

## The finalists of the WomenEntrepreneurs4Good

	<p><b>BugSafe</b></p> <p>BugSafe was founded with the aim of bringing new solutions to the growing problem of bedbugs. Its first product is a chemical free, permanent and innovative device that will help victims take back control and reduce environmental, psychological and financial impacts.</p> <p>The founders of the project, Marie-Noëlle Sarocchi and Louis Gerondeau, say: <i>“WE4G has been an intense and perfectly orchestrated journey. The sprint skillfully led us to refocus our project around customer issues and expectations. Fine tuning our deck and presenting our project to a jury as prestigious as the WE4G Grand Jury was a great milestone in the young history of BugSafe. WE4G is a unique opportunity to accelerate our growth and we are delighted to participate in the program and build on this momentum.”</i></p>
	<p><b>Jungle Bike</b></p> <p>Jungle Bike is the new bike equipment site that makes life easier for cyclists by allowing them to customize and repair their bike in a few clicks without being a mechanical ace. Thanks to the online shop, you will find the right parts for your bike at the best price, as well as advices on how to repair it and ideas on how to customize it.</p> <p>Alice Battarel, Founder, says: <i>“My experience in the WE4G made me benefit from precious and positive feedback on Jungle Bike. In fact, the feedback given by the high standard jury was detailed and highly relevant. Moreover, I am convinced that being a member of the incubator will allow me to bring Jungle Bike to the next level. This program has also given me the incredible opportunity to access a network of highly skilled women entrepreneurs! I look forward to see this community grow and prosper.”</i></p>
	<p><b>Les Enfants Dehors</b></p> <p>Les Enfants Dehors is an ecological Third Place, offering a green and flexible space to co-work, socialize, eat and drink organic and local while the kids play and explore outside and acquire skills to become the drivers of the fight against climate change. It is a coffee-shop with co-work &amp; co-play areas serving all day organic and locally sourced food and drinks for kids and adults and curated local &amp; sustainable objects &amp; products, a natural play area, school gardens, science classes, beehives and an eatable forest, and shared workshops for artists &amp; makers exploring the links between nature, science and sustainability.</p> <p>The founders of the project say: <i>“The experience with WomenEntrepreneurs4Good has boosted our self-confidence and validated our belief in the business we intend to launch. This is of great value, especially for me as a woman founder.”</i></p>
	<p><b>Loewi</b></p> <p>Loewi is the first platform dedicated to refurbished electric mobility: it allows everyone to find an electric mobility device with the same guarantees and the same quality as a new product, but at the price of a second-hand one. The project enables e-mobility users to give a second life to their used device by refurbishing it. Its ambition is twofold: to save thousands of devices from the trash, but also make E-mobility more accessible.</p>

	<p>Elisa Wallez—Dulieu, Founder, says: <i>“The WE4G program is a golden opportunity to meet project leaders from different backgrounds and with various personal stories. I’m very pleased to join a community of determined and brilliant women, where mutual assistance is at the heart of the exchanges.”</i></p>
	<p><b>Naturblatt (LeafCulture)</b>  The project aims to reduce the plastic usage with sustainable natural-leaf based alternatives with least processing, while providing livelihood to many women micro-entrepreneurs from rural areas. Naturblatt provides wide range of food service disposables, future packing solutions and bio-degradable solutions to the retail and food service industry.</p> <p>Priya Selvaraj, Founder, says: <i>“As an entrepreneur, any business idea however viable it is, needs a curative and creative iteration. WomenEntrepreneurs4Good has been a steppingstone for us to realize our potential and reap the benefits of our thought process. The final pitch to the esteemed jury was the culmination of our efforts and we are glad to be among the final selection for incubation.”</i></p>
	<p><b>Umains</b>  With Umains, retailers can quickly save all of their products (unsold, defective, waste), by having only one interlocutor who ensures: local reuse proposals, logistics (with solidarity and inclusive actors) and traceability.</p> <p>Elodie Özen, Founder, says: <i>“This experience quickly brought us forward on structuring elements for the project. Despite the distance, we felt a real positive energy and sharing between the participants.”</i></p>
	<p><b>WeCo</b>  Considering that <b>more than 141 billion liters of fresh water are used globally each day for toilet flushing</b>, WeCo creates the first eco-friendly, innovative and off-grid Water-Recycling Eco Toilets (WRET). All excrements are recycled on site into treated water for flushing and watering green areas. We are developing the ecological toilets of the future for the B2G clients like the sustainable cities, and together with Alstom a plug &amp; play industrial system ready to be connected to the public toilets of trains.</p> <p>The founder of the project, Cécile Dekeuwer, says: <i>“It was enjoyable and stimulating to work together a whole active week-end with HEC coaches and other great women entrepreneurs from all other the world.”</i></p>
	<p><b>Yugen Earthside</b>  Yügen Earthside is a booking platform that offers sustainable, ready-made, self-guided, private, and small-group trips at a mid-range price point. Additionally, travelers will find free informational resources, our Earthsider Eco-Shop containing a curated selection of zero-waste travel products, and sustainable travel insurance on our platform. Yügen Earthside is a registered Social Purpose Corporation and donates a percentage of profits to sustainable tourism development projects aligned with the UN SDGs.</p> <p>Hilary Matson, Founder, says: <i>“Participating in the WE4G program has been nothing short of amazing. We came out of the sprint with better insights and clarity about our customers, their problems, and how we can help be part of the solution in a sustainable way. We can’t wait to see what progress we make over the next several months!”</i></p>



### **Zerobarracento**

Z.W.A.F.M. by ZEROBARRACENTO is the acronym of Zero Waste Automated Fashion Manufacturing. MAKING GARMENT IS MAKING WASTE, with the zero-waste pattern making technique, we can bring this waste to zero. The project works to develop a technology to allow automated cutting, involving both hardware and software. The final goal is not only about scaling up the ZEROBARRACENTO's production by using this system but also presenting it to brands that are looking for new sustainable strategies to integrate in their daily work.

Camilla Carrara, Founder, says: *"Being part of this project is a huge opportunity for us, it will give us the chance to professionally scale up our business while staying true to our zero-waste commitment and values. We truly can't wait for the next steps of this exciting path."*