



Dell Women's Entrepreneur Network

June 1-3 | Austin, Texas

Profile	The Dell Women's Entrepreneur Network (DWEN) unites top global women business owners in a vibrant entrepreneurial community. By spotlighting female entrepreneurial success and creating a supportive atmosphere, DWEN helps a group of like-minded women share best practices, build business opportunities through collaboration, explore international expansion and access new resources that support business growth.
Vision	Accelerate the increasingly powerful role women play in driving economic growth with end-to-end technology solutions that scale as they grow and by sharing our corporate resources and market leadership. <ul style="list-style-type: none">• Women-owned businesses currently have an economic impact of \$3 trillion and represent 23 million jobs in the U.S., and if female entrepreneurs in the U.S. started with the same capital as male entrepreneurs, they could add 6 million jobs to the economy in five years• Dell's research, in partnership with the Global Entrepreneurship and Development Index (GEDI), shows that women need better access to capital, technology, networks and knowledge if they are to compete, globally
Purpose	"The power to do more" is the promise Dell makes to customers everywhere to help them do and achieve more when they use our technology solutions and services. Dell helps women entrepreneurs focus on their true passions and grow their businesses.
Event	The annual Network event is an invitation-only gathering of female founders, CEOs and thought leaders who come together discuss their most pressing business issues and consider how technology can help ignite growth in today's increasingly global economy. But the opportunity for impact doesn't start and stop with the in-person gathering. At the Istanbul DWEN event, the Dell Women's Entrepreneur Network introduced " Pay it Forward ", an initiative to mobilize successful women business owners and leaders to help more than one million aspiring women entrepreneurs by the end of 2015. <ul style="list-style-type: none">• DWEN 2014, "Bold Beginnings, Brave Futures", Austin, June 1-3• DWEN 2013, "Pay it Forward", Istanbul, June 2-4• DWEN 2012, "Innovation through Collaboration", New Delhi, June 17-19• DWEN 2011, "Building the Power of Your Business", Rio de Janeiro, June 5-7• DWEN 2010, "Take Your Own Path Through Global Tech Strategies", Shanghai, June 20-22
Attendees	Female founders, CEOs and innovative leaders who run fast-growth, mid-market companies of 50-500 employees with revenues of \$3M or above from Australia, Brazil, Canada, China, France, Germany, Japan, India, Mexico, Peru, South Africa, Turkey, United Kingdom and United States.
Resources	Women Powering Business LinkedIn Community Dell Women Website
Supporters	<ul style="list-style-type: none">• Endeavor Global - Mentorship for high-impact entrepreneurs around the world• Kauffman Foundation - Foundation devoted to advancing entrepreneurship in the U.S.• Springboard - Venture capital for women-owned businesses
Reach	Media attendance from top-tier global publications including USA Today, Entrepreneur, PEGN, The Guardian, The Sydney Morning Herald, Inc. India, The Economic Times and the Telegraph. DWEN 2013 resulted in 209+ feature stories spanning 12 countries for a total of 7.7B+ media reach and 41.1M in Twitter reach in two days alone.
Successes	<ul style="list-style-type: none">• Lili Hall of KNOCK, Inc., and Elisabete Miranda, of CQ fluency developed a mutually beneficial relationship. KNOCK developed the rebranding identity elements and strategic positioning for CQ fluency, and in turn, CQ fluency is the go-to resource for KNOCK for multicultural communications that are locally relevant as well as accurately translated.• Victoria Ransom, CEO, Wildfire named E&Y Young Entrepreneur of the Year in New Zealand after being introduced to E&Y at DWEN Brazil. Wildfire was bought by Google for \$250M in 2012.• Sue Chen of Nova Medical Products was named one of Fortune's Most Powerful Women Entrepreneurs 2011 after meeting Fortune's Pattie Sellers at DWEN Brazil• Maria-Helena Pettersson, Partner at Ernst & Young Brazil, established a Winning Women program after making significant alliances at DWEN in Rio• Springboard Enterprises officially launched in Australia as result of connections made at DWEN 2010 China
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