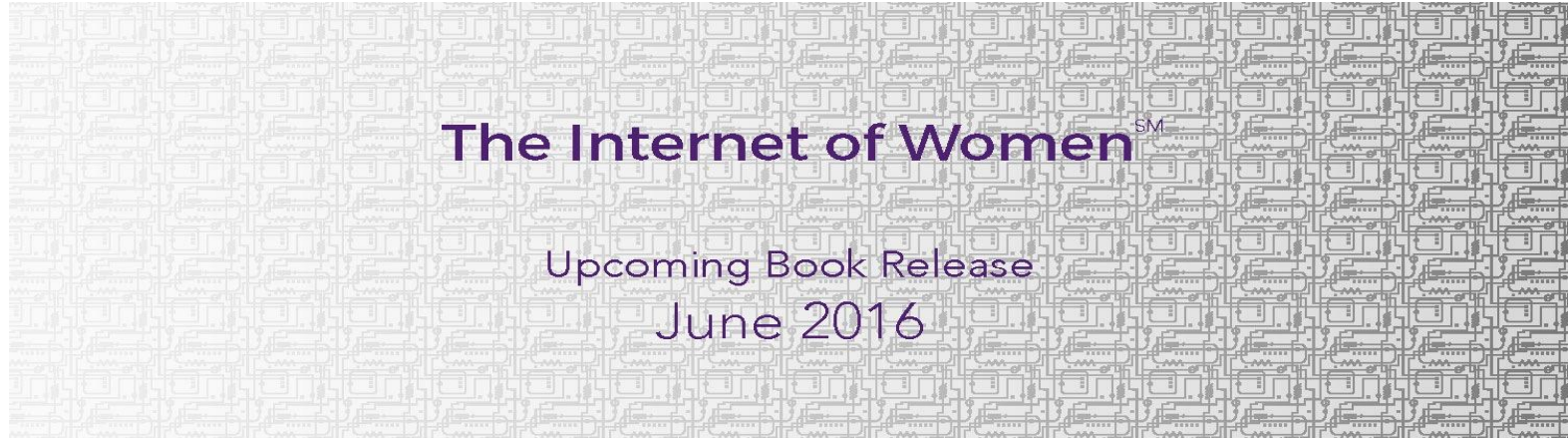




The Internet of Women (IoW)

What is the IoW?



- The IoW provides an **open global community** to invite the world to do business with women of the internet.
- How are women making choices about technology and business models?
- How are these choices changing the world?

Why the IoW?

- Women control 80% of global annual consumer spending.
- More women than men entrepreneurs introduce innovations (new products and services) in developed economies.
- Closing the gap between male and female employment rates would boost
 - American GDP by as much as 9%
 - Eurozone GDP by 13%
 - Japanese GDP by 16%



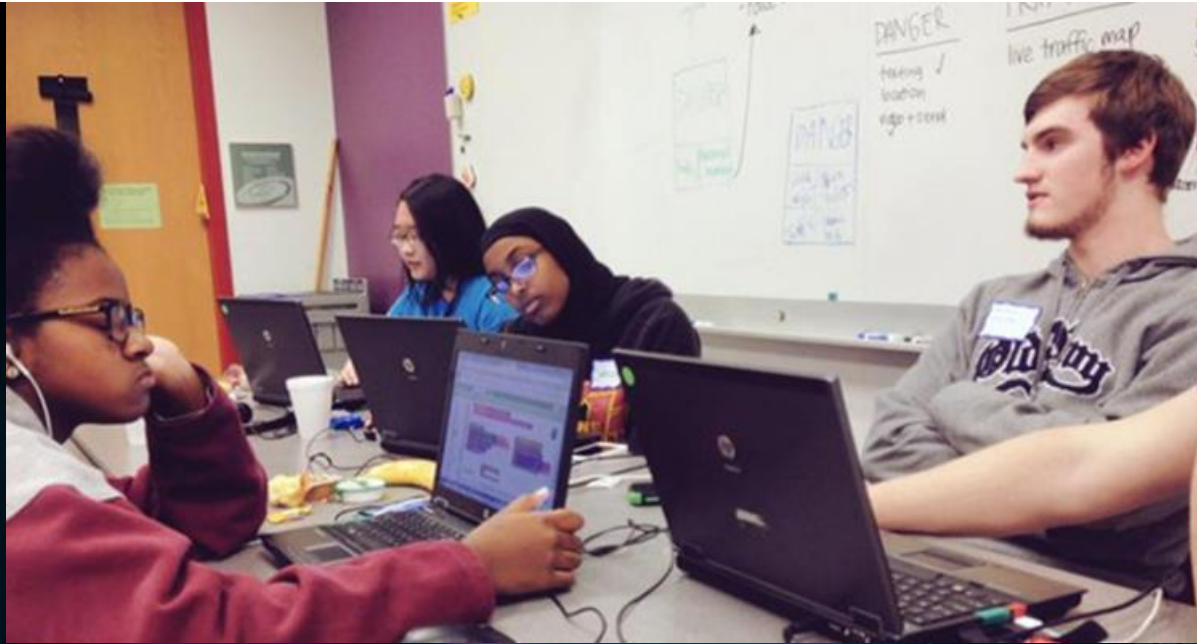
“A huge revolution is taking place in the technology industry, with women forming an increasing part of leadership and the entire tech workforce.”

—Leo King, Forbes Contributor

Good News: Technology is Gender-Color Neutral



Skills Gap!



Latest research by the analyst firm suggests that the number of unfilled digital jobs in Europe will reach 756,000 by 2020,
<http://eskills4jobs.ec.europa.eu>

*“It’s a **great** time to jump in because the industry needs technology-based thought leaders.”*



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