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**NEXT-GEN
GIVING TRENDS**

**MEASURING DEI:
WHAT'S THE HOLDUP?**

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Women Changing The World

**Singer-songwriter Jewel is
blazing a trail as a groundbreaker
in the mental health space.**

+

**Amanda Gorman, Mary Barra,
Meghan Markle, Deb Haaland,
Chloé Zhao and more!**

What It's Like to Be a Female Entrepreneur in Countries With Wide Gender Gaps

According to the World Economic Forum's Global Gender Gap Report 2021, it will take 135.6 years to close the gender gap worldwide. Researchers have seen significant progress over the last few years in regards to the gender gap in economic participation and opportunity, but not nearly enough. Even so, women are becoming skilled professionals at record numbers. But income disparities are still in effect, and there's a lack of women in leadership positions. Women workers and entrepreneurs in some countries, including Pakistan, Egypt and India are more affected than others.

Despite these adversities, many women are becoming entrepreneurs and leaders in countries with wide gender gaps. Malala Yousafzai, for example, is widely known for getting an education, which is against Taliban rules in Pakistan. Unfortunately, they shot her for promoting education for girls.

If getting an education can get you shot in the head, you can imagine what it's like for women to start their own businesses in countries with sizable gender gaps.

Ahead, learn about women who've become entrepreneurs even with everything stacked against them.

*Some of these women's last names have been omitted to protect their privacy.



Yamini Bhat

Cofounder and CEO of Vymo, an AI-based personal sales assistant and fast-growing enterprise startup

Country: Bengaluru, India

India's country-wide female literacy rate is 70.3 percent, considerably lower than the global average of 82.7 percent. A much smaller percentage of this group joins the economic workforce, with 79 percent of Indian women (aged 15 years and older) not even seeking work.

Bhat identified a need for a sales productivity overhaul in her time as a McKinsey Consultant. In 2013, she cofounded Vymo to help on-the-go sales teams be more productive. Vymo has seen tremendous growth in recent years, more than doubling its revenue each year.

With the rise of India as a global development hub for SaaS, more of the female population could enter the workforce, focusing on skill-building in high-demand areas (cloud computing, dev, analytics, QA, etc.).

"But in order for these opportunities to become viable options for women, workplaces need to be consciously sensitive to aspects that matter in making women successful," Bhat says. "This includes well-defined part-time programs, flexible options and recognition for output, not hours."

Still, Indian culture emphasizes familial support. "This has to become our strength in enabling our women to play a bigger role in the workforce if they choose to," Bhat concludes.



To Truly Appreciate NICHOLAS AIR... Come Aboard!

The private aviation company offers a tailored experience.

BY WILLIAM P. HOGUE

In 1997, a young pilot named Nicholas “NJ” Correnti, founded an “aviation company” with one four-passenger plane and no staff. As NJ puts it, “I was the pilot, the customer service agent, the accountant and the flight attendant.”

Fast forward 25 years: NICHOLAS AIR now operates some 24 passenger jets, has access to over 9,000 airports nationwide and employs over 150 people. And NJ is still running things, albeit as company CEO.

Now you, the private aviation consumer, might say, “Colorful founding stories are interesting, but why should I care?”

Because the two principals upon which NJ founded the company—safety and a personally customized flying experience—still guide and inspire its founder and employees.

As to safety, in its 25-year history, NICHOLAS AIR has not experienced a single serious safety issue or incident. Not one. Why?

For starters, NICHOLAS AIR owns, operates and is incredibly detailed-oriented

when it comes to the maintenance on its planes. Private aviation flight brokers fly whatever planes are available. In addition, any NICHOLAS AIR plane that you board is no more than five years old on average. You could say that NICHOLAS AIR replaces its planes about as frequently as most people replace the family car.

While safety is job number one, NJ says, “Every mission needs to be tailored to the specific person.” And for you to truly appreciate that tailoring—that is, the NICHOLAS AIR experience—for the moment, let’s imagine...

You have a family of four—mother, father, teenage daughter, grade school age son. Based upon a friend’s recommendation, you decide to fly with your family on NICHOLAS AIR. (No surprise since 83 percent of new sales come from member referrals.)

Next, you call to make your reservation and speak to a NICHOLAS AIR dedicated Personal Travel Representative who describes the company’s three jet card options. (BLUE is aircraft specific;

RISE is deposit based with hourly rates; LITE is designed for those with exceptional schedule flexibility.) You choose the BLUE Card, meaning you will actually choose which of NICHOLAS AIR’s five aircraft types you will fly on.

The day of the flight, as your family enters the cabin, the plane’s pilots are there waiting to welcome each person in your family—*by name*. (NICHOLAS AIR President, Peder von Harten, says all crew and pilots go to charm school in addition to their aircraft training programs. Like a *real* charm school.)

Once inside, you notice not only how luxurious the interior is, but also how new it feels. (Remember those “young” jets.) You also notice how remarkably clean the interior is. (Crews drive to airports to “detail” NICHOLAS AIR planes that land.)

While settling in, you see the crew paying special attention to your children, clearly making an extra effort to put them at ease, including offering them the snacks they like that you had mentioned to the Personal Travel Representative; the representative also alerted the crew ahead of time that they are “nervous flyers.”

You also told the representative that your family likes room temperatures a bit cooler than the usual. And as you ready for takeoff, you notice that, in fact, the interior of the plane is nice and cool.

Before your flight, your son was very excited when you told him he could interact with the pilots. Based on the representative’s instructions, while airborne, the crew, unprompted by you, brings your son into the cockpit.

In short, your flight, per NJ, was “tailored” for you and your family. And after this experience, you begin to understand why the likes of Nicole Kidman, who could easily afford her own jet, instead chooses NICHOLAS AIR. As a “brand ambassador,” Kidman has said that NICHOLAS AIR “feel[s] like family.” And she says that for two reasons:

One, just like you and your imaginary family, Kidman feels the safest that a passenger can feel on an airplane. Two, as was the case with your imaginary flight, each one of Kidman’s actual NICHOLAS AIR flights is tailored to be a perfect fit.



Dina Abdul Majeed

Founder of 360Moms, an online bilingual health and parenting platform/mobile app aimed to revolutionize the digital support offered to mothers

Country: Jordan

The Middle East has the lowest female labor force participation worldwide, at an estimated 20 percent in 2019. "Although the female literacy rate is 80 percent in the region, I believe many factors affect this, including lack of work flexibility, employer discrimination and social norms," Abdul Majeed says.

Globally, female entrepreneurs face unequal access to funding compared to men to grow their businesses. Research shows that more than 85 percent of global venture capital goes to startup ventures founded or led by men.

360Moms provides experts across a range of topics to generate accessible content for moms. The company empowers mothers to create a better future for their children. After tripling their revenue this year, Abdul Majeed is now looking at expanding internationally. Her investors include Expert DOJO, and they were recently accepted into Google's accelerator program.

85 percent of global venture capital goes to startup ventures founded or led by men.



Mariam

Founder of a livestock business, with the help of a microfinance organization in Egypt, working with Kiva, an international nonprofit with a mission to provide financial access for all

Country: Egypt

Mariam, a 23-year-old woman, lives in Minya, Egypt with her parents and three siblings. Because of her family's financial situation, it has been difficult for Mariam to complete her education. While living in Egypt, she has faced the gendered customs that discourage female education and equal rights.

Even so, Mariam's biggest dream growing up was to complete her education as a way to empower herself both socially and economically. With encouragement from her mother, Mariam decided to apply for a microloan and joined a program that taught her how to raise and fatten rabbits to be sold to traders in her community.

Mariam secured a loan through Kiva to fund her livestock project. She relayed all of her installments on time and successfully raised enough money to provide for her family and put herself through two years of nursing school.

Mariam faced harsh judgment and harassment from men in her village, as it's rare to see a woman doing this work or to be in this industry at all. Despite these barriers, Mariam continued to foster her business with fierce determination and is a role model to other women in her community.



Asmaa

Founder of a sewing business, with the help of a microfinance organization in Egypt working with Kiva

Country: Egypt

Asmaa is a 33-year-old woman living in Beni Suef, Egypt. She and her ex-husband were having difficulty making ends meet and providing for their children. So, Asmaa joined the Together Association for Development and Environment (TADE) and requested a loan through Kiva to fund a sewing business.

Her products became popular due to her modern fabrics and unique designs. Her husband, however, became threatened by her success and economic empowerment. As a result, he divorced her and left their two children.

Asmaa now lives with her parents and continues to run her sewing business. This allows her to provide for her children without giving up on the career she worked so hard to build.

She faces daily harassment from the men in her community, including those she works with closely. Asmaa has chosen to challenge the traditions in her community and actively teaches her children to respect women.

She has become a strong voice in her community and fights to provide a stable life for her children. In the future, she hopes to have a clothing line of her own and to inspire young girls in her community who are interested in starting a business. 🌟