



Women's Innovation Through Technology Entrepreneurship (INNOTECH)TM

The INNOTECH Project is designed to build the competence and confidence of women leaders who are aspiring or current technology entrepreneurs, thus enabling them to start or grow successful businesses and sustain them over time. This program is unique because it moves beyond traditional classroom and online information sharing between academics and entrepreneurs to real knowledge transfer from successful women technology entrepreneurs who have “cashed out” to those who wish to become innovation entrepreneurs integrating technology as a primary component for success. This customized program provides targeted training and long-term one-to-one mentoring for selected women to increase the success rate of technology-infused business start-up, growth and sustainability.

Unique Qualities: The program has several key features that make it unique compared with other programs:

- A team-building, positive, “can-do” environment in which women thrive.
- An award-winning training team that has repeatedly demonstrated success from start-up through growth for new companies, exceeding all outcomes for funders, including the National Science Foundation and the U.S. State Department’s Educational and Cultural Affairs Bureau.
- Hosted in an incubator so women can envision themselves there.
- Women role models deliver a series of short, engaging sessions to small groups – no more than 25 – to encourage innovative thinking and creativity and challenge traditional thinking.
- Integrated technology – resources are available online, and web-based resources support the program.
- A successful mentor who provides ongoing guidance and support for all phases of development and a safe, supportive voice to help push through challenges.
- Flexible training schedule to meet the needs of the learner, not the institution.

Key Stakeholders: The program provides benefits to multiple groups and individuals, aiming to impact growth from the bottom-up.

- **The women:** from postsecondary students to women in the tech workforce to high tech entrepreneurs.
- **The community:** supporting women who naturally tend to give back and bring others along.
- **The economy:** more high-paying technology jobs that produce disposable income to stimulate economic activity.
- **The country:** a stronger economy focused on technical innovation, which drives increased global competitiveness.

Results Driven:

Participants in this program have reported significant positive changes not only in their businesses, but also in themselves.

What It Means for the Knowledge Economy:

- Increased business development leading to a stronger economy and increased global competitiveness.
- Increased numbers of high-paying technology jobs that produce disposable income to stimulate economic activity.
- Increased innovation, which leads to safer, healthier, cleaner, literate and more efficient communities around the globe.
 - Increased revenue
 - Increased headcount
 - Expanded vision
 - Bolder goals
 - Increased confidence
 - Decreased fears
 - Use of outside support
 - Peer support

Highlights of Successful Program Participants from Recent South Africa Project:

- South Africa's Fairlady Magazine features Isabelle Rorke, founder of Anamazing Workshop, in its August 2008 edition.
- Telezita Dooling was selected as a top contender to win a government contract to open 12 new Telecentres across the Northern Cape Province.
- Shana Kassiem, CEO of Maxxor Software Services, represented the Femtrepreneurs at the Department of Trade and Industry's fifth national Annual Small Business Summit, 1-2 August 2008 in KwaZulu-Natal. She was also featured in the June edition of Destiny Magazine, a high-end business and lifestyle magazine for women.
- Jerushah Rangasami, Director, Impact Consulting, represented South Africa in a film highlighting a program created by Trestle Group Foundation, in partnership with Microsoft and Voices for Innovation. Ms. Rangasami was also shortlisted for the 2008 TWIB (Technology for Women in Business) Awards, which rewards women achievers.
- Leslie Maliepaard, cofounder and managing director of WineWeb was featured in "View from the Top" in the July 2008 edition of Cosmopolitan magazine.
- Jo Duxbury, Freelancelocal, joined forces with other entrepreneurs to launch the Flying Solo SA Unconferences, a series of one-day unconferences where solo entrepreneurs and freelancers can meet and participate in a facilitated forum. The first Flying Solo was launched in Cape Town in July and the second took place in Gauteng in September. She was also asked to become an "Industry Insights" columnist for IT Web, a technology news site.

From the Participants of the South Africa Project:

I'm confident that I received the knowledge I needed to grow as a person, mother, wife and entrepreneur and I realize now that my dreams of becoming a positive role model and a successful entrepreneur in my community are within reach. Also knowing that I have a mentor (from a country that produces successful businesses) to guide me on my journey to success is comforting. I look forward to a bright future. - Zelda Poo, CEO, Mapoo Communications

The program helped me focus on what I really want to do. I have become more confident, refined my presentation skills and emerged a true leader for my company. - Telezita Dooling, President, Dooling IT Solutions and Computers Direct

Award winning team: The women leadership team who designed INNOTECH have a track record of success, and all have been recognized as being among the Top 100 Women in Maryland!

- U.S. Association for Small Business and Entrepreneurship (USASBE) award for women and technology entrepreneurship program (2008)
- Stevie Finalist, Stevie Awards for Women in Business (2006 and 2008)
- Maryland Governor's Citation (2008)
- Senate of Maryland official Citation in recognition of Gifted Special Populations (2006)

The Vision: The Multinational Development of Women in Technology (MDWIT) was founded as a non-profit organization (501c3) in 2006 to accelerate growth in the global knowledge economy. By combining women's latent potential with innovative ideas enabled through technology, all women, their families and communities prosper. The vision is operationalized through the promotion of girls' interests in STEM and women's entry into and advancement in the technology workforce. The organization's leadership consists of a Board of Trustees composed of business professionals, education leaders and high-tech entrepreneurs with more than 15 years of experience in achieving these goals.

