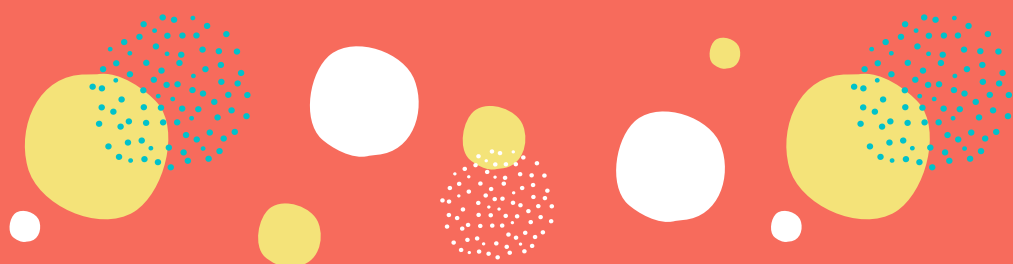


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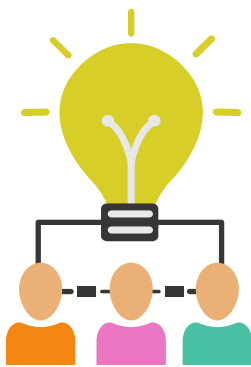
A GUIDE TO GMI #MOMCEO100

INSPIRE THE WORLD WITH MOMQ



What is #MomCEO100 Club?

A Women and Mom Entrepreneurs Empowerment Program established by GMI for Seed Stage Startups



TARGET GROUP:

Mom Entrepreneurs in -1-1 stages of business development, especially those who are underserved and underrepresented regardless of social, cultural, and economic background.

Why #MomCEO100 Club?

Our goal and what we do

#MomCEO100 Club, is a Women and Mom Entrepreneur Empowerment Program established by GMI for Seed Stage Startups. It aims to link the key resources such as knowledge, skills, technology, talent, funding and social networks needed by entrepreneurs to succeed in the early stages of business planning. #MomStory100 Project also supports Mom Entrepreneurs to develop their own narrative to demonstrate their social entrepreneurship.

As known, in every industry and aspect of life, the GENDER GAP is really between mothers and everybody else. There are many businesses owned by mothers that lack the professional support they need to help them grow and reach much needed financial resources and social capital, while their male counterparts have better access to those supports, networks, and resources.





Who are engaged in #MomCEO100 Club?

- Women and Mom entrepreneurs
- Women and Mom investors
- Angel and Impact investors
- Venture philanthropists
- VC network partners
- Leadership coaches
- Organizational development consultants
- Investment and financial advisors
- Brand and UI designers
- Community leaders on women empowerment
- Heads of Foundations
- Mental Health Counselors
- Heads of social organizations
- Legal advisors
- Journalists and writers etc.

Target Stages

- **From -1 to 0:** Pre-seed stage - an idea has suppressed the concept stage.
- **From 0 to 1:** Seed stage - Founders are first getting their operations off the ground. They are trying, but have had no success yet.
- **From 1-10 stage:** Early stage - The idea evolves until it becomes a mature product or service in the market. In other words, MVP launch stage.

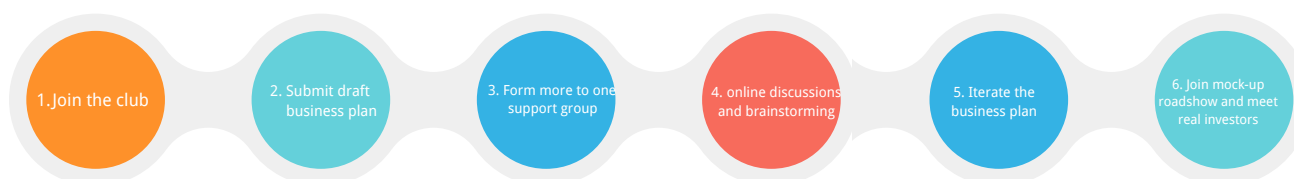
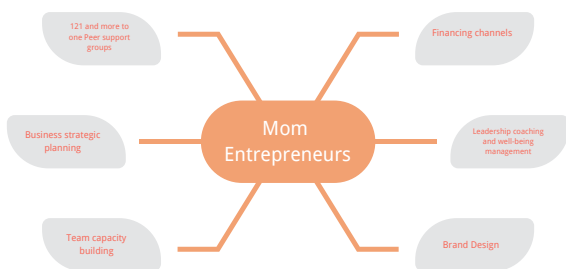


**We believe in fulfilling ourselves
through empowering others.**



GMI's Holistic Approach to Support Mom Entrepreneurs

- **Peer mentorship:** One-to-one or more-to-one professional support groups.
- **Toolkits:** Use proven innovation tools such as design thinking and business canvas etc.
- **Funding resources:** connecting with Mom investors and influencers.
- **Social and emotional support:** Volunteers and experts (if required).
- **Others:** Linking to resources as required.





Member Entrepreneurs' Feedback

Mai Miao:

In the group discussion, my initial business plan was further improved based on peer feedback. I felt I was pushed forward by the team, and I did not stop. This mock roadshow is all about learning, and there are a lot of competitors in the field, so finding a unique entry point is key to my startup business of supporting high school students with mental health challenges.

Maylin:

Preparing for the mock-up roadshow pushed me to work harder on my initial business plan. The feedback from the investors and reviewers was relatively positive. Through some simple questions, we found a better solution, which may help me find the project breakthrough point and generate some inspirational ideas. After the roadshow, some investors got in touch. It is great to have this kind of connection.

Yuan:

After the mock roadshow, a few investors who were interested in my project contacted me and wanted to experience my service and discuss the investment further. Now instead of being anxious, I am determined to focus on my current work during the lockdown, to take good care of my children, and hope my business will develop.

super ✨
✨ **duper**

**Be Her Early Supporters or Join Us !
Kindly Go to volunteer or club member
application page, we look forward to hearing
your voices and dreams.**

Contact Us

Join us & ask anything: info@globalmomsinitiative.com

Partnerships & collaborations: partnerships@globalmomsinitiative.com

Submit a MomStory: editor@globalmomsinitiative.com

Wechat account: everyoneflows

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**Close Gender Gap
for Moms and Everyone**