



6 weeks (June– July '16) | 15 Women Tech Entrepreneurs

About the Program:

On April 29th, 2016, Zone Startups India launched "empower" - India's 1st accelerator for women entrepreneurs building tech ventures. The accelerator program will select 15 women entrepreneurs from all applications received, and offer them mentoring, workshops, case studies of successful women led startups, industry connect, peer network, investor connect and over INR 60 Lakhs in cash & professional services as takeaways.

Program partners include – Department of Science & Technology (Government of India), Vodafone, GIZ (German Donor Agency), Google and Nishith Desai Associates.

The program was launched pan-India, by hosting roadshows in Mumbai, Bangalore and NCR; along with an extended partner network for outreach. Based on the outcomes and success of this pilot initiative, our aim is to run similar short term accelerator programs 2-3 times a year and create a strong pipeline of 50-60 women entrepreneurs and leaders every year.

The program selection criteria will largely focus on the entrepreneur's background as well as the business model of the startup. Startups / Entrepreneurs will be evaluated on the basis of:

- problem they are trying to solve
- innovativeness / uniqueness of solution
- team composition
- scalability
- track record of milestone achievement, which may include: grants, clients, revenue, partners, etc.

"empower" is looking for Women Entrepreneurs who are building technology enabled ventures, across different sectors. We are not focused on a particular segment. However, the program will not on-board generic e-commerce or education ventures, unless there is a solid differentiator.

The biggest value-add that "empower" is aiming to bring to the fore, is help the selected entrepreneurs build a solid network of mentors, industry experts, partners, investors and peer group; with a firm belief that, having a strong and diverse network helps businesses grow in different ways.

Also, the 15 entrepreneurs going through the program will continue to remain associated with Zone Startups India accelerator program for 24 months, as per our policy. For the first 12-months immediately post program, they will be hand-held on an ongoing basis, and their milestones tracked, and will continue to get our support to develop industry and investor connects.

Program Takeaways:

- 3 women entrepreneurs get equity-free seed funding of INR 10 Lakhs, INR 7 Lakhs and INR 5 Lakhs from sponsor partners.
- GIZ jury selected 3 entrepreneurs get equivalent to INR 21 Lakhs worth of services from professional organizations of their choice
- 3 months equity free acceleration at Zone Startups India for all program participants, valued at INR 75 Lakhs.
- 1 jury's choice winner gets a 1-week, all expenses paid soft-landing at DMZ, Toronto - North America's #1 business incubator
- Branding and design identity package worth INR 5 Lakhs for 1 woman entrepreneur from DCCPER.

Launch Details:

Mumbai, 29th April 2016, Hosted at Zone Startups India

The Grand Launch event saw 191 registrations from women entrepreneurs and leaders from across Mumbai and Pune. The event began with Keynote speeches from eminent women leaders

- **Mrs Deena Mehta** - Managing Director, Asit C. Mehta Investment Intermediates Ltd & Independent Director - NPCI and
- **Mrs. Meera Sanyal** - Chairperson Urban development Committee, Indian Merchants' Chamber, Ex- CEO and Chairperson of RBS India

Listen to the keynote speech by [Mrs. Deena Mehta](#) and [Mrs. Meera Sanyal](#) here.

Followed by Panel discussion on *Women Entrepreneurship : An Ecosystem Perspective* moderated by **Ms. Harshada Sawant** - Associate Editor, CNBC TV18

- **Dr. Anita Gupta** - Director/Scientist and Associate Head, NSTEDB, Department of Science and Technology, Government of India
- **Mr. Sarin Thampy** - Vice President, Strategy, Technology and Architecture, Vodafone
- **Mr. Wolfgang Leidig**- Programme Director, Innovation Promotion in MSME, Deutsche Gesellschaft fur Internationale Zusammenarbeit (GIZ) GmbH
- **Ms. Anuja Shukla** - Technical Lead, Google Cloud Platform
- **Ms. Naiyya Saggi** - Co founder, BabyChakra
- **Mr. Ajay Ramasubramaniam** - Director - Zone Startups India

Panel Discussion can be viewed [here](#). The program was launched with a ribbon cutting ceremony and Q&A by the attendees. Ribbon Cutting could be seen [here](#).

Bangalore, 30th April 2016, Hosted at NUMA, a french accelerator based out of Bangalore

The Bangalore launch event saw 63 registrations for a Saturday afternoon event in Bangalore. The launch event included a panel discussion on Women Entrepreneurship and the various challenges around it between

- **Ms. Prathibha Sastry** - - Founder - Prathibha Sastry Academy of Women Entrepreneurs, Fellow - - iSPIRT Foundation
- **Ms. Radhika Yelkur** - Director, Open Innovation/Partnerships - Numa
- **Ms. Arpita Ganesh** - - Founder & CEO - Buttercups Bras
- **Ms. Kritika Murugesan** - - Accounts Director - Anita Borg Institute for Women and Technology
- **Ms. Aparna Vedapuri Singh** -- Founder & Chief Editor - Women's Web
- **Ms. Hannah Bain** - - Co-Founder & Creative Lead at DCCPER

Delhi, 7th May 2016, In Partnership with Angel Summit, Global conference for women

The Delhi Launch Event was done in partnership with Angel Summit hosted at FICCI, Delhi which saw 200+ women entrepreneurs attending it. We judged the startup pitches by women entrepreneurs and gave Twenty Five Thousand Rupees to the top one to empoWer their startup Journey.

Images from the Launch Events:

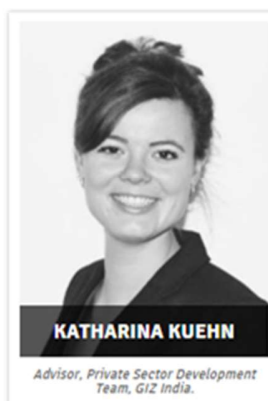
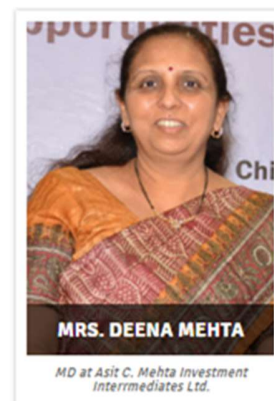
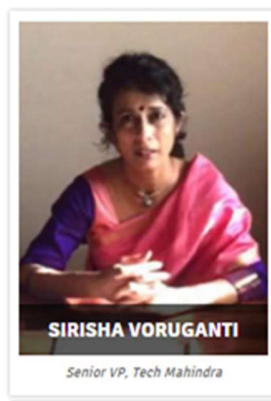


More photos can be seen here - <http://empowerzone.me/index.php/about-us/>

Program Advisors:

The empoWer program advisory consists of a mix of women entrepreneurs, leaders, entrepreneurship author, ecosystem enablers and Government representatives working with entrepreneurship & innovation. The top-40 applications were interviewed over Skype, to shortlist the final 15 cohort participants.

We have on-boarded 60 program mentors, to cover the 12 program modules over the 6 week program, and have also included several industry visits, for connecting with the industry leadership.



Media Coverage of the Launch:

Empower got extensively covered in media with 13 different media houses (both print and online) talking about India's first accelerator program for women entrepreneurs. Some of the leading publications names are Times of India, Economic Times, Business Standard, India Today etc.

CNBC Awaaz Entrepreneur also telecasted a 15 minutes story during their prime time on EmpoWer including excerpts from the Mumbai Launch Event. Links to all the media coverage can be found at <http://empowerzone.me/index.php/2016/05/04/our-launch-gets-widely-covered-in-news/>

Coding bootcamps for women are breeding grounds for tech talent

Zone Startups India is an accelerator for women entrepreneurs. It is a six-week programme that provides mentorship, networking, and funding opportunities for women entrepreneurs. The programme is designed to help women entrepreneurs build successful businesses and create jobs for other women.

Shashwati Shankar
@timesgroup.com

Bengaluru: Mumbai-based Zone Startups India has launched a six-week accelerator for women focused on coding bootcamps.

Zone Startups to launch accelerator for women entrepreneurs

The programme, empower, seeks to shortlist 15 women entrepreneurs. It will be supported by partners including Google, the Department of Science and Technology, GIZ, Vodafone India and SheEO, a Toronto-based organisation supporting woman entrepreneurs.

"Through our accelerator programme, workshops, demo days hosted by us, we realised the need for a focused programme for women entrepreneurs in tech businesses. It is a need for a dedicated space for women entrepreneurs to grow their businesses and create jobs for other women."

Ajay Ramasubramanian, Director, Zone Startups India, said.

Zone Startups India Launches Tech Accelerator Programme For Women Entrepreneurs

Set up as an international forerunner of the Toronto-based Zone Startups India, a venture fund and accelerator of a 6-week accelerator programme - men entrepreneurs who are building technology ventures.

The initiative will be launched in roadshows across Mumbai, Bangalore and NCR, for attracting applications. Some 15 women entrepreneurs (or co-founders) are to be shortlisted for the six-week bespoke programme. The participants will get access to mentoring, workshops, peer network, studies of successful women-led start-ups, industry connect, business development opportunities.

Shashwati Shankar, VP - Strategy & Partnerships, Zone Startups India, said.

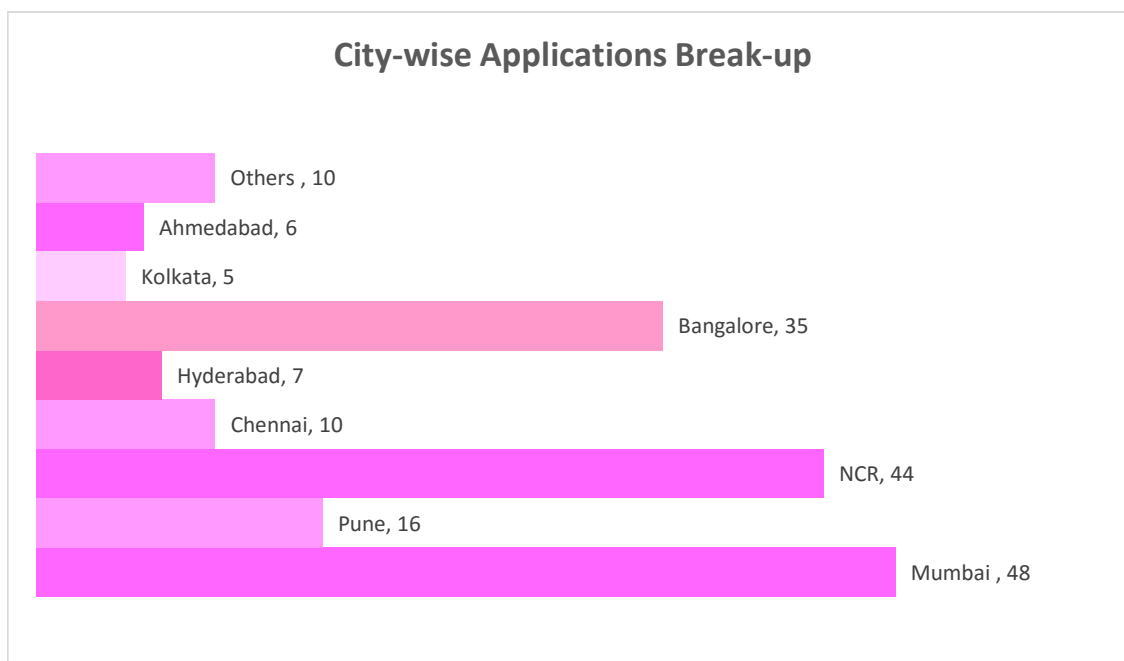
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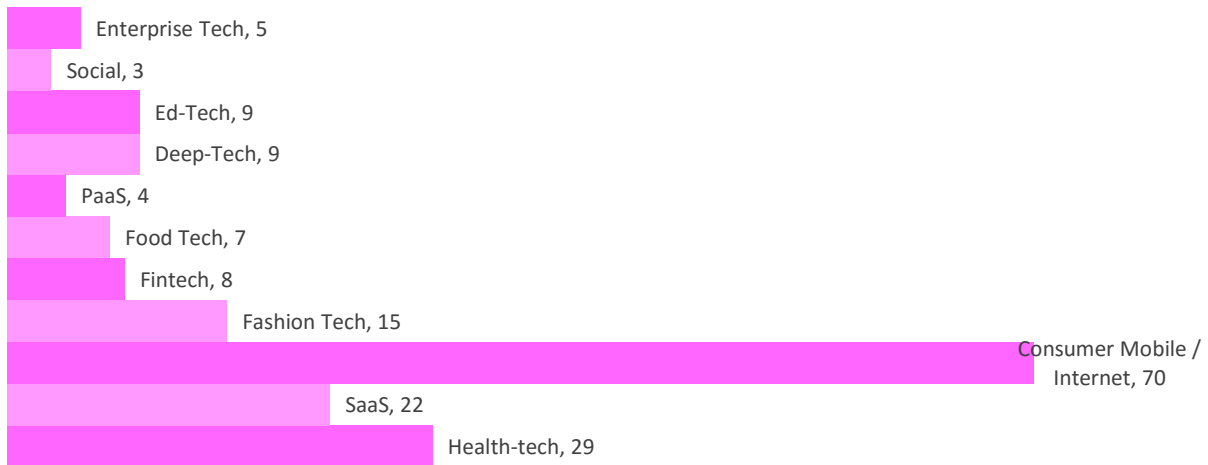
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Ajay Ramasubramanian, Director, Zone Startups India, said.

Application Statistics:



Application Profile



Startup Life Stage



Funding Status



We have included the profile of 15-cohort participants in a separate file. Our compounded impact report, based the questionnaire submitted by 181 applicants will be released during our demo day, scheduled for Friday, 29th July 2016.