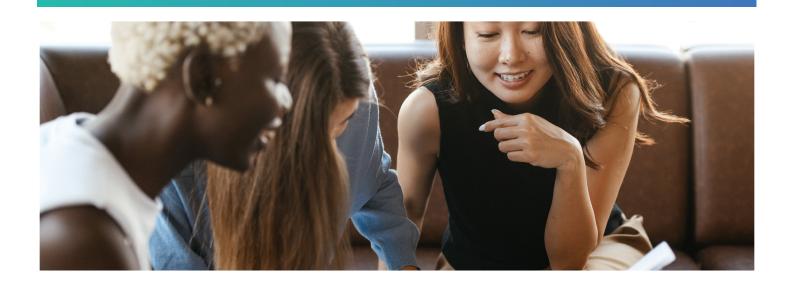


# Unleashing the Full Potential of Women-Owned Enterprises



# **How it Helps:**

Get the priceless opportunity to pitch your business to a panel of jurors and engage in a 4-month regional entrepreneurship and mentorship program where you can learn, network, and get inspired by like-minded individuals.

Women entrepreneurs: ICTC is addressing the systemic barriers that affect you in Canada's digital economy!

"Changing the Narrative" was created to take an ecosystem approach to addressing the hurdles that women-owned enterprises face in Canada's digital economy. The program responds to recent ICTC research\* that found significant disparities in the Canadian social entrepreneurship environment.



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# **About the Program:**

### Format:

Hybrid | Program activities will primarily take place online, with two in-person events.

### **Program Goals:**

- Elevating women-owned enterprises, with a focus on their economic independence and prosperity
- Fostering inclusivity and diversity within the Canadian digital entrepreneurial ecosystem
- Providing mentorship to 500 women-owned businesses from Ontario, New Brunswick, Manitoba, Alberta, and Ouebec

There will be 5 regional cohorts throughout the program, each dedicated to a specific province:

Ontario: March 2024 - June 2024

New Brunswick: September 2024 - December 2024

Manitoba: March 2025 – June 2025 Alberta: March 2025 – June 2025

Quebec: September 2025 - December 2025

## **Eligibility:**

- Women or individuals who identify as women
- Must be a majority women-owned enterprise (over 50% of business ownership)
- Business must be based in Ontario, New Brunswick, Manitoba, Quebec, or Alberta

# **How to Register**

If you meet the eligibility criteria and are ready to take the next step to level up your entrepreneurship journey, contact *Vanessa Thomas* at <u>v.thomas@ictc-ctic.ca</u>.



# **Connect With Us**

Phone: +1(613)-237-8551 www.etalentcanada.ca



