educes, inspires and empowers women entrepreneurial leaders to reach their full potential to create economic and social value for themselves, their organizations, and society.

The center does this through innovative education programs, events, and by supporting and widely disseminating research about the unique skills and experiences of women entrepreneurial leaders. Additionally, CWEL supports and advances gender equity as a growth strategy for individuals and for organizations of all sizes, everywhere in the world.
The 2014-2015 academic year started early for the Center for Women’s Entrepreneurial Leadership. In July, CWEL kicked off an ambitious and dynamic lineup of programs and events which set the tone for a year marked by some extraordinary milestones:

• Designing and managing 26 internal and external events, with over 2,400 participants

• Completing our second year of the award-winning Women Innovating Now (WIN) Lab, a customized and rigorous pathway for women entrepreneurs that provides education, resources, peer community and networks to grow early-stage businesses

• Sponsoring the pioneering research report Women Entrepreneurs 2014: Bridging the Gender Gap in Venture Capital, which garnered hundreds of media mentions, yielding over one billion media impressions for Babson

• Forming a strategic alliance with the City of Boston, Office of Business Development’s “Women on Main” initiative, welcoming five Boston-based women entrepreneurs into the WIN Lab, tuition-free

This year, CWEL celebrates its 15th anniversary, making us the longest running center in any business school dedicated to educating, inspiring and empowering women entrepreneurial leaders. We remain committed to propelling women to the C-suites of established companies, or to the helm of their own high-growth ventures, while advancing gender equity as a growth strategy for individuals and for organizations.

We’re grateful to the Babson College community, our generous donors, corporate and individual partners, and all who give their time and expertise to help support our mission.

We look forward to an exciting 2015-2016 year!

Sincerely,

Letter from the Executive Director

2014-2015 IMPACT REPORT

Executive Director

CWEL Babson

Susan G. Duffy, PhD

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Susan G. Duffy, PhD

EXECUTIVE DIRECTOR

CWEL BABSON
STUDENT PROGRAMS

STUDENT PROGRAMS

CUEL SCHOLARS PROGRAM

Every year, a select group of undergraduate women students who demonstrate strong leadership abilities are chosen to receive financial support through the CUEL Scholars Program. As part of the program, the Scholars—along with all undergraduate women—are provided opportunities to learn, experiment, and lead. Exclusive events, cutting-edge expert talks, and hands-on coaching empower young women entrepreneurial leaders to combine business knowledge with passion and purpose.

IMPACTING EARNINGS

Female full-time workers earn 78 cents for every dollar earned by men, a gender wage gap of 22%*

COMPARED TO

CUEL Scholar graduates earn 94 cents for every dollar earned by men, a gender wage gap of 6%**

* Based on a 2013 gender study:
http://www.emeaj.org/journals/gm

** Based on a study conducted by Babson professors Langowitz, N., Allen, I.E., Godwyn, M. 2013. Gender in Management: An International Journal Volume: 28 Issue: 2

120 CUEL SCHOLARS IN 2014-2015
302 CUEL SCHOLARS SINCE THE PROGRAM’S INCEPTION IN 2000

$7,865,950 AWARDED TO CUEL SCHOLARS TO DATE

12 PROGRAMS DURING ACADEMIC YEAR

BAW MBA enables women MBAs to build networks, find and be mentors, develop leadership skills, and transition to their next professional opportunities. Surrounded by inspiring peers and extraordinary role models, graduate women are shown firsthand the different routes to success.

“As a graduate assistant for CWEL, I’ve seen firsthand the effect CWEL has on both the graduate and undergraduate student body.

**FROM QUALITY AND THOUGHTFUL PROGRAMMING TO THE DEDICATED STAFF, CWEL IS ONE OF THE MOST VITAL RESOURCES AT BABSON.**

— MARISSA GOLDSTEIN M’15
The award-winning Women Innovating Now (WIN) Lab is a nine-month rigorous, milestone-driven pathway for women entrepreneurs to test, launch and grow high-potential, high-impact ventures. Recognized by the United States Association for Small Business and Entrepreneurship (USASBE) as an Outstanding Specialty Entrepreneurship Program and BostInno 50 on Fire Award for cutting-edge educational programming, the WIN Lab is designed to change the trajectory of what is possible for women-owned businesses.

Brittany Lo
Company: Beautini by B.Lo

DESCRIPTION:
A mobile-based beauty service company offering a unique experience for women to receive beauty services within their office buildings, fitness centers, etc. while indulging in complimentary drinks and desserts.

HOW WIN LAB HAS IMPACTED BRITTANY:
“I came into WIN with an idea, but was not quite sure what to do with it. WIN really made me reflect on my life’s purpose and career path. If not for WIN, I probably would not have pursued my business idea for another ten years.”

SEED CAPITAL RAISED:
$110,000
WIN Lab by the Numbers

74% increase in applications to WIN Lab from first to second year

47% average number of international applicants

Experts: 23, Coaches: 26

1,300 number of attendees at WIN Lab events

24 learning sessions held during residency

Women in Babson’s flagship summer venture program

2010 2011 2012 2013 2014 2015

0 1 2 3 4 5 6 7 8 9 10
We support groundbreaking research that focuses on the economic value women entrepreneurial leaders bring to the world. Projects from 2014-2015 include academic publications, gender research symposia, and applied research reports. Recent highlights are The Diana Project, the EY Entrepreneurial Winning Women™ program impact assessment, and the Global Entrepreneurship Monitor Women’s Report. By gathering and analyzing the data regarding the experiences of women entrepreneurial leaders, we can shed light on the opportunities and address the obstacles that still remain.

The Global Entrepreneurship Monitor (GEM) project is the largest ongoing study of entrepreneurial activity, aspirations and attitudes of individuals across a wide range of countries. CWEL sponsors the bi-annual GEM Women’s Report which provides an in-depth view of women who start and run businesses around the world, while guiding future research, policy decision making and the design of initiatives and programs that enhance awareness about women’s entrepreneurship.

Through the EY Entrepreneurial Winning Women™ program, EY has gained a unique understanding of how to help women entrepreneurs succeed. Their latest research report includes survey data on the program, developed and gathered by CWEL, and advice from experts in entrepreneurship, entrepreneurial finance and leadership, including CWEL’s Executive Director Susan Duffy.

THE GLOBAL ENTREPRENEURSHIP MONITOR (GEM) PROJECT

THE EY ENTREPRENEURIAL WINNING WOMEN™
IN SEPTEMBER, CWEL SPONSORED AN IMPORTANT REPORT TITLED

WOMEN ENTREPRENEURS 2014: BRIDGING THE GENDER GAP IN VENTURE CAPITAL.

The study was conducted by Babson professors Candida G. Brush, Patricia G. Greene, Lakshmi Balachandra, and Amy E. Davis who lead the Diana Project, a program founded in 1996 to research women-led businesses globally.

The report provided the first comprehensive analysis of U.S. venture capital investments in women entrepreneurs in 15 years and launched a media torrent that spanned hundreds of media outlets and resulted in over 1 billion media impressions for Babson.
Babson College is a world-renowned hub for entrepreneurial thought leaders, and thanks to the presence of CWEL on its campus since 2000, it’s also recognized as a gender-enlightened business school. CWEL hosts expert speakers, panel events, and campus groups committed to educating the community about gender.

- **11 EVENTS**
  - featuring nationally recognized gender experts

- **4 GENDER RESEARCH SYMPOSIA**
  - featuring presentations of gender-centered research

- **7 CROSS-CAMPUS COLLABORATIONS**

- **6 GENDER IN THE CLASSROOM INITIATIVES**

- **1 PRESENTATION TITLED “GENDER MATTERS”**
  - delivered at the AACSB annual Deans Conference
The Women’s Leadership Program: From Opportunity to Action is a transformational, five-day leadership development program for women executives moving into roles with increased strategic and leadership responsibilities. The program is differentiated by an integrated approach to gender, strengths and entrepreneurial leadership that empowers women to make unique and vital contributions to their company’s growth.

Since the program’s inception:

- 228 attendees
- 125 companies who have sent employees to attend
- 23 Fortune 500 companies
Our innovative education programs and events introduce participants—both on and off campus—to successful, near-peer women role models in Boston and San Francisco entrepreneurship ecosystems.
Preparing women to lead the world.

Preparing the world for women leaders.
LEARN MORE ABOUT CWEL AT WWW.BABSON.EDU/CWEL