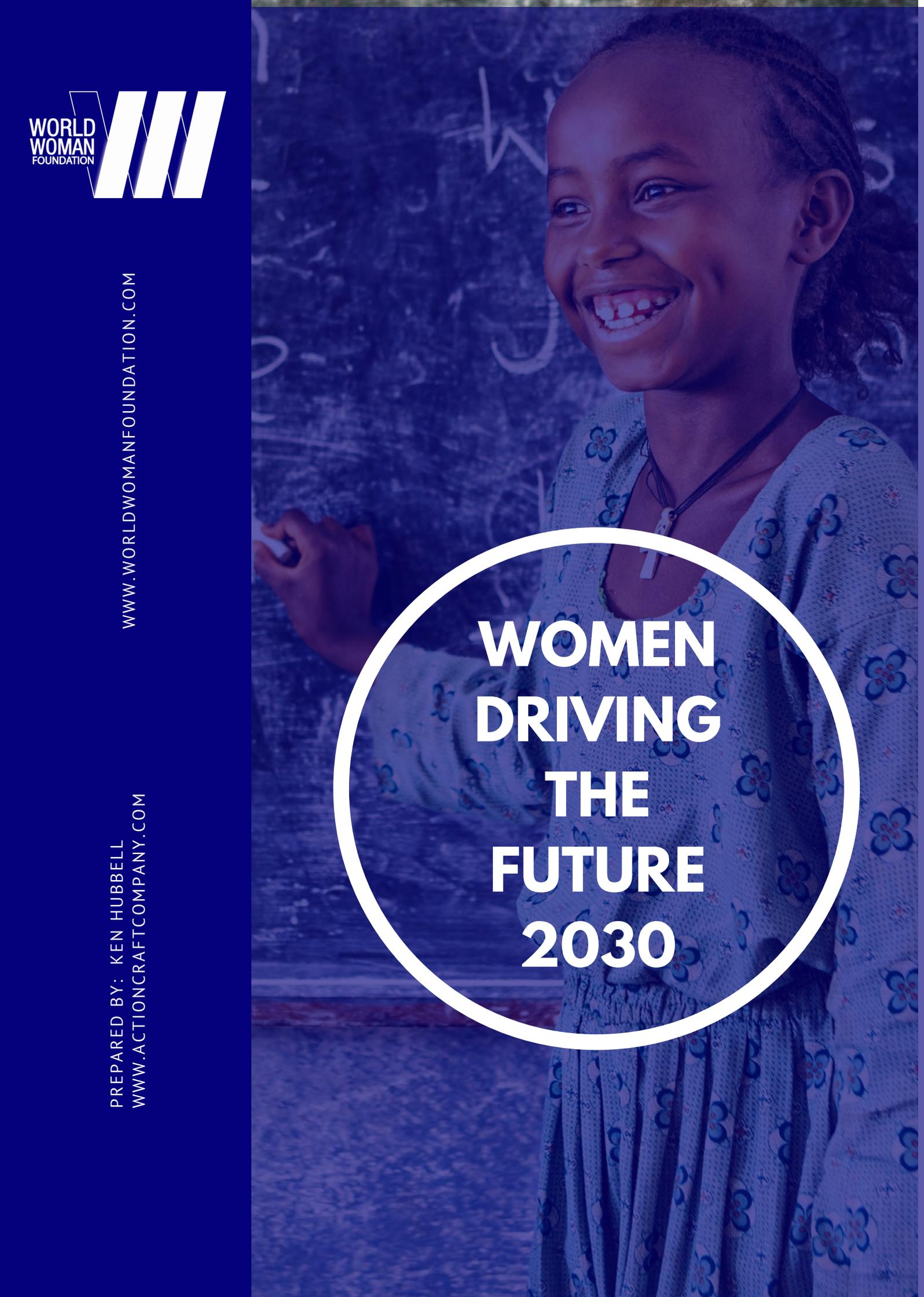




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PREPARED BY: KEN HUBBELL
WWW.ACTIONCRAFTCOMPANY.COM

A young girl with braided hair, wearing a patterned dress, is smiling and looking to the left. She is standing in front of a chalkboard with some faint drawings. The image has a blue tint.

WOMEN DRIVING THE FUTURE 2030

REFLECTION

By any standards, the World Woman Summit 2018 was a smashing success. The overwhelming takeaway from attendees was that they left better informed, positive about progress and inspired to take action on behalf of girls and women in the future. Many attendees felt that the conference put women innovators and entrepreneurs on the right path to drive the future of the Global Economy.

We needed the World Woman Summit in the heart of America in the Natural State of Arkansas to connect, explore, learn from each other, network, and think outside of the box. We needed to move out of our comfort zones. And we needed this global stage – which convened more than 500+delegates and generated a half a million digital media impressions – and ensured that decision makers saw that there is a large and powerful constituency working for girls and women.

At World Woman Foundation, we also are moving forward. To build on conference momentum, we are:

- Producing a panorama of solutions that were presented the conference – replicable programs and idea starters for professionals in global development
- Posting materials, research, editorials, and multimedia tools to broadcast messages of the conference far and wide
- Rolling out the Mentoring One Million Women by 2030 campaign, a global push that promotes girls and women leadership in a bold new way.

Our deepest thanks and appreciation, not least to the visionary team behind World Woman Foundation, Sponsors, Partners, State of Arkansas and Governor Asa Hutchinson.

Let's join forces to make WWS2019 even more defining and disruptive.

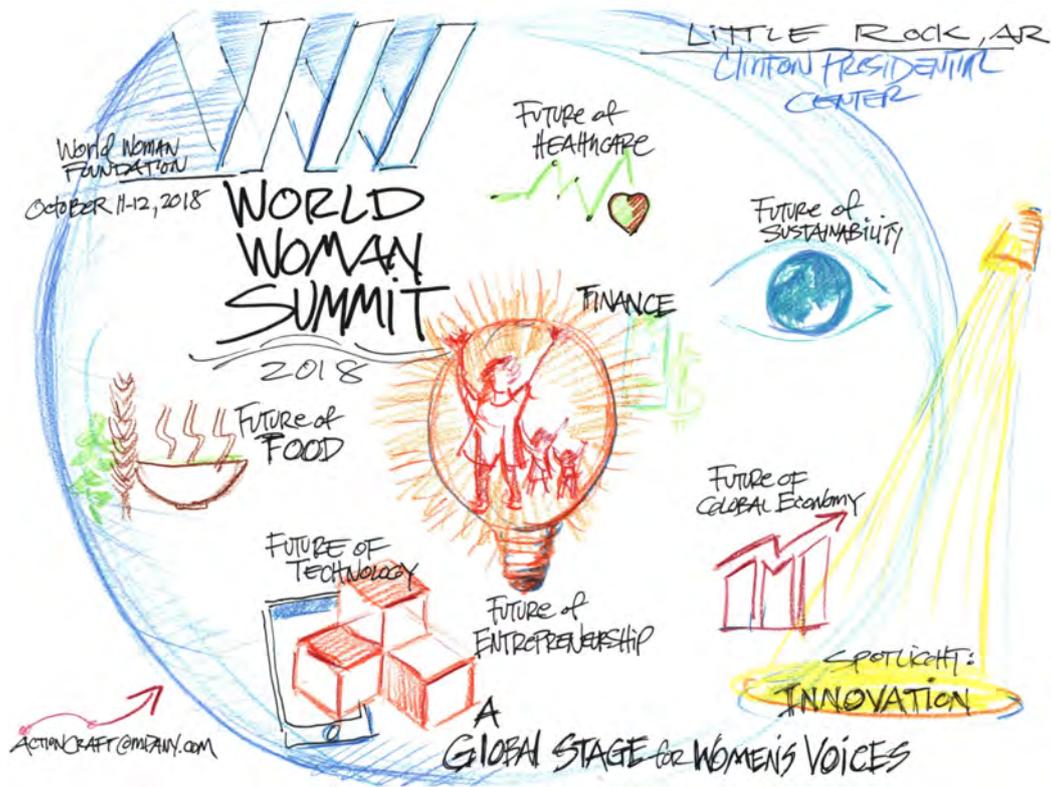


RUPA DASH

CEO, WORLD WOMAN FOUNDATION

INTRODUCTION

GOVERNOR ASA HUTCHINSON, DR. SYBIL HAMPTON, RUPA DASH, DR. RAVI GUNDLASPALLI, DR. STEPHANIE GARDNER



The focus of the conference: Ensuring the well-being of women and their economic futures.

There are currently nearly 11 million women entrepreneurs in the United States. In Arkansas, women are leading the nation in health and in coding – the new technology accelerator. Another conference purpose is a strategic goal of expanding mentoring to reach another 1 million women by 2030.

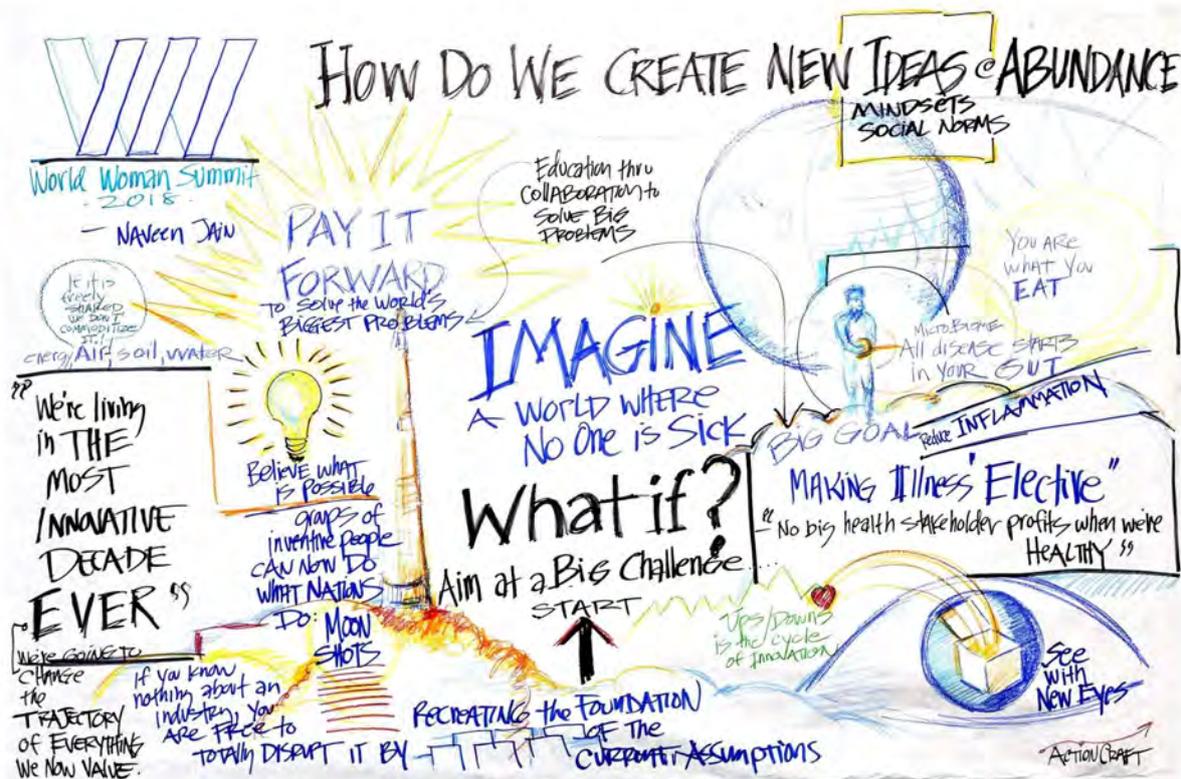


Our enduring challenge at the conference is to think strategically about transforming the leaky career pipeline to equitable opportunities for women. Too few are entering medical specialties or succeeding on to CEO levels in business. Women's success is important to global success whether it is in food production, entrepreneurship, finance, technology or healthcare.

This is the story.

HOW TO CREATE NEW IDEAS & ABUNDANCE?

NAVEEN JAIN, ENTREPRENEUR & PHILANTHROPIST



How do you change your mindset from the mindset of scarcity to one of abundance? We value things because we believe they are finite resources.

The reason Silicon Valley is successful is that they don't laugh at you when you say you want to go to the moon -- they start helping you solve the problems to do that. Surround yourself with people who will help you instead of laugh at you.

Naveen's book *Moonshots: Creating a World of Abundance* shows that when you know nothing about an industry, you are the best person to disrupt that industry. The minute you are an expert, you can only make things incrementally better. To make things 10 times better, you have to reimagine and reinvent.

Education and Healthcare are the two problems we want to attack. We believe these systems are broken. They are doing exactly what they were designed to do. Schools were designed to be "plug and play" and teach skills that are now obsolete by the time a student graduates.

Education needs to be learning to learn, to collaborate and to solve problems. When you ask a student how to solve a problem in school it's cheating. As an adult, it's collaborating. In the current Healthcare industry, the incentives are all backward: no big stakeholder profits when you're healthy – they need you to be sick.

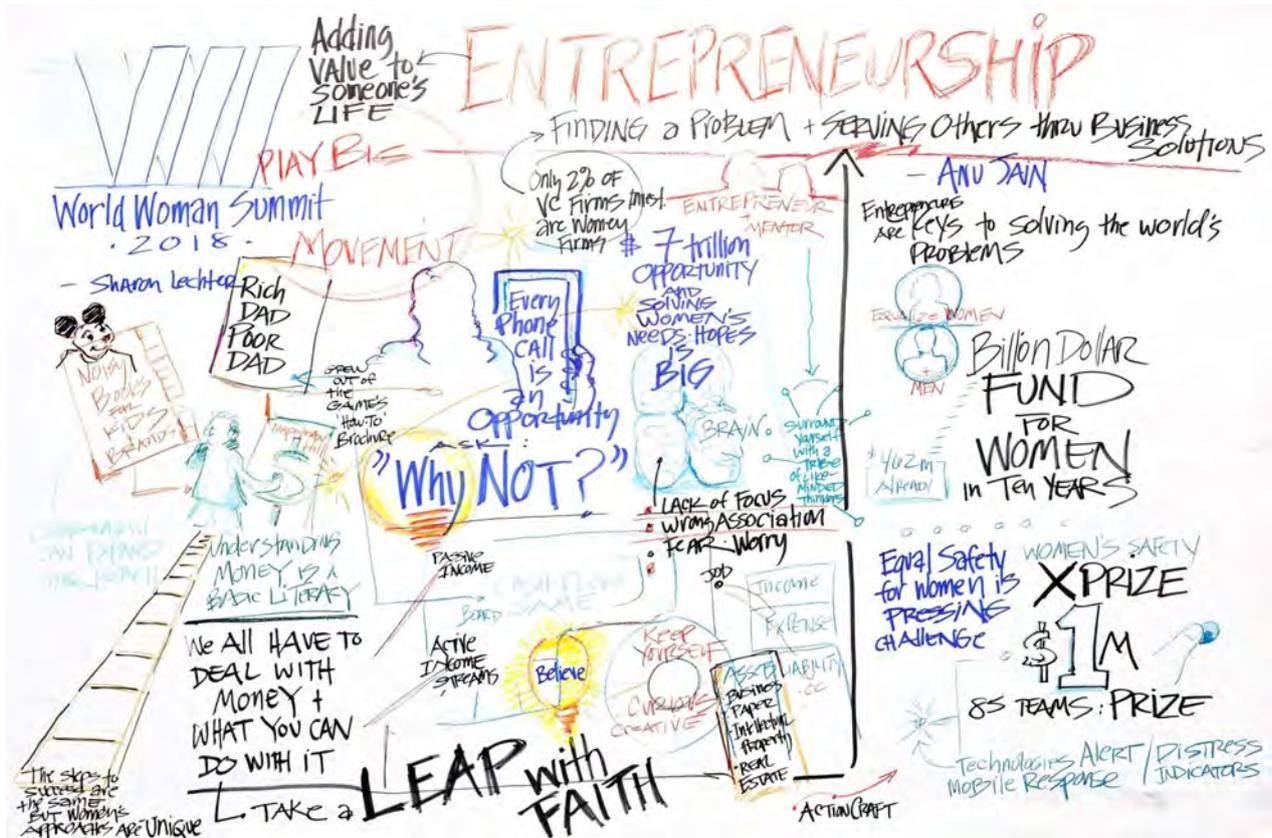


We have exponential technologies to solve humanity's grand challenges. We are living in the best time ever in the human history.

All problems are multi-disciplinary and require many different people to solve the problem. Once I got deeper into the big challenges in health, I learned that all disease starts in the gut. Parkinson's, obesity, diabetes, cancer, depression... all depend on the microbiota in your gut. "Do a gut check" and be very careful about what you're eating. Our new stretch goal is to make illness elective!

INVESTING IN WOMEN

ANU JAIN, ENTREPRENEUR & PHILANTHROPIST



The Billion Dollar Fund for Women presents a solution to the decades-old gender funding gap problem through mission-driven investing. There is so much untapped potential out there. We want to help bridge the funding gap so women can have equal opportunity to innovate and build businesses of the future.

In the United States alone, all-women founding startup teams received just \$1.9 Billion of the total \$85 Billion venture capital investments in 2017.

That's less than 2 percent. Moreover, venture funds that do invest in women-founded, women-led companies often struggle to increase their capital base and increase their capacity to invest.

The Billion Dollar Fund for Women aims to inspire larger investors to recognize this investment as an opportunity to diversify their portfolios to support important issues in the areas of gender, environment, social entrepreneurship and governance.

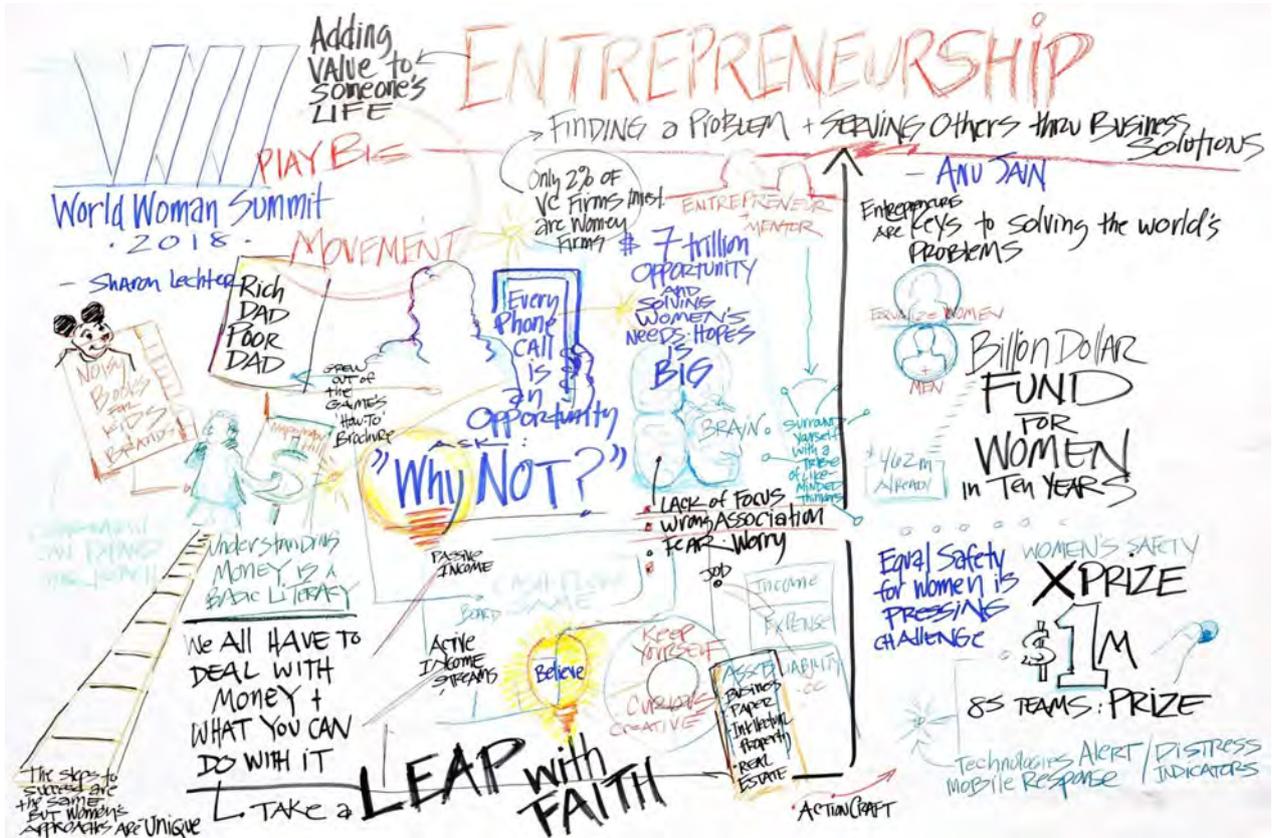


Investing in women not only helps us achieve gender parity, but is good business and good for the economy.

Pick the right Mentor: Get a coach for accountability, someone who will ask questions and open his/her network. Entrepreneurs with mentors have higher rates of success. Find someone who has established success in what you want to create. Increase the time you spend with people who want you to succeed.

WOMEN DRIVING ENTREPRENEURSHIP

SHARON LECHTER, AUTHOR & ENTREPRENEUR



Be of service in your company. Ask, "Have I added value to someone's life today?"

I am dedicated to financial literacy. We ALL have to deal with money. It's not what you make, but how much you can keep. I volunteered to help ideate the Cash Flow game that taught the importance of assets and passive income. This led to the book, Rich Dad, Poor Dad. It was the right message at the right time, \$400M in revenue and only 15 people working for us.

Assets are key – anyone who is financially free has assets, not just income, which will create wealth for your family for generations. Assets might be businesses, paper, retirement savings, real estate and Intellectual Property. Intangible Property has a value higher than others.

Build faith in yourself – trust yourself. Take a leap of faith. Earn the right to be an expert in your field. Build your own platform. Stand in your own power. (Wonder Woman Pose).

Personal Success is understanding your passion, finding the right associations, taking the right action and having faith in yourself that what you do adds value to people's lives. Passion plus talent and association.

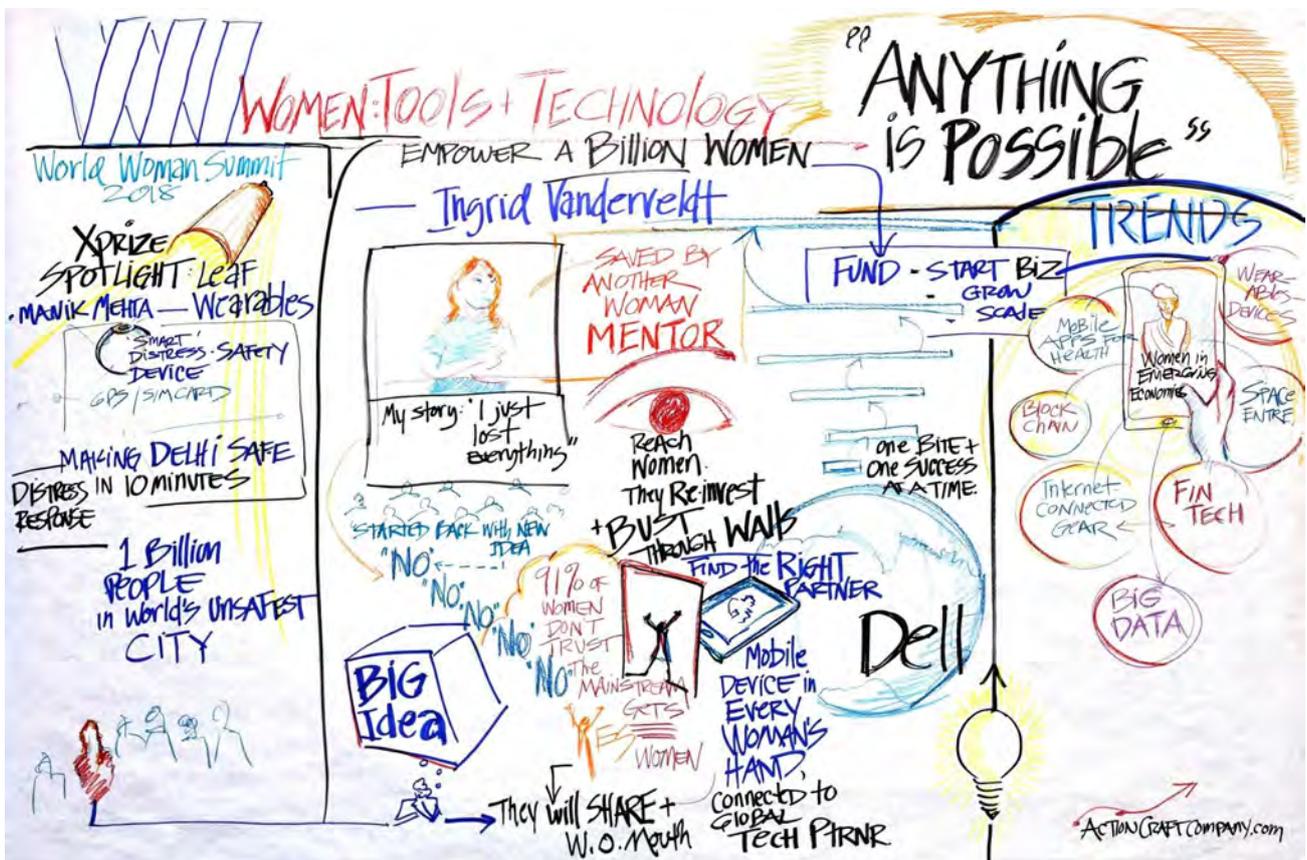


Everyone wants to be Successful. Money is up there with air. We need it to live. We need to teach our children about money.

Pick the right Mentor: Get a coach for accountability, someone who will ask questions and open his/her network. Entrepreneurs with mentors have higher rates of success. Find someone who has established success in what you want to create. Increase the time you spend with people who want you to succeed.

WOMEN: TOOLS & TECHNOLOGY

INGRID VANDERVELDT, ENTREPRENEUR



Women want to be mentored by women: 80% of women want mentors but most want women to do that. When you shine bright, people will come to you.

Align with the right people and give a woman the chance to be a leader. They will bust through the walls and make it happen. **TRULY, ANYTHING IS POSSIBLE.** Use the **Power of Partnerships**, especially the **RIGHT** partnerships.

Across the Global Economy in the eyes of women tech is the global equalizer. How can we reach more women and get them the resources and information to succeed? The future of technology is women. **Match women with data and intentionally help them start, grow and scale their businesses.**

There is an exponential value of tapping into Women: we are naturally tapped into women and influencers.

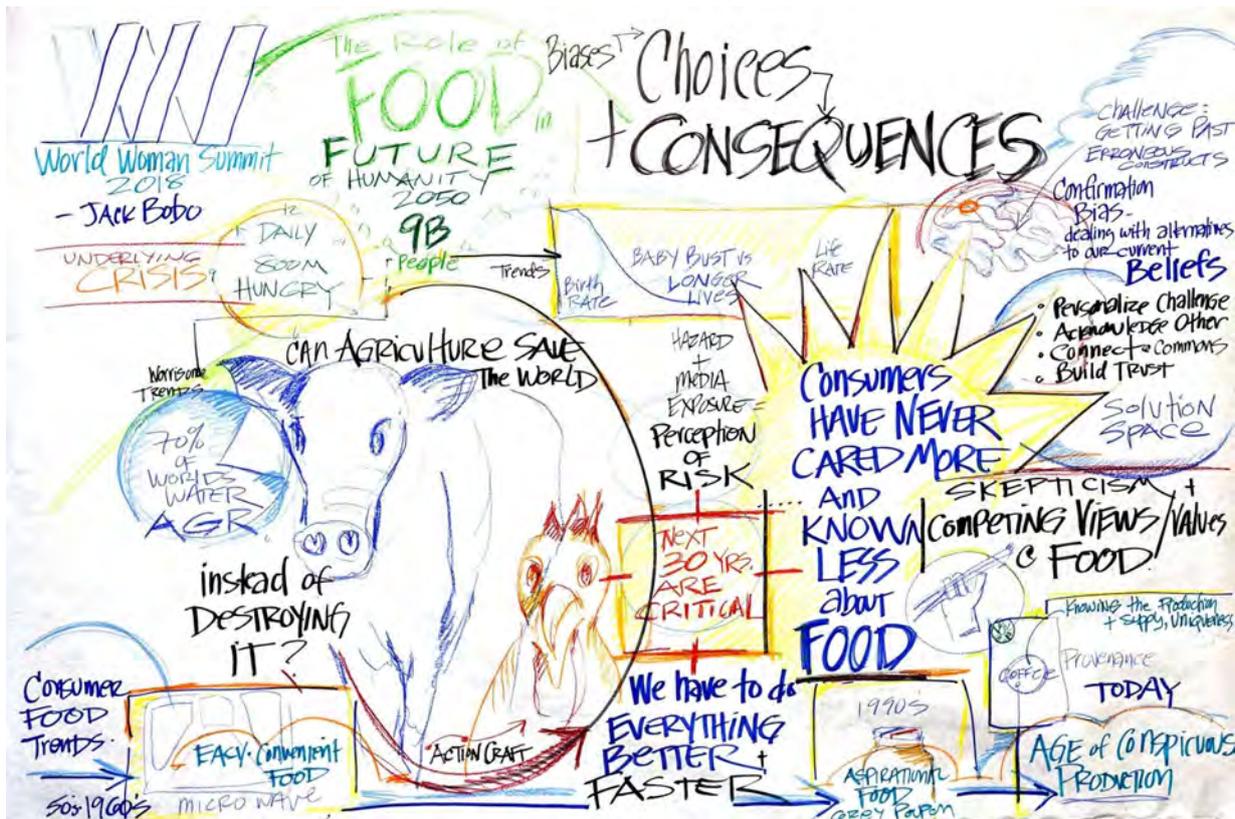
- 91 % of women do not believe that corporations, investors and advertisers understand us.
- 79% of women will try it if they trust the brand.
- 80% become brand loyal if they like it
- 92% will pass on to others if they like it.



There are not enough women who have elevated high enough to help other women who we need to help.

FOOD: CHOICES & CONSEQUENCES

JACK BOBA, FOOD FUTURIST



There is not that much usable land on the planet for agriculture. It takes a lot of water, too, and the 6th largest river in the United States no longer goes to the sea. We need to tie agriculture policy to energy policy.

Despite all of our technological advances in agriculture and food production, 9 million will die of hunger this year. More than HIV, road accidents or malaria combined. One person dies every 4 seconds of hunger, mostly children.

We have to produce more food by 2050 – 60% more. Farmers are producing fewer greenhouse gases and using less land, energy, and water than in 1980. But are they getting better **FAST ENOUGH?**

Age of Progress and Convenience in Food was 1950s – 60s while 1980s -- 90s was the **Age of Aspiration** (grey poupon). This was a time when you could have choices. Our palettes have changed and we want even more choices. We moved into the **Age of Conspicuous** Production today.

Today we have issues of food justice, sustainability, and animal welfare. Consumers want to know the provenance of their food.

People worry about the health and safety of their families. Consumers have never cared more nor known less about how their food was produced.



There is very little correlation what people worry about and what they should worry about. We worry about what is on TV.

We cater to consumers' false beliefs. There is less of a failure to innovate than to communicate. How we talk about food is important. Everything is made of chemicals. Instead of beating people up with science, let's try to lead people to knowledge. The next 30 years is the most important time in the history of agriculture. Agriculture is better because of diversity in farming methods along with the benefits of Big data and technology. **Farmers are getting better but they need to get better faster.**

HOW DO WE CREATE A BETTER FOOD FUTURE?

JUSTIN WHITMORE, TYSON FOODS



Our shared challenge: Feeding a Growing Planet with Fewer Resources. But there is the need for accelerated changes. There is so much food wasted each year. Capetown ran out of water. We have aquifers in the US that are threatened.

How can companies help lead? By 2050 we will have to feed approximately 2 billion more people than we do today. The new food production company has to show transparent, easy to understand behaviors that take the planet, people and animals into account.

Tyson, the largest US food company, had nearly \$40 billion in sales in FY17. It is also investing in Beyond Meat and other products. Tyson now considers itself a “Protein Company” instead of a “Meat Company.”

There have been significant improvements in traditional meat production in the past 50 years, and Tyson is a leader.

What is Tyson doing? Setting goals to use less water while growing business; alternative proteins; science-based targets; new sustainability products; and investing in traceability and transparency – blockchain with Walmart and IBM.

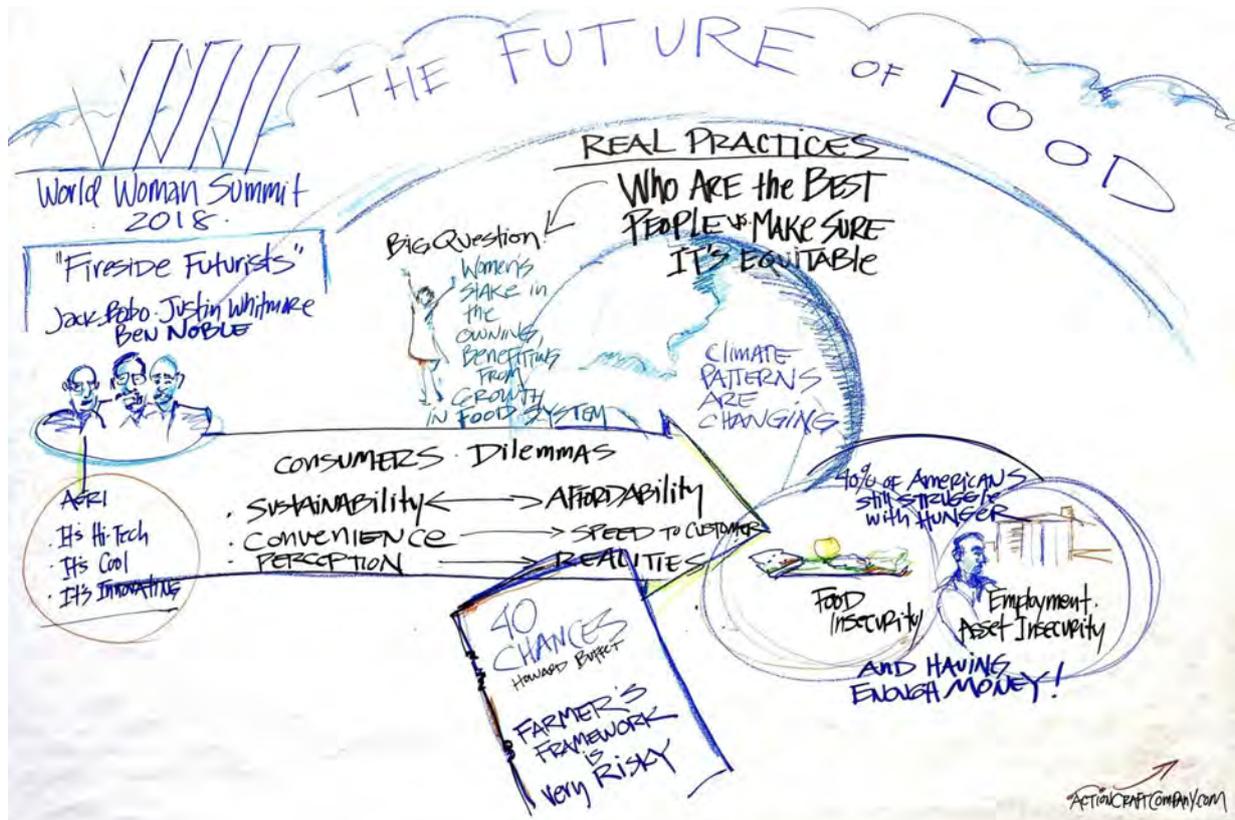


We have to reshape our global food system through collaboration. The connection between people will unlock opportunities.

The most critical component to success is people: Shared values for companies, NGOs, regulators, universities, trade associations, and farmers. This is the hardest part. Companies like Tyson need to lead the way with food collaboration to reshape our global food system.

FUTURE OF FOOD

BEN NOBLE, RICELAND FOODS, JACK BOBO, INTREXON, AND JUSTIN WHITMORE, TYSON FOODS



There is a reality vs an image of farming.

Over 5000 farmers are trying to harvest before hurricanes make landfall disrupting the harvest weather cycle. There are a lot of moving parts in the agricultural system.

The latest global trend is to grow in small batches. Local food is a consumer trend. Food is sexy. People want their food to be convenient, high quality and cheap. It is hard to accommodate all of that.

There are consumers willing to trade cost and taste for some other value-oriented decisions. They want to trust their food producers and they want transparency.

Food security is about economic security, education and many other factors such as government stability.

Agriculture can help people pull out of poverty. Financial literacy and other tools can help people buy good food and waste less.

There is massive food waste in the supply chain so we are developing products to reduce waste. Large companies have extensive pipelines to get food to people.

FUTURE OF FOOD

BEN NOBLE, RICELAND FOODS, JACK BOBO, INTREXON, AND JUSTIN WHITMORE, TYSON FOODS



Despite the fact that food is relatively cheap in the U.S., more than 40% of Americans said they did not have as much money as they needed to buy food.

Choices and Consequences: 40% of all apples are wasted largely because people don't want to eat ugly (blemished) fruit.

There are 40 chances for a farmer to succeed. Climate change makes the riskiest job even riskier.

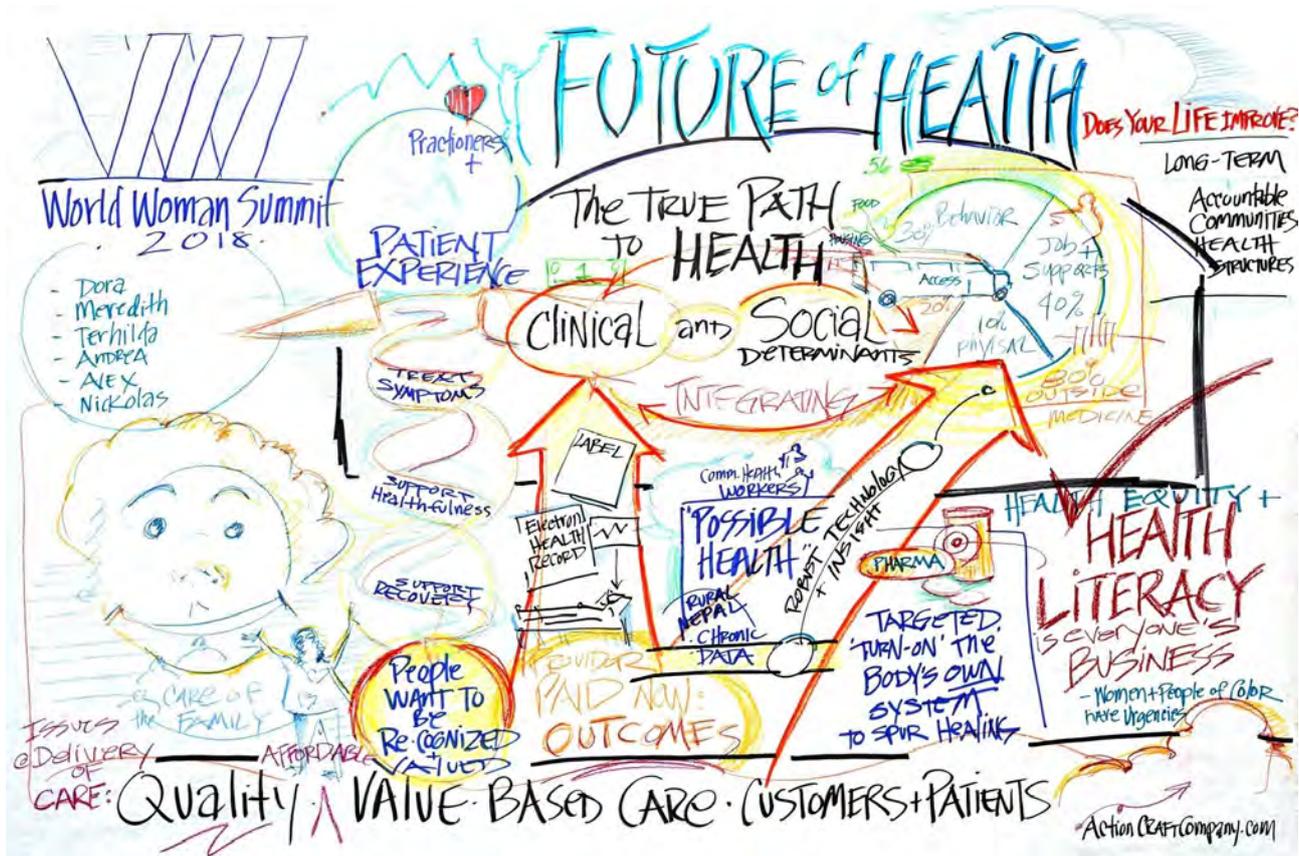
Growers are in a challenged industry. Every company needs to be looking at gender equality.

At Tysons, we look end to end for representation. At Richland, we encourage young elementary females in rural Arkansas to get more STEM education.

More than 40% Americans said they did not have as much money as they need to purchase food.

WOMEN AND FUTURE OF HEALTHCARE

ALEX COREN, TERHILDA GARRIDO, ANDREA WILKINSON, MEREDITH NAHM ZOUS, PH.D., DORA HUGHES, M.D., NICOLAS ZALLER, PH.D.



PARTICIPANT INSIGHT

We're rediscovering that the human experience is more important than the patient experience.

Clinical care is really what we mean when we say healthcare. The social determinants of health are outside the clinic – where you play, sleep, eat, etc. Income, education, transportation are social determinants of health. The future of healthcare has very little to do with healthcare at all: 80% of what happens to your health happens outside of the healthcare system.

We have to better integrate how we improve outcomes in these two dimensions

Now more than ever, women have more information on health and wellness at their fingertips, yet they are still dissatisfied with their healthcare providers whether due to bias based on sex or understanding real issues. Misinformation and lack of research on women's health conditions creates a deficit in society, holding women back from their full potential and driving up healthcare costs. We need better research focussing on women's health conditions and improved training of practitioners.

WOMEN AND FUTURE OF HEALTHCARE

ALEX COREN, TERHILDA GARRIDO, ANDREA WILKINSON, MEREDITH NAHM
ZOZUS, PH.D., DORA HUGHES, M.D., NICOLAS ZALLER, PH.D.



How can we coordinate clinical and community care for better results on housing and food insecurity? A problem in the US: how we approach care. For every dollar spent on Clinical Care, we only spend \$.55 on the Social Determinant factors! We need to flip the switch as other countries have. We see better data/results with this type of investment.

Looking ahead we must increase the focus on health equity. Many people are at much higher risk: women, immigrants, and people of color.

Another big key is enabling people to enact healthy behaviors: Go for a walk, watch what you eat, don't smoke. These choices have a profound impact on your health. Some patients just want a pill and don't want to see a doctor.

PARTICIPANT INSIGHT



People on the front line of Healthcare feel the pressure. Providers are taking care of many many, many people. Usually what get noticed is just what they just do wrong and what they do right.



WOMEN AND THE FUTURE OF SUSTAINABILITY

LORI BURROWS, SUZANNE MUNSON, DR. SWETA CHAKRABORTY, JJ DAVIS



We need a new approach to climate leadership that articulates and incentivizes responsive behavioral changes. Sharing energy bills with smiley and sad faces are a social “nudge” to save energy consumption, which is another big sustainability variable.

Another solution is technology and education. Farmers may have produce that they can’t get to market in time or they have surplus that needs to reach a market! Getting the right technology and connected ecosystems can reduce delay, loss and waste.

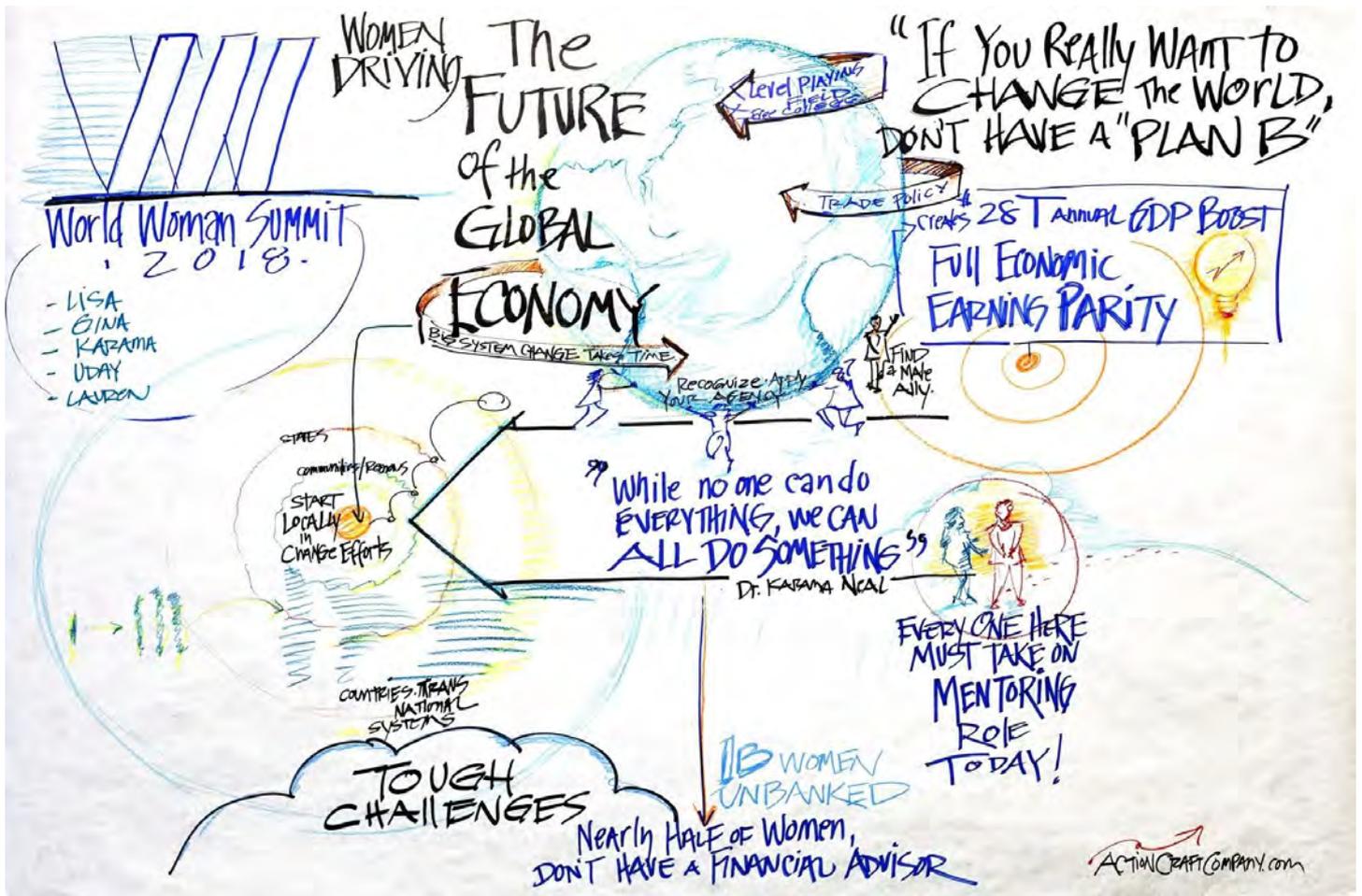
Consumer behaviors around sustainability are also evolving: Women and millennials try to buy on values, not just price. Social consciousness by everyone is on the rise. Awareness is growing.

PARTICIPANT INSIGHT

The effects of women entrepreneurs on the global economy are amazing, but it concerns me that their success is predicated on someone else consuming a product or service. If I spend all my money supporting these business not only will I go broke, but we’ll likely end up with more consumerism and more waste and that concerns me.

WOMEN AND THE FUTURE OF THE GLOBAL ECONOMY

LISA SONG SUTTON, J.D., GINA RADKE, UDAY AKKARAJUI, KARAMA NEAL, LAUREN LAWLEY HEAD



PARTICIPANT INSIGHT

We have so much technology coupled with the lowest unemployment rate in recent U.S. history.

At the same time, 75% of people in the U.S. deal with financial stress. Women entrepreneurs face a 2% investment threshold compared to men and its even less for women of color seeking investors.

Who is designing technology and who are they designing it for?

Women are designing products for women. Design is important and women are bringing empathy, creative design and tech literacy. We still must expand the teaching of HTML and coding to young girls.

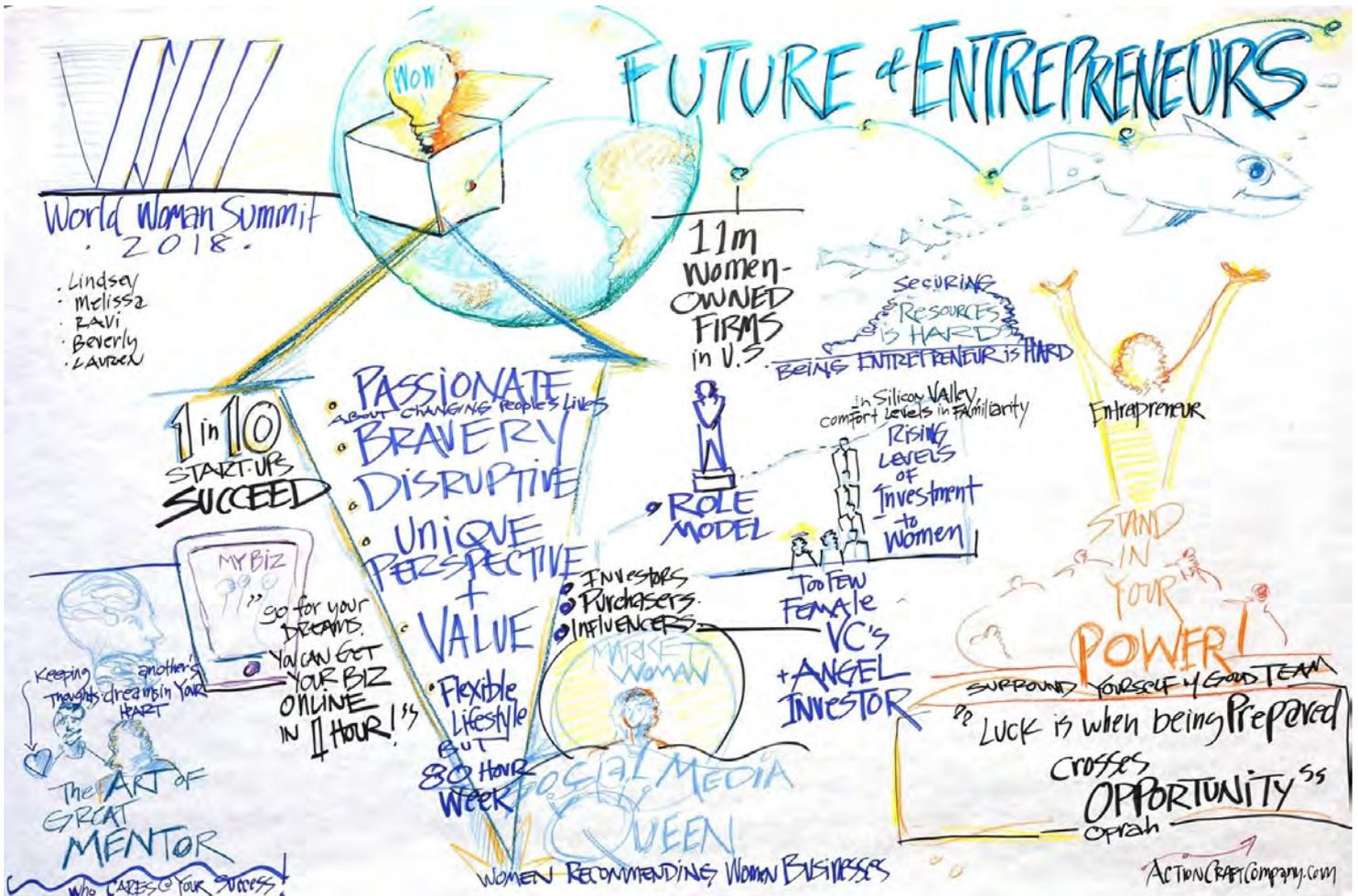
I love what Sharon Lechter and Ingrid Vanderveldt said about finance. We need to educate and include young girls in developing financial prowess and independence.

Tech can play a huge role in this by creating female centric learning and financial management/investment platforms that are easily accessible.

Just like coding in schools, we should teach financial management at much younger age and it should be obligatory.

WOMEN AND THE FUTURE OF ENTREPRENEURSHIP

LINDSEY HELT, DEA WILSON, MELISSA THOMA, DR. RAVI GUNDLAPALLI,
BEVERLY MORROW, LAUREN HAWLEY HEAD



PARTICIPANT INSIGHT

Women as Core Customers

It's shocking how many companies don't think about marketing to women. Women over 55 make big decisions about cars, travel and children going to college. Consumer businesses need to understand what drives the 55+ woman who is also a social media queen.

Women as Business Leaders

Stand in your Power – understand your gifts and the magic you can create when you use your talents. Define your strengths and articulate them.

We must increase female representation for the good of communities and for business outcomes.

Women have a unique potential to drive social change through business. I am most interested in learning through how I can create a business that helps address these issues.

Mentorship will play a key role in advancing women participation as entrepreneurship.

WOMEN AND THE FUTURE OF THE GLOBAL ECONOMY

LISA SONG SUTTON, J.D., GINA RADKE, UDAY AKKARAJUI, KARAMA NEAL, LAUREN LAWLEY HEAD



PARTICIPANT INSIGHT

Women are not risk-averse, we are risk-aware.
Women are responsible for 70% of family spending decisions. They are powerful shapers of the consumer marketplace.

On the horizon, we see new kinds of cities and towns and zero waste production models. Food will be grown on rooftops and self-driving vehicles will become mainstream, etc. what will we do?

Technology is not our problem. Much more it's about politics. Life is more crowded. We need less work and more time for family.

Where is technology going 20 years from now? I have a dream that when I go to tech conference, I see a line at the ladies room.

WOMEN AND THE FUTURE OF ENTREPRENEURSHIP

LINDSEY HELT, DEA WILSON, MELISSA THOMA, DR. RAVI GUNDLAPALLI, BEVERLY MORROW, LAUREN HAWLEY HEAD



Women as Entrepreneurs 20% of businesses are owned by women. Many women have the desire to jump into entrepreneurship and have flexibility. It allows you to be creative about how to live your life. Fear and lack of resource is the main reason women don't do this. There is a lack of understanding about how you can bootstrap a business and partner to start a business.

Women need more access to venture capital. Pitchbook says \$12.3B raised by women in first three months this year, but still, just 15% of all venture capital invested.

Don't be afraid of rejection. Eventually, there will be one "Yes" that changes your life. The more doors you knock on, the more likely you will get that yes. You miss every shot you don't take!

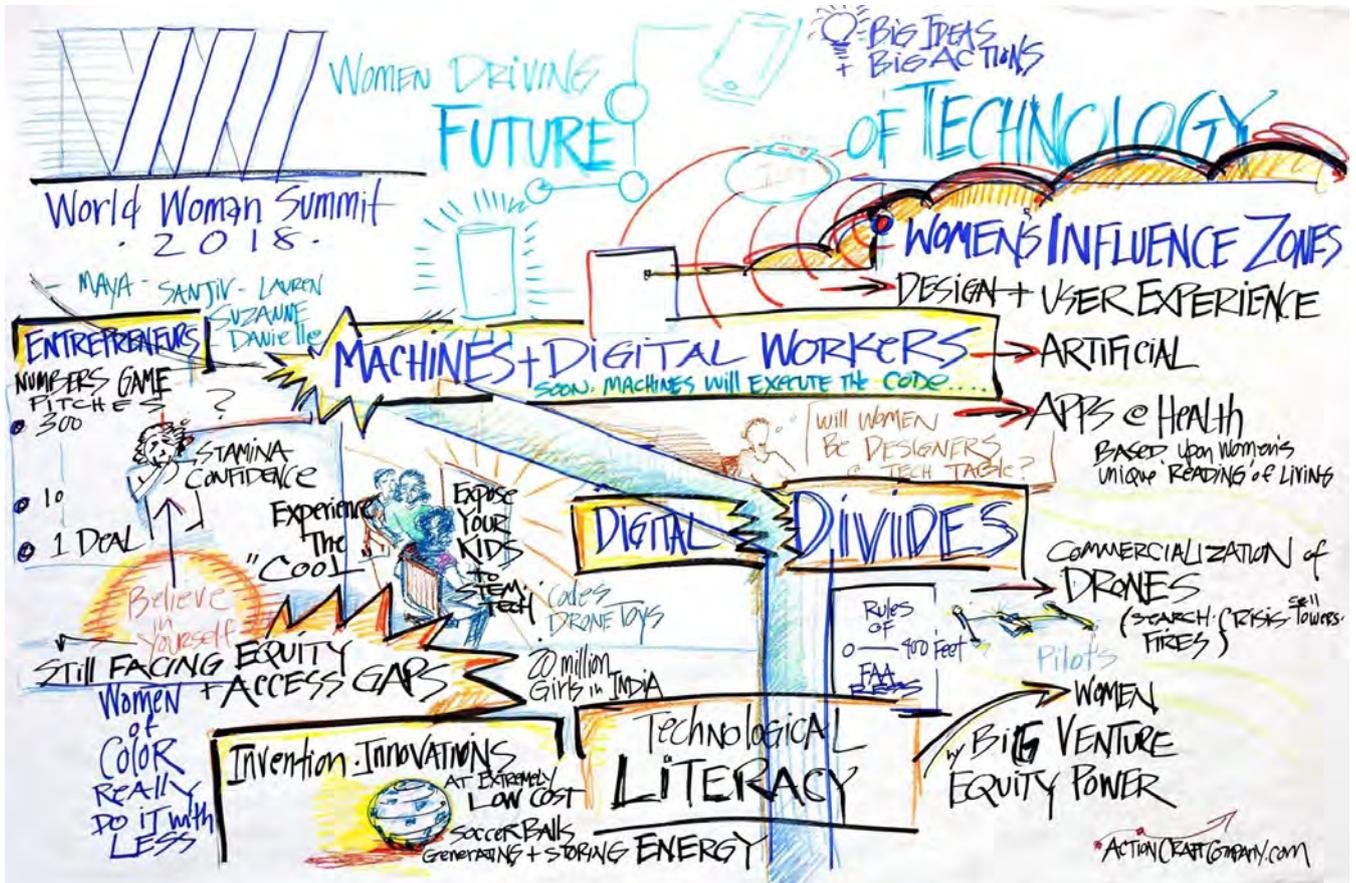
As an entrepreneur, you give up your 40 hours a week job so you can work for 80 hours a week. You work for partners, investors, and customers. You need to make sure this is your calling. You need to believe in what you are doing.

PARTICIPANT INSIGHT

Make a million entrepreneurs by 2030.
WE can drive the nation by driving entrepreneurship.

WOMEN AND THE FUTURE OF TECHNOLOGY

MAYA STRELAR-MIGOTTI, SANJIV GOYAL, SUZANNE EL-MOURSI, DANIELLE KAYEMBE, LAUREN LAWLEY HEAD



Women make up more than half the U.S. workforce – 56.8% in 2016 according to the Bureau of Labor Statistics – but they remain substantially underrepresented in many areas of technology. Just 18% of software developers in 2016 were women. Intel invested \$400 million in STEM education for girls to leverage the future of women in technology.

I think that for a long time there's been this expectation that women have to fit into a world that's been created by men, and a lot of female entrepreneurs are not interested in that conversation or in engaging in that world.

PARTICIPANT INSIGHT

I think more companies should agree to take on women with soft skills with the caveat that they enroll in tech courses to enhance their position.

If companies would pay for these courses and provide some sort of incentives for completion, then they will produce more well-rounded employees.

As someone who had a lot of soft skills, but no technical skills, I struggled to first find a job that tapped into my full potential. After joining an operation management program, I am now empowered to catalyze my soft skills into something marketable because I have tech prowess to back up them up.

WOMEN AND THE FUTURE OF TECHNOLOGY

MAYA STRELAR-MIGOTTI, SANJIV GOYAL, SUZANNE EL-MOURSI, DANIELLE KAYEMBE, LAUREN LAWLEY HEAD



The women coming up today are saying that the things that bother me probably bother millions of other women and there's an opportunity there for innovation. So they're creating products and services that don't exist and where there's literally no competition.

In order to get real traction for women entrepreneurs, you have to have more women who are doing billion-dollar IPOs for their companies and you have to have enough traction that the capital markets actually start to shift their investments to women.

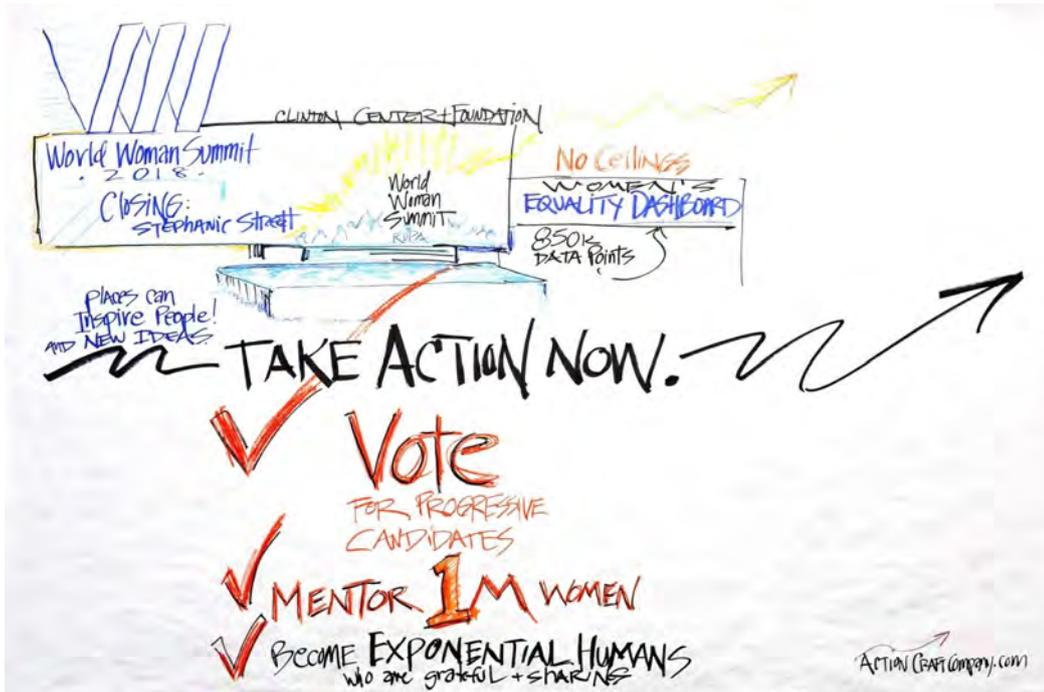
Look at technology: there's absolute space for more women to be innovating-- to be tech designers and implementing drone technology, artificial intelligence applications, and health and wellness apps.

PARTICIPANT INSIGHT

I am absolutely convinced my kids needs to learn to fly drones

FINALE: WHAT'S NEXT

STEPHANIE STRETT, RUPA DASH



The journey for women in the last decades has been remarkable. We have made so many accomplishments but still, have a long way to go. Almost half (44%) of Clinton Administration staff was women. Real income for women rose during that time. Secretary Clinton represents a remarkable First Woman and a tireless advocate for women. The 1995 UN Conference on Women acclaimed that Human rights are women's rights and women's rights are human rights. In many ways, as noted in the 2015 No Ceilings Full Participation Report: "there has never been a better time to be born female."

The No Ceilings: Full Participation initiative sponsored by the Clinton and Bill and Melinda Gates foundations aggregated data on the status of women and girls over 11 years. Acknowledging the peaks and deep valleys that undergird the unfinished business of human rights, the report summary concluded,

We have seen significant gains since 1995. Advances have been made in legal rights – through international agreements, groundbreaking UN resolutions, and constitutional and legislative changes. Health and education for women and girls have improved significantly. The rate of maternal mortality has nearly halved. The global gender gap in primary school enrollment has virtually closed. These achievements prove that progress is possible. In other areas, the pace of change has been far too slow....

Security is tenuous for women and girls, even in their own homes. Critical barriers – including legal restrictions and limited access to resources – undermine women's economic opportunities. And women's voices are still underrepresented in leadership positions – from legislatures to boardrooms, from peace negotiations to the media.

Even in those areas where we have seen progress, too many obstacles limit the full participation of women and girls... Women and girls who face compounding challenges, like poverty and isolation, are most at risk and may drop out of school, marry young and live in fear of violence. While we have made progress over the past 20 years, not all women and girls have seen these gains in their own lives – and much-unfinished business remains.

We have to continue this effort and do it together. We still must combat and defeat rhetoric and policies against women, immigrants, minorities and disabled. We must take action now. Let's mentor One Million Women by 2030.

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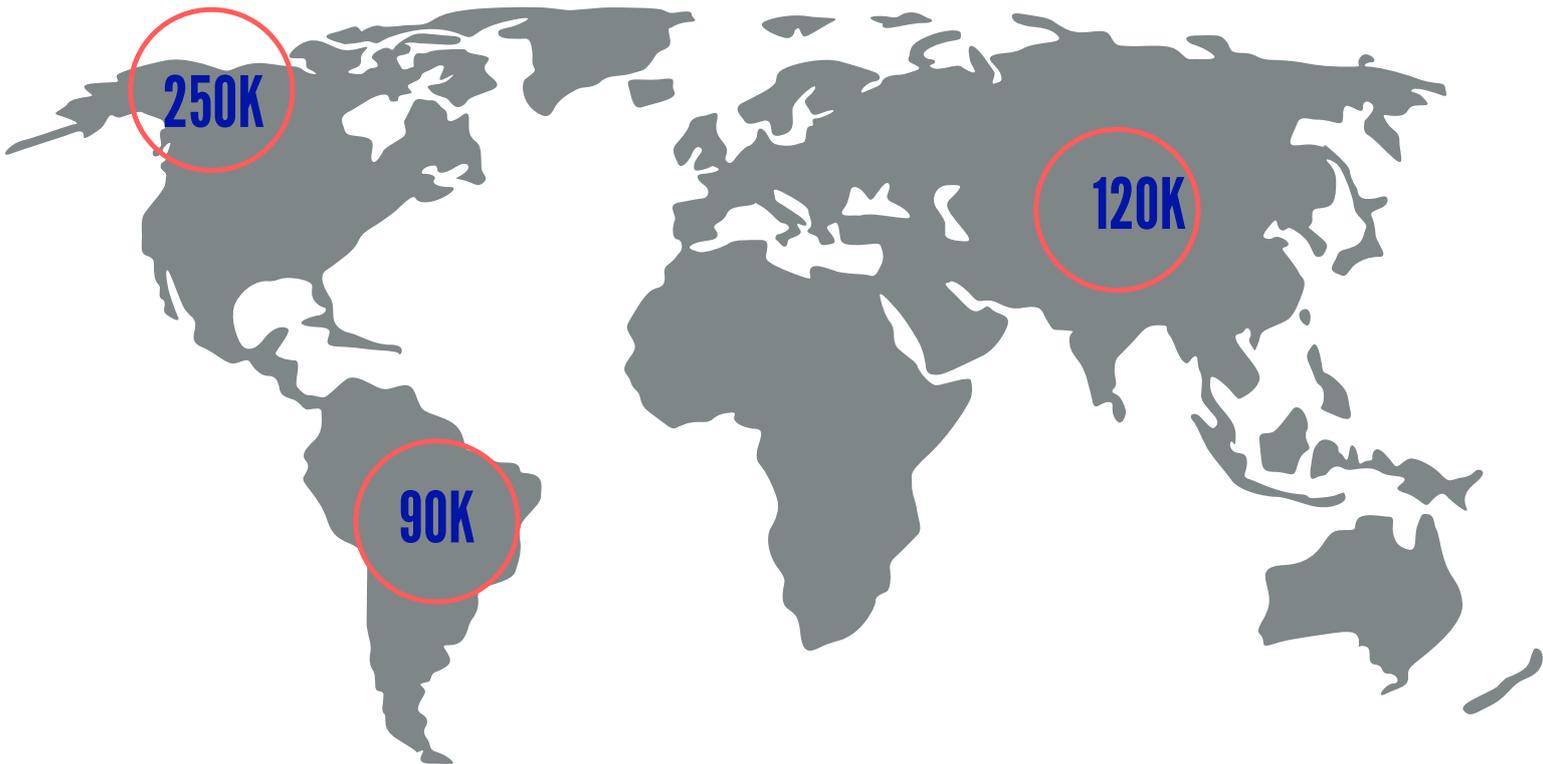
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DIGITAL FOOTPRINTS



BLOG STATS

Daily Views - 1.1k+

Monthly Views - 30k+

Unique Views - 10k+

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300k



10k



3k

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