

Editorial



"As I write this first editorial for the Women Initiative Foundation's newsletter, I look back to see how far we've come since summer 2010. With a group of friends – women and men, mostly Stanford alumni – we set up a voluntary mentoring program for women entrepreneurs whose companies are more than three years old, to support them through the challenges of growth. We've had numerous developments and successes. We've supported over a hundred women entrepreneurs, which has been rewarding for all of us. We've also published three books – one of them in the United States – with BNP Paribas, our partner from the outset such as Engie, we created a global program at Stanford.

Today we continue to develop our projects by broadening the scope to include women in corporations and by internationalizing. We've expanded our research program across Europe, and in the US we've recently launched a transatlantic mentoring program to help women from both France and the US succeed beyond their national boundaries.

The most important thing for you and for me is our friendship, and the joy of meeting up with each other; this transforms WIF into virtuous spiral that keeps growing."

Martine Liautaud

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Mentee news

Claire Jolimont

CEO and co-founder of PingFlow



When she was just 23 years old, Claire Jolimont dived into her entrepreneurial adventure with her brother Alexandre. They created PingFlow in 2012, a digital visual management solution for businesses.

Claire met Annie Combelles four years later at the G20 YEA summit in Beijing. Annie Combelles, coordinator of the 2016 summit and WBMI mentor, offered to support Claire in developing PingFlow. Since then the two company leaders have built a trusting relationship punctuated with advice and look-backs.

In less than a year, Annie's commitment has already borne fruit as Claire dares more in developing her company. Claire's ambition is inspired by her mentor, a true role model who imposed her ideas in the industrial sector.

"Without the WBMI and Annie Combelles, I'd never have been as ambitious in my hypotheses. That enabled me to set development priorities that I

possibly wouldn't have allowed myself to do previously. I no longer self-censor myself!"

Confident in PingFlow's management, Claire now plans to raise funds to become an established publisher of visual management solutions in the corporate, aeronautical and industrial sectors, and launch a new product range.

In July, Claire is joining the 3rd intake of the Women Entrepreneur Program at Stanford Graduate School of Business; the program will surely help her to grow as a company leader.

On 2nd March 2017, Xavier Bertrand, President of France's northern "Hauts-de-France" Region, inaugurated Stelia Aerospace's factory of the future and showcased the new Airbus A320 workshop, equipped with PingFlow solutions.

Discover PingFlow by [clicking here](#).

> If you're interested in our mentoring program, please fill out the application form that you can download [here](#).

Raphaëlle Rico

Founder of *La Marmotière*



After ten years in publishing, Raphaëlle Rico and her friend Sandrine Porcheron decided to change their lives and create the place that they couldn't find for their own children: a day-care center on a human scale, with an stimulating educational program, and where the staff are also concerned about the parents.

That's how *La Marmotière* was born in 2012, in Paris' 9th district.

A halfway house between your own childminder and a large day care nursery, the *La Marmotière* network of day-care centers look after 10 children from 3 months to 3 years old, from 08:30 to 19:00, in a space entirely dedicated to their well-being and their stimulation.

Raphaëlle's past in publishing has caught up with her though and she has just launched a new project to complement her benevolent nurseries by creating *La Marmotière* publishing.

The first book to be published early April is a book of nursery rhymes for 0-3 year olds.

You can support Raphaëlle's new project through [her crowdfunding page](#) on Ulule.

This information is only given for indicative purposes and does not in any manner serve as an endorsement by WIF.

The Focus

The Transatlantic Mentoring Program

The transatlantic program is a philanthropic sponsoring initiative launched in 2017, set up to help French women entrepreneurs wishing to expand their businesses to the United States. It targets women entrepreneurs whose companies are more than three years old, based in Paris and ready to develop business in the American market.

The main goal of the program: help women entrepreneurs overcome obstacles and succeed in developing internationally.



The program draws on:

- WIF's expertise and resources
- American presence of BNP Paribas, of Engie and of Bank of the West, the largest network of banks in California
- The Stanford Graduate School of Business alumni network
- Possible participation on the global Women Entrepreneur Program, at Stanford, created by WIF and BNP Paribas

In other direction, WIF/WBMI supports women entrepreneurs based in the US

who wish to develop business in the European Union and especially in Paris, the city with a the most dynamic entrepreneurial ecosystem in Europe.

In the video above, American sponsor Roy Camblin and French entrepreneur Laetitia Gazel-Anthoine discuss both the origins of the transatlantic program launched by the Women Initiative Foundation (WIF) and what makes it a success.

They discuss how they met and how they developed their relationship. They go through the various keys required to help foreign companies develop and impact the American market. They show how the cultural gap can be bridges to everyone's advantage

To conclude, they insist on a key success factor: you need to enjoy working together!

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Calendar

Look-back at events early March - a rich, intensive week for WIF

March 7th: Martine Liautaud's talk at AmCham on "Promoting women in the economy" with a particular focus on how to get there (mentoring programs, in-company promotion, HR, incentives, shadowing, role models, etc.).

March 8th: WIF contributed to a BNP Paribas-organized event at the Orangerie on theme of Womens' Ambitions – a presentation for BNP Paribas' Mixity network and the Executive Committee.

March 9th: Speech given at the "Women, agents of change" meeting, at the Ministry of Foreign Affairs and International Development.

Coming up:

March 14th: Presentation of the transatlantic program at AmCham.

March 23th: "Empowering & Propelling Women at Work", a panel discussion in New York.

April 20th: Lunch with Croissance Plus and Sofia Merlo (BNP Paribas Health Management) at the Orangerie at 12:30 – "Connected devices and health". 10 places are available.

April 28th: "From Stanford to Station F - Enhancing Business Opportunities for Women Entrepreneurs" presentation. Event organized by BNP Paribas in collaboration with WIF to promote the "Women Entrepreneur Program" and the transatlantic program.

May 29th: Women for Future by La Tribune dinner-debate – "Entrepreneurship by women: encourage, mentor and develop internationally".

June 19th: WIF-L'Express lecture on "How to manage in the 21st century, how to respond to the need for agility, diversity and responsibility" with VIP guest Jean-Paul Agon, Chair and CEO of L'Oréal

The next WIF lunches of mentors and mentees will be held on April 25th and in June (date to be confirmed)

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