



**drive impact**  
co-creating a new world

# ADMISSION REQUIREMENTS

## 1. Objectives

AWE | Academy for Women Entrepreneurs, which aims to promote female entrepreneurship, is in Portugal for its third time through the US Embassy in Portugal and Drive Impact.

This year's mission is to support Ukrainian women who wish to start their business in Portugal after being displaced to Portugal.

As part of the United States' commitment to promote women's economic empowerment and to strengthen female entrepreneurship with the aim of boosting economic prosperity and global stability, this program is present in more than 100 countries, creating an inclusive and extensive learning community.

AWE intends to contribute to an increase in the rate of female entrepreneurship, especially with regard to innovative activities.

It aims to:

- Reduce unemployment by creating sustainable and well-thought-out projects;
- Increase businesses' scale, influence, sustainability and responsibility, ensuring that they are aligned with the UN's Sustainable Development Goals (SDGs);



**driveimpact**  
co-creating a new world

- Promote the integration of Ukrainian refugees into Portugal's entrepreneurial ecosystem.

## 2. Approach

AWE approach is based on the following principles:

- Bootstrapping, which requires relying as much as possible on one's own resources to be successful;
- Acknowledging and taking on social and environmental challenges (social issues, climate change, gender equality, etc.), seeking sustainable and responsible entrepreneurship, as well as contributing to the resolution of one or more SDGs;
- Confidence, assertiveness, and the promotion of nonviolent communication;
- Network building for the purpose of creating technical and personal support networks.

Technology used during the program:

- *Dreambuilder*, a platform developed by the Arizona State University Thunderbird School of Global Management;
- Electronic communication platforms, with a webcam always available (i.e. Zoom);
- Cloud file-sharing platforms (i.e. Google Drive);
- WhatsApp group for community dynamics and networking.

Communication tools used during the program:

- Formal communication with the program should be via email to the following address: [info@aweportugal.com](mailto:info@aweportugal.com);
- A WhatsApp group will be set up with all the program participants.



**driveimpact**  
co-creating a new world

### **3. Applicants**

AWE is for women who:

- Have Portuguese citizenship or permanent residency in Portugal or are recently displaced Ukrainian citizens living in Portugal;
- Have a business that is already operating;
- Want to develop their project in Portugal;
- Have a good understanding of English (written and spoken) to be able to complete the online course;
- Have availability to fully participate in the program and complete all required coursework (+/- 15 hours per week);
- Are capable of using online video conferencing (i.e., Zoom) and cloud file sharing (i.e., Google Docs) tools as an end user;
- Have availability to participate in the accelerator and development program with a high level of commitment;
- Have an internet-enabled personal computer or tablet.

The program is delivered online, therefore the participants can reside in any area of Portugal.

### **4. Applications and communications**

Before applying to the program, please check that you meet all the eligibility requirements included in sections 3 and 7 of this document.

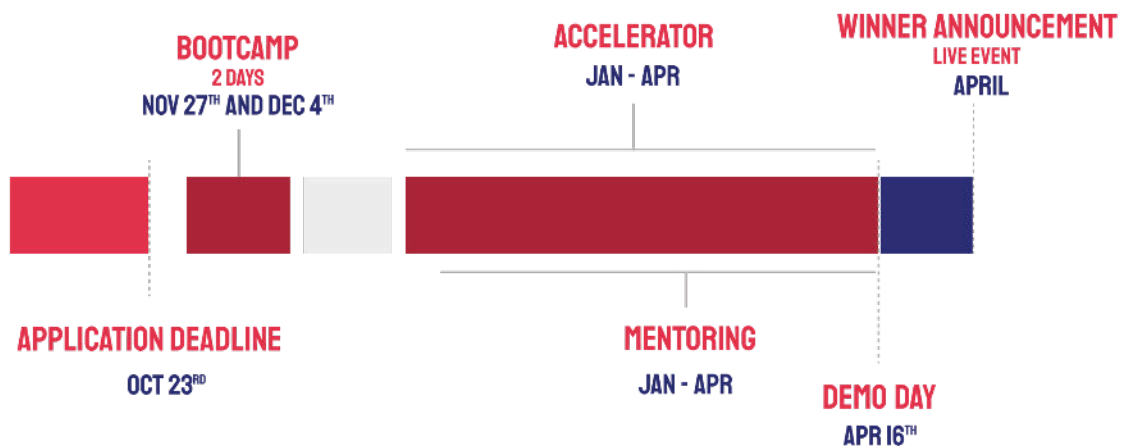
To apply, please complete and submit the form available on the website (<https://aweportugal.com/>) before the deadline. You cannot make changes to your application after submission. Applications that are not submitted through the website will be rejected.



An email with information on the selected participants will be sent after applications close and the selection process has taken place.

## 5. Stages

Timeline:



\*schedule subject to change, updated version available at [www.aweportugal.com](http://www.aweportugal.com)

### 5.1. Applications and selection

Applications: fill out the application form with detailed personal and project information;

Communication: The organization reserves the right to request any additional information or documentation required to validate the details provided in the application form. Applicants need to keep an open line of communication with the organizers, through



**driveimpact**  
co-creating a new world

questionnaires and by being available for potential interviews and contact by telephone and email.

## 5.2. Bootcamp

Length: 2 days full-time - November 27<sup>th</sup> and December 4<sup>th</sup> 2024.

Schedule: from 9:30 am to 5:30 pm, including short breaks and a lunch break.

Benefits for all bootcamp participants:

- Resources on entrepreneurship, project management and goal setting;
- Access to the Dreambuilder platform;
- Networking and access to the community's WhatsApp group;
- Personal development and entrepreneurship training and coursework;
- Feedback from instructors on your final presentation (pitch).

Participants: between 40 to 50 participants, 20 of which will be selected to move on to the accelerator program.

## 5.3. Accelerator

Length: 3 months of mentoring. The program is composed of weekly sessions and participants will have access to a timeline.

Schedule:

- Group and *Dreambuilder* sessions are on Thursdays from 9:30 am to 12:30 pm, mainland time.
- Inspirational and technical talks are on Thursdays from 9:30 am to 11:30 am, mainland time;

*\*These schedules are subject to change.*



**driveimpact**  
co-creating a new world

Benefits for all participants:

- Inspirational and technical talks;
- Access to Dreambuilder platform;
- Access to the online community;
- Personal development and entrepreneurship training and coursework;
- Individual mentoring sessions for your project;
- Access to resources on entrepreneurship;
- Networking and developing a support network and contacts.

Participants: 20 people.

Demo day: Pitch presentation of all projects to a panel of judges (to be announced closer to the time) and winner selection.

## 5.4. Community

Objective: Entrepreneurship can be a challenging and lonely journey. Talking, sharing information, celebrating victories and providing support through challenging times is essential.

Benefits for all participants:

- Information on financing, potential clients, etc.
- Learning resources;
- Networking;
- Graduating from AWE means belonging to an international community of entrepreneurs that have a connection to the U.S.



## 6. Applicant evaluation criteria

### 6.1. Bootcamp selection

Once applications are screened for eligibility, the applicants will be reviewed according to the demonstrated profile of skills, motivation and experience.

This review will be carried out through:

- An individual questionnaire to assess motivation and growth potential;
- An initial evaluation of the project;
- Final decision made jointly by the U.S. Embassy and partners.

#### Selection criteria:

- Personal profile (50% weighting)
  - Ability to execute;
  - Motivation to participate;
- Project profile (50% weighting)
  - Potential for growth and implementation;
  - Alignment with impact objectives.

### 6.2. Bootcamp to accelerator selection

#### Selection criteria:

- Level of involvement and engagement during the bootcamp and interpersonal dynamics. (20% weighting);
- Ability to work and complete the bootcamp session deliverables (30% weighting);
- Probability of success, quality of the idea, and alignment with impact entrepreneurship (20% weighting); and



- Quality of the pitch and ability to take in criticism during the bootcamp (30% weighting).

### 6.3. Winner selection

#### Selection criteria:

- The program will be composed of interpersonal dynamics. These interactions and the participant's levels of involvement and engagement will be assessed by the instructors (20% weighting);
- AWE will finish with a pitch followed by questions from a panel of judges (30% weighting);
- Business plan and execution planning (50% weighting).

## 7. Applicant obligations

Applicants who fail to fulfill their obligations will not move on to the next stages and may be excluded from the program:

- The applicants are required to ensure regular participation during the program;
  - Attendance during the business plan follow-up sessions, inspirational talks and mentoring sessions is mandatory.
- A webcam needs to be on and the applicant needs to interact throughout the whole program;
- The selected applicants must be present during the different stages of the program: bootcamp, accelerator and incubator;
- The applicants shall deliver the coursework and do all the required presentations in the program;





**driveimpact**  
co-creating a new world

- The applicants shall be in touch with the program organizers and answer program surveys, even after the program has ended to measure its impact;
- The applicants shall consider granting permission to their image rights for media and publicity purposes for external parties. The applicants are required to refer the support provided by the U.S. Embassy in Portugal when mentioning the AWE | Academy for Women Entrepreneurs program;
- The applicants shall respect the media plan, by not establishing and developing contacts with the media regarding this project without AWE's previous consent, during the term of the program;
- The applicants must collaborate with the US Embassy in Portugal and Drive Impact Crl to promote the program. When requested the applicants shall make themselves available to give feedback and provide information about the project, to produce promotional materials, namely audio-visuals;
- The organization reserves the right to exclude any participant from the program, at any given time, if they do not follow the program's admission requirements and the obligations outlined herein.

## **8. Intellectual and industrial property**

The applicants are sole owners of the intellectual and industrial property rights of their ideas and projects. The applicants grant AWE | Academy for Women Entrepreneurs permission to use non-confidential information for communication and marketing activities. The organization cannot be held responsible for any infringement of intellectual and industrial property, or for the misuse or plagiarism by another applicant or by third parties.



The content (hereinafter referred to as "information") from the training, mentoring and other sessions, as well as the materials shared with the participants throughout the program, constitute a critical asset of the organization, which is the exclusive owner of its intellectual property. Therefore, the aforementioned information cannot be used, reproduced, shared or disclosed by the participants to any third party, for non-commercial or commercial purposes under penalty of infringement of intellectual or industrial rights.

The information includes but is not limited to:

- a) Unpublished works of any kind, including graphic, written or audio;
- b) Unpublished informative compilations and selections;
- c) Financial and legal documentation;
- d) Know-how, technological data, methods, formulas, demonstrations, samples or studies;
- e) Computer programs or programming blocks in the form of source code or object code;
- f) Business documents, including customer lists;
- g) Reports, drafts, memorandums;
- h) Any intellectual assets, as a set of any and all research results, whether or not protected by any industrial property rights;
- i) Any other information provided by the organization, in the context of the program, to the participants, and/or accessed by them.

## **9. Confidentiality**

The parties agree to not disclose any of the content included in the information provided during this accelerator program. This includes



**driveimpact**  
co-creating a new world

information that may affect intellectual property rights, even after the program has ended.

## **10. Transfer of Image Rights**

By participating in AWE Portugal, I expressly declare that I authorize the transfer of image and/or sound rights by authorizing Drive Impact Crl located at Rua António Jorge Dias, nº13, R/C left, 2770-196 Paço de Arcos, with NIPC 516078461, and the US Embassy in Portugal located at Avenida das Forças Armadas, 1600-081 Lisbon. This authorization which covers the use of recorded content and my image during AWE Portugal, is made under the terms of Regulation (EU) 2016/679 of the European Parliament and of the Council, as well as Law No. 58/2019, of August 8 and Articles 79 and 340 both of the Civil Code relates to the use of the photographs, or parts thereof, or audiovisual or similar works in which I appear, using the technical means known at the time and those that may be developed in the future, and for any use. Accordingly, I also authorize the transmission, reproduction, publication, promotion and adaptation, in the means and media that the Institution deems appropriate, of the availability of images and/or sound, as well as content produced, namely for the media; website among others.

All this with the exceptions provided for in the Civil Code and limitation of uses or applications that may violate the right to honor and image under the terms provided for in the Constitution of the Portuguese Republic. The authorization granted, free of charge, on this material is not subject to any time limit nor is it restricted to the national scope of any country. According to the GDPR, Regulation no. 679/2016, of April 27th on the Protection of



**driveimpact**  
co-creating a new world

Personal Data, we inform you that the personal data collected will be stored in a file owned by Drive Impact Crl and the US Embassy. The purpose of collecting and processing data is to manage the agreement signed in the body of this document, as well as to maintain communication between both parties.

The processing of personal data communicated under this procedure and subsequently in the performance of the contract is subject to the provisions of Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 (GDPR) and other applicable legislation on the protection of personal data.

In compliance with current regulations, Drive Impact Crl guarantees that it has adopted the necessary technical and organizational measures to maintain the required level of security, according to the nature of the processed personal data. Additionally, the AWE organization informs that no transfer or communication of personal data stored in its files to third parties will take place, except in cases required by law or when necessary for the program. The applicant can at any time exercise the rights of access, rectification, cancellation or opposition regarding their personal data by sending an email to: [info@aweportugal.com](mailto:info@aweportugal.com).

## **11. Final Provisions**

The evaluations made at the different stages of the program are final and cannot be appealed.



**driveimpact**  
co-creating a new world

The organization cannot be held responsible for the cancellation, postponement or changes to the program due to unforeseen circumstances and/or cases of force majeure.

Any omissions in these admission requirements will be duly analyzed and defined by the program's organizing entities: the US Embassy in Portugal and Drive Impact Crl.

The organization reserves the right to, at any time, change these admission requirements and publish a revised version on the program's website.

To participate in the program, applicants must fully accept the admission requirements outlined in this document and must waive any complaints and/or appeals, judicial or otherwise regarding decisions of the organizing entities.