

2021 Academy for Women Entrepreneurs Application Guide



**Organizers: American Institute in Taiwan
Ministry of Economic Affairs' Small and Medium
Enterprise Administration**

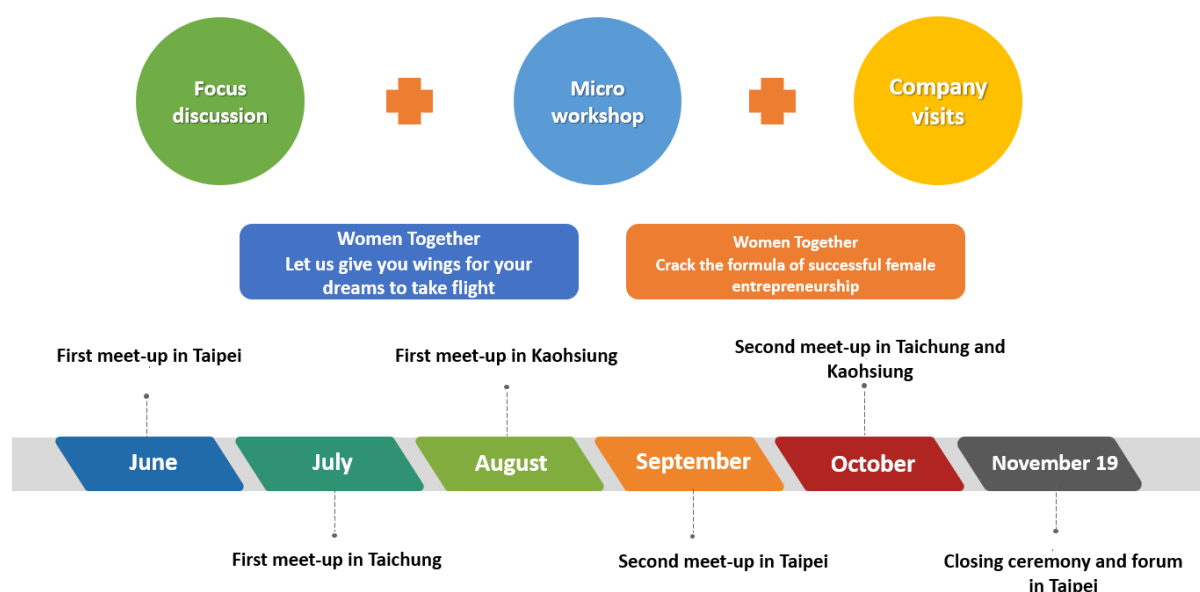
Implementer: Sun Yat-Sen Management Education Foundation

I. History and Purpose

In 2019, the U.S. government launched the Women’s Global Development & Prosperity Initiative (W-GDP), strengthening women’s economic and political empowerment to increase the prospect of women’s economic empowerment. This year, in support of the initiative, the U.S. Department of State launched the Academy for Women Entrepreneurs (AWE), providing an opportunity of entrepreneurship training for women-led startups, and women who are preparing for startups and are interested in entrepreneurship in Taiwan. The program combines local business characteristics and includes events and gatherings to strengthen networking between women-led startups, increase opportunities to expand business in Taiwan and the U.S., and establish an entrepreneurial ecosystem for women- owned companies.

II. Entrepreneurship Training Program

With a series of courses on the massive open online course (MOOC) platform DreamBuilder and the involvement of Taiwan women business leaders or entrepreneurs, the program encourages entrepreneurship discussions in order to cultivate entrepreneurial know-how, help women entrepreneurs connect with industries or entrepreneurial resources, enhance opportunities for business expansion, and increase the likelihood of entrepreneurial success. The training program includes: thirteen online entrepreneurship courses, six women entrepreneur meet-ups, and one large forum. Participants who complete the



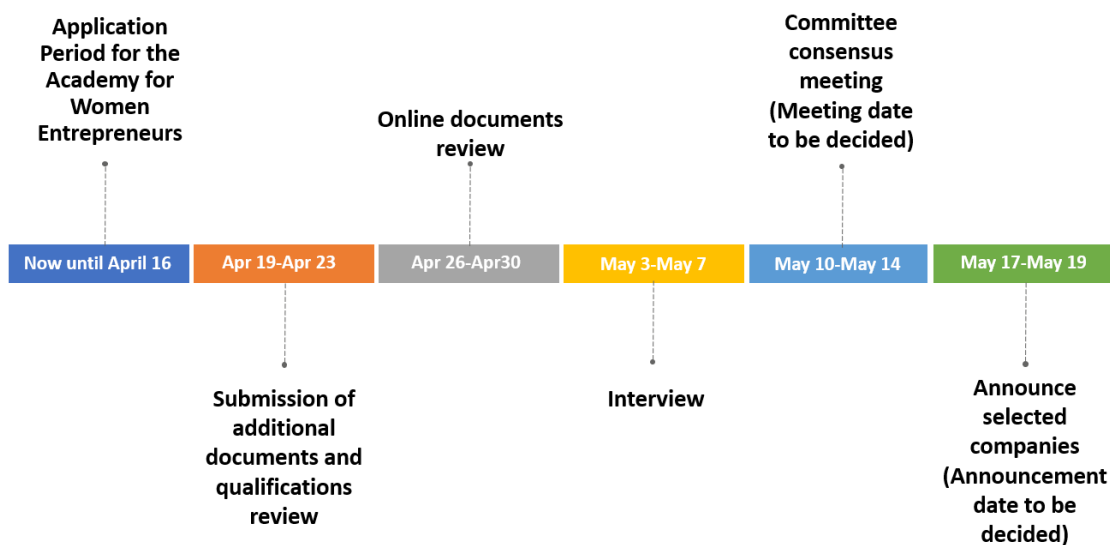
DreamBuilder courses (<https://dreambuilder.org/awe>) by the 29th of October, 2021 and attend at least two in-person events and the November 19th closing ceremony/forum will be added to the U.S. exchange program alumni database as priority guests for future U.S. business exchange events.

※ The above event time and location will be announced separately.

III. Qualifications

- i. Women who are able to communicate in English and attend relevant events
- ii. Women who own startups, women who are preparing to start a business, and women who are interested in entrepreneurship

IV. AWE Application Timeline



※ The above is a tentative schedule that is subject to change.

V. Application Information

- i. Application period: Now until Friday, 23rd of April, 2021
- ii. How to apply: Online application (<https://reurl.cc/xgeaqZ>). The application system will be opened from now until the 23rd of April, 2021 at 23:59. Please complete the application process before system is closed.

- iii. Applications and affidavit documents can be downloaded here:
<https://reurl.cc/V30225>
- iv. Other requirements:
 - a. **Complete account registration on DreamBuilder**
Register your account on DreamBuilder website (dreambuilder.org/awe). Please use the same email address for the DreamBuilder account and the AWE online application (we strongly suggest that you use a Gmail account).
*Please note that failure to use the same email address may lead to problems in searching and reviewing your application.
 - b. **Affidavit:** Please refer to the attached forms and submit with the applicant's signature.
 - c. **Other documents (if available):**
 - (I) **Proof of completion of two of the DreamBuilder courses** (such as screenshots)
 - (II) **Presentation that introduces your products, services and/or business operations** (there is no designated language and format for the presentation)
 - d. Please provide all documents- as PDF or JPEG files and no larger than 20MB- to awe.taiwan2021@gmail.com before the 30th of April. Please put your name in the file names.
- v. Please complete your application in compliance with the rules stipulated in the application guide and instructions in the application system. Applicants are responsible for factors that affect the selection process, such as failure to meet qualifications, overdue application, incomplete documents and information, or false information.
- vi. Information about the event is also posted on the official website and fan page of the Economic Affairs' Small and Medium Enterprise Administration, the official website and fan page of the Women Entrepreneurship program, SME Learning website and Startup Dream website, and the official website and fan page of the American Institute in Taiwan. Women that own companies, are preparing for startups and are interested in entrepreneurship are welcome to apply.

VI. Places available:

AWE will select at least 90 women-led startups in Taiwan.

VII. Review criteria

➤ Women that lead or own the startups

Evaluation criteria	Explanation	Weighted scoring
Professional leadership skills	Background and advantages of the applicants: Foreign language skills, academic background, motivation for applying, personal qualities	60%
Company potential	Company background and advantages: Products, ingenuity of products or business models, Company scale, willingness to develop overseas markets, market expansion strategy, etc.	30%
Registration sequence	Order of application submissions	10%
Bonus points		+10%
Total		100%+10%

※ Bonus points: Completion of at least two DreamBuilder courses; experiences of applying for government grants or loans; provision of photos or presentations that introduce products/services or business operations.

※ Applicants will be given priority if their companies are in compliance with the SME qualifications and were founded for less than five years or after April 30, 2016.

➤ Women who are preparing to start a business and interested in entrepreneurship

Evaluation criteria	Explanation	Weighted scoring
Personal leadership skills	Applicant's backgrounds and strengths: foreign language skills, academic backgrounds, motivation for applying, personal qualities	60%
Potential	Potential of products, services or business ideas, willingness to expand into international markets, feasibility of a business, etc.	30%

Evaluation criteria	Explanation	Weighted scoring
Registration sequence	Order of application submissions	10%
Bonus points		+10%
Total		100%+10%

※ Bonus points: Completion of at least two DreamBuilder courses; provision of photos or presentations that introduce products or services

VIII. Review process

- i. Qualifications review: the taskforce will review qualifications based on the submitted documents. All that are required to provide additional documents will have to do it by the 30th of April, 2021. Applicants who fail to do so will not be considered qualified for the application review.
- ii. Application review and online interviews: facilitators of each cohort will review the submitted documents and information and conduct interviews online.

IX. Rights and obligations of companies and company representatives

- iii. Applicants selected for the Academy for Women Entrepreneurs should comply with the relevant rules and cooperate with the Academy on performance follow-up and relevant research and interviews.
- iv. Applicants selected for AWE program may have their rights regarding the program revoked if they violate the rules of this notice or affect the reputation of the organizers and host with misrepresented information or illegal deeds.
- v. Help promote women entrepreneurship in Taiwan: Text, videos, photos, and any other documents generated from participants' participation in the program are provided for the program's use free of charge. The program may also use participants' personal and entrepreneurial stories, relevant outcome documents and data to promote and advertise female entrepreneurship.
- vi. Participants must agree to authorize the above information for the use of

the problem and fulfill friendly obligations to help the program in wrap-up presentations, displays, talks, and other promotional events.

- vii. Participants who meet the following conditions will be given a certificate upon the completion of the program on November 19th, 2021 and will be added to the U.S. exchange program alumni database:
 - (I) Complete the DreamBuilder online courses by the 29th of October, 2021.
 - (II) Attend at least two in-person events and the closing ceremony/forum on November 19, 2021.
- viii. Participants who receive the AWE certificate will have access to the resources of the [Women Entrepreneurship Program](#), and will have the opportunity to take part in the [Women Accelerator Program](#).

X. Contact:

- i. Women Entrepreneurship Program Task Force
Tel: 07-3321068 #22 Ms. Li
Fax: 07-3323129
Email: awe.taiwan2021@gmail.com
- ii. Women Entrepreneurship Program Facebook fan page
<https://www.facebook.com/systemewoman/>
- iii. Women Entrepreneurship Program website
<https://woman.sysme.org.tw/Default.aspx>

[Attachment 1]

**American Institute in Taiwan & Ministry of Economic Affairs' Small and Medium Enterprise Administration
Academy for Women Entrepreneurs - Participant Affidavit (Startup)**

The individual _____ who is applying for the Academy for Women Entrepreneurs has fully understood and is willing to comply with the following regulations:

- I. The individual and the company owned by the individual have never infringed on the intellectual property rights such as patents and copyrights. There is no plagiarism, alteration, or false information on this application form and other supporting documents. The individual agrees to forfeit her place in the program and take legal accountability if it is confirmed that she and the company have violated these rules, misrepresented facts, broke the law, or have become involved in other controversies, therefore affecting social security and the image of this program.
- II. The individual selected for the program will complete all 13 DreamBuilder online courses and attend at two in-person events as well as the November 19th closing ceremony/forum.
- III. The individual selected for the program is obligated to do follow-up interviews and compile relevant promotional materials. The individual also consents to let the program use its product and service information for marketing and promotional use as well as for media exposure.
- IV. Application documents will be kept by the program team and not returned to applicants.

This declaration is for the American Institute in Taiwan, Ministry of Economic Affairs' Small and Medium Enterprise Administration, Sun Yat-Sen Management Education Foundation.

Applicant signature: _____

Date: ____ ____ (MM/DD), 2021

[Attachment 1]

**American Institute in Taiwan & Ministry of Economic Affairs' Small and Medium Enterprise Administration
Academy for Women Entrepreneurs - Participant Affidavit (Individual)**

The individual _____ who is applying for the Academy for Women Entrepreneurs has fully understood and is willing to comply with the following regulations:

- I. The individual guarantees all the information on the application form is true and correct. The individual agrees to forfeit her place in the program and take legal accountability if it is confirmed that she has violated the rules, broke the law, or has become involved in other controversies, therefore affecting the image of this program.
- II. The individual selected for the program will complete all 13 DreamBuilder online courses and attend at two in-person events as well as the November 19th closing ceremony/forum.
- III. The individual selected for the program is obligated to do follow-up interviews and compile relevant promotional materials. The individual also consents to let the program use its product and service information for marketing and promotional use as well as for media exposure.
- IV. Application documents will be kept by the program team and not returned to applicants.

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