

N



**ELEVATING ENTREPRENEURS:
THE WOMEN WHO EMPOWER
INNOVATOR AWARDS**





ELEVATING ENTREPRENEURS: THE WOMEN WHO EMPOWER INNOVATOR AWARDS

Entrepreneurship and innovation are the lifeblood of Northeastern’s global university system. But the university recognizes that some of our most impressive venture creators—many of whom are women—lack the funding, support, and validation to get their ideas off the ground. That’s why we established the Women Who Empower Innovator Awards a year ago.

The awards were developed to boost women in the Northeastern network who are forging their own paths and launching their own ventures, both nonprofit and for profit. The original recipients truly reflect the diversity and vibrancy of society today, by striving to be the best, most successful versions of themselves. They unabashedly tackle the most pressing societal issues and undertake transformative passion projects.

Now we are poised to take the awards to the next level, making them even more impactful and far-reaching. Philanthropic gifts will help ensure that this critical program continues in the strongest manner possible to support Northeastern’s most ambitious, innovative, and trailblazing women.

Your philanthropy will enable us to encourage new candidates, increase the number of awardees, seed more ventures, and raise more awareness in our global entrepreneurship community. It will provide resources to support entrepreneurial women at every stage, from ideation and beta testing to funding to launch. And it will imbue a spirit of investment into these inspiring innovators that will add meaning and fulfillment to their efforts.

TURNING IDEAS INTO INNOVATIONS

With deep, rich roots in experiential learning, Northeastern has always been about advancing people. And the Women Who Empower Innovator Awards are a unique vehicle for elevating entrepreneurship because they are not solely focused on investment and support for ventures. Rather, their special purpose is to back the innovators themselves, people who have tremendous potential as gamechangers, rainmakers, and trendsetters in the world around them.

In early 2021, the inaugural Women Who Empower Innovator Awards launched. The announcement resulted in more than 150 applications, and candidates comprised women and men representing

“Women Who Empower has put their faith in us, and that has helped our confidence. When we go for grants, when we go for presentations, we’re more confident in ourselves and the idea.”

–Anastasia Mavridis, MS’22, co-creator of SaluTemp and Women Who Empower Innovator Award winner



“Winning this award has validated that, as long as I empower myself and I educate myself on what I need to do, I can do this thing. It will not fail as long as I put into it the passion that I already know I have for it. And knowing that other people see that in me and in my product, it’s just really validating.”

–Gabrielle Whittle, E’21, founder of Phoenix Footwear, a company that makes women’s shoes with adjustable heels

all of Northeastern’s colleges and more than a dozen countries spanning five continents. This impressive pool included entrepreneurial, talented, global change agents from a wide range of industries and interests—from health and sustainability to fitness, fashion, and technology. Ultimately, 19 winners—including two teams of two—received 17 individual awards totaling \$100,000.

The 2021 winners reflect the Northeastern ethos—they are vibrant, fearless, and ready to craft solutions seemingly intractable challenges. A temperature-sensing device that helps keep prescription drugs safe. A publication that bridges the gaps between art and community engagement. A festival inspiring people across the nation to vote. A drone that measures harmful algae blooms. A platform to create better relationships between clinicians and patients from underserved populations. The creations of the 2021 awardees are nothing short of dazzling.



Gifts for the 2022 awards will enable Northeastern to build on the excitement and energy of the first year. And because we aim to more than double our award amount to \$250,000, your philanthropy will help attract a wider field of talented contenders with ideas to solve pressing problems, create great products, and develop clever business solutions that improve the world around them. It will give women a transformative experience, emboldening them to harness action, collaboration, and guidance to turn their concepts into reality.

A FITTING PARTNERSHIP

We welcome you to partner with us to support Northeastern's Women Who Empower Innovator Awards, lifting our efforts to inspire and enable future generations to be creative, driven, and agile. Your commitment to this diverse and inclusive community positions strong, aspiring, and distinguished women to building lasting connections and ventures together.

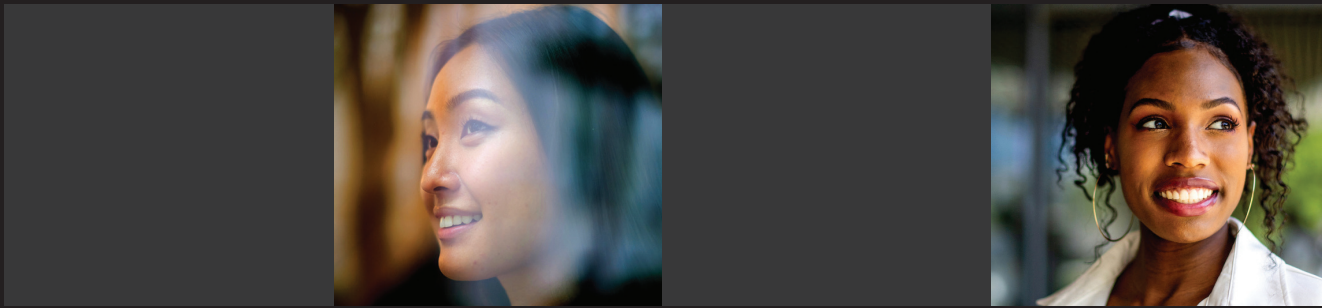
Through a gift toward the next Women Who Empower Innovator Awards, you will help support the women in this community, who otherwise may not have the chance to harness their bold ambitions and innovative spirit and turn their unique ideas into reality. Ultimately, your support will help create a better world for these women and others that they touch through their entrepreneurship and innovation.

We are grateful for your consideration of this request.

"I am honored to be part of a transformational program that supports and celebrates the growing diversity in the entrepreneurship space by backing female innovators who are solving society's complex problems around the globe."

—Betsy Ludwig, executive director of women's entrepreneurship at Northeastern





CONTACT:

BETSY LUDWIG
EXECUTIVE DIRECTOR OF WOMEN'S ENTREPRENEURSHIP
B.LUDWIG@NORTHEASTERN.EDU

ADVANCEMENT.NORTHEASTERN.EDU/WOMENWHOEMPOWER/2021AWARDS



