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myBestHelper Wins 2015 Cartier World Women Entrepreneur Award

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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. Canadian company **myBestHelper** and co-founder Dr. Alexandra Greenhill have been selected as the winner of the 2015 Laureate for the **Cartier Women's Initiative Awards** for the North American region.

About myBestHelper

“ **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 most out of life.

Read more: [Canadian Startup Wins 2015 Cartier World Women Entrepreneur Award](#)

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