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Vancouver's myBestHelper named winner in international Cartier competition

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Alexandra Greenhill, winner in Cartier Women's Initiative Awards

Vancouver's Alexandra Greenhill, founder and CEO of [myBestHelper](#) has been named a winner at the Cartier Women's Initiative Awards in Paris.

The awards, an international business plan competition first launched in 2006 by Cartier, the Women's Forum, McKinsey & Company and INSEAD, focus on projects created by women entrepreneurs.

Greenhill, a physician, who co-founded myBestHelper as an online resource for parents, families, caregivers and childcare providers – creating in effect the eHarmony of home help – was named Laureate for North America, one of seven Laureates named in the 2015 awards.

Greenhill was among 18 finalists chosen to attend the final round of the competition in France to present their business plan and projects to a jury. There is a winner in each of six regions – seven women received awards this year because the Asia Pacific Award went to co-laureates Hannah Chou and Momo Huang. Their OurCityLove is a project in which people with disabilities are hired to collect and share information, using mobile technology, about accessible restaurants.

Winners get \$20,000 US in funding and a year of coaching, along with other networking opportunities.

Greenhill, who was recently featured [in a story I wrote](#) about women in technology in Vancouver, also launched an online project, [techwomenlead.com](#) that highlights the accomplishments of women leading tech companies in B.C. She's also the co-creator of the game [Little Codr](#), a card game aimed at teaching young children the basics of coding.

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