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MyBestHelper a Finalist in Global Entrepreneurship Competition

by Techvibes NewsDesk on Jun 18, 2015 | News, Business

MyBestHelper was just selected this week from over a thousand entries as one of three finalists for North America in the Global Entrepreneurship Competition, Cartier Women's Initiative.



Since the creation of the competition, myBestHelper is only the second Canadian company to ever receive the nod, after the 2009 finalist selection of Michelle Romanow, then CEO of Evandale Caviar (now better known as one of the Dragons on CBC's Dragons' Den).

"We are re-imagining how families need to be supported in the digital age and are delighted that our innovative approach is being recognized," said Alexandra Greenhill, cofounder of myBestHelper. "The family space has remained largely left behind social media and tech revolution, but we are changing that."

The Cartier Women's Initiative Awards are an international business plan competition created in 2006 by Cartier, the Women's Forum, McKinsey & Company and INSEAD business school to identify, support and encourage projects by women entrepreneurs.

"We are working on creating the kind of markedly improved social and mobile experience both families and helpers deserve," Greenhill said. "Why? Because 59% of families describe daily life as 'overwhelming' compared to 20% a decade ago, and that needs to change."

The competition is organised in two rounds. In Round 1, 18 regional finalists are selected through a rigorous application process, with top three finalists selected from each region (Latin America, North America, Europe, Sub-Saharan Africa, Middle East & North Africa, Asia-Pacific). Then they are matched with a coach to prepare for the presentation for Round 2 in October 2015 in Paris, France, competing for the Cartier Women's Initiative Award, one Laureate per continent.

"We fully intend to represent Canada well in the final round of the competition in October in France and bring back the trophy, celebrating the innovation capacity of Canadian tech talent," Greenhill said.

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Company: myBestHelper

Location: Vancouver, British Columbia, Canada

myBestHelper is the essential digital tool that gives families the easiest way to access and use all options of care that they need - paid and free, just-in-time and most suited to their needs. 59% of families feel daily life is overwhelming. mostly related to managing child and/or elder care. We are doing for family life what LinkedIn did for our professional lives - helping families make the... » more

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