Woman and Entrepreneurship: Why are women less represented in high tech entrepreneurship?

An IDC Herzliya Case Study with Efrat Barit of Ringbow

hosted the Zell Entrepreneurship Program

Come join us for a discussion of women and entrepreneurship with Einat Metzer of Yazamiot, a network of Israeli women High Tech entrepreneurs and Efrat Barit, an IDC Grad and CEO of Ringbow, chosen as the startup with the highest future potential in the world by the global Mobile Monday organization and was announced as one of the 20th promising startups of 2010 by Microsoft Israel.

Wednesday, March 2nd 2011, 4pm

Room E103, School of Sustainability and School of Economics Building

Ringbow is a ring-peripheral device that enhances the way we interact with finger based interfaces such as touch screens and hand-gestures recognition. It is based on breakthrough developments in human-computer interaction solutions that allow a set of innovative means for controlling to any touch.