



DISCOVERY SESSION

**Moderator:**

• **Henry Bonsu**,  
Broadcaster, Conference Host  
& Analyst, BBC News

**Speakers:**

• **Denise Abulafia**,  
Co-founder and CEO,  
Educatina, and 2015 Cartier  
finalist

• **Alexandra Greenhill**,  
Co-founder and CEO,  
myBestHelper, and 2015  
Cartier finalist

• **Eman Hylooz**,  
Founder and CEO, Abjad,  
and 2015 Cartier finalist

• **Shanti Mohan**,  
Founder and CEO,  
LetsVenture, and 2015 Cartier  
finalist

• **Suzana Moreira**,  
Founder and CEO, MoWoza,  
and 2015 Cartier finalist

## THE INCREASING NEED TO BE CONNECTED... LOCALLY

Thursday, 15 October 2015

11:45-12:30

Five Cartier Women's Initiative Awards finalists discussed how they use technology and social networks to launch their businesses while serving people at the local level.

When physician Alexandra Greenhill started a family, she was surprised that, compared with the host of online tools for booking a trip, there was nothing for families seeking childcare. She launched MyBestHelper, a service that connects families to babysitters. Gaining credibility was challenging: "When a successful physician drops her practice to launch a babysitting service, people think you are crazy," Alexandra Greenhill noted. The service has since taken off in Canada, with plans to expand worldwide.

Suzana Moreira developed a technology to connect micro-entrepreneurs in Mozambique with suppliers in South Africa. Before her MoWoza app, small business owners, mainly women, traveled to South Africa to source cheaper goods. They often suffered exploitation, corruption and criminal activity at the border. Today buyers can avoid the hassle by placing orders online. "We aggregate the orders, negotiate with suppliers and deliver the goods," said Suzana Moreira.



"We have met some resistance getting old school publishers to digitize their books, but all their clients are online, so they might as well join the club."  
Eman Hylooz



*We create solutions for students, but we also work with teachers to show them how to flip their classrooms.*  
Denise Abulafia

INITIATIVE  
CARTIER WOMEN'S  
INITIATIVE AWARDS

**KEY FIGURES**

India is the world's 3<sup>rd</sup> largest start-up ecosystem.

More than **3 million** students per month are logging into educatina.com to learn at their own pace.

There are **141 million** Arabic Internet users worldwide, half younger than 25, yet only 3% of web content is in Arabic.

In Mozambique, **80%** of informal trade driven by informal markets is done by women.

Shanti Mohan was determined to make fundraising easier for startups in India. When she launched LetsVenture in 2013, "expectations were low, which was a good thing," noted Shanti Mohan. But the timing was right, and today her business is thriving. She stressed the importance for entrepreneurs of having a strong network who will stand by you no matter what. "I have my girlfriends who provide unconditional support," Shanti Mohan said.

Eman Hylooz loves her language, and she is not the only one. There are 141 million Arabic Internet users, half younger than 25, yet only 3% of web content is in Arabic. "Youth need cool mobile platforms to access Arabic books, so I created a social network and made many of these books available," said Eman Hylooz. The community is now 125,000 members strong and aims to reach one million.

Professor Denise Abulafia wanted to disrupt outdated teaching methods and address high dropout rates in Latin America. With Educatina, "we are transforming education using technology and neuroscience to create devices to help them enjoy learning so that they can remain lifelong learners," Denise Abulafia explained.

*"Our timing was bang on. Had we launched this business four years ago, it wouldn't have worked."*  
Shanti Mohan



*"I like the energy in informal markets. You can feel the buzz; it is a very social environment. We want to ensure that we continue to drive that social aspect. That is our challenge."*  
Suzana Moreira



*Contrary to the myth, entrepreneurs are not all young people with no families, most are mid-career professionals with young kids who want to do something meaningful to change the world.*  
Alexandra Greenhill

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