOWSHIP PROGRAM SURVEY RESULTS

Data pertains to 32 fellows whose fellowship journey began in January 2023 and ended in March 2024. Fellowship program survey data was collected between March 1, 2024 and April 8, 2024. Results are based on responses from 22 fellows, representing a 69% response rate.

### PROFESSIONAL AND PERSONAL DEVELOPMENT



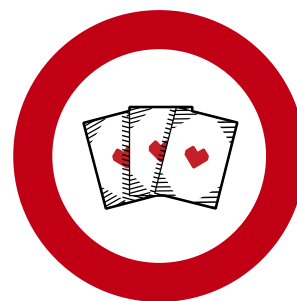
91%  
noted improved communication skills



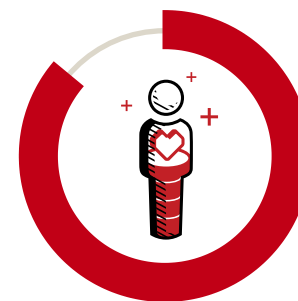
86%  
reported improved business skills



82%  
noted enhanced leadership skills



100%  
reported increased self-confidence



86%  
experienced enhanced well-being

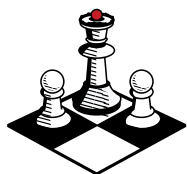


77%  
felt a sense of belonging and mutual support

<sup>1</sup> Offering includes, but is not limited to: strategic financial thinking, business development, fundraising, impact measurement, impact marketing.

## CONTRIBUTION TO IMPACT BUSINESSES

### Most frequently cited improvements to impact businesses



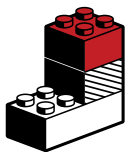
#### Strategic adjustments

e.g. strategic pivot, changing or refining the business model, establishing a growth roadmap, clarifying the impact strategy



#### Enhanced impact measurement

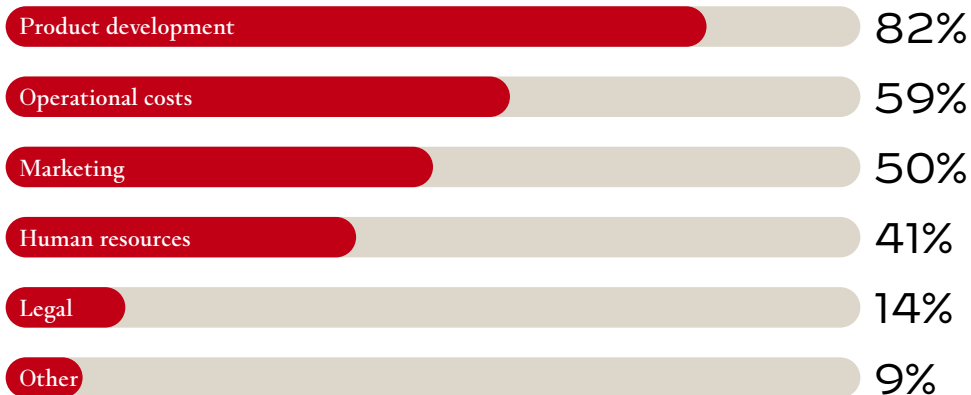
e.g. articulating or updating impact frameworks, defining impact metrics and creating tools, collecting impact data, publishing a first impact report



#### Revamped business development

e.g. proactive and personalized sales approach, outreach to government, developing a sales funnel, improving sales performance, securing a strategic client for international expansion

### Use of Cartier Women's Initiative grant



## VISIBILITY, CREDIBILITY AND NETWORK



100% reported increased visibility



91% reported increased credibility



86% ● social media



77% ● within the impact entrepreneur ecosystems

64% ● traditional media

64% ● in general startup ecosystems

64% ● among potential partners or funders

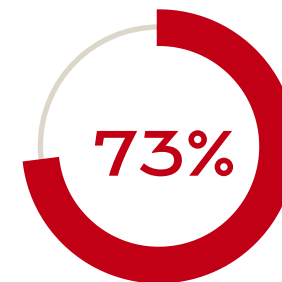
64% ● with the general public

59% ● the startup ecosystem

50% ● among potential investors or funders

41% ● among potential clients

### New connections



received 10 or more useful connections through CWI networks

### On average:

5 ●●●●● from other fellows

3 ●●● from jury members

4 ●●●● from the CWI team