

## Women Entrepreneurship Week 2017



WEW began as an idea in a Montclair State cubicle in 2014, and in three short years has grown into an international celebration. Last year, for the third annual WEW, events were organized in 13 countries on six continents, plus events in eight states in the U.S., and at 20 universities and nonprofits all over New Jersey. Our goal is to involve even more universities/nonprofits this year.



**Parminder** founded TraknProtect with the help of Arun Sobti and has taken the idea all the way from conception, development, prototyping, and validating the product to now to being several hotel properties. Parminder oversaw the pivot of the company from B2C to B2B and into the hotel industry by identifying a niche market opportunity, where use of IoT solutions for operational efficiency were non-existent. In the past four years, Parminder has become an expert in the hospitality industry and helping hotels such as Hyatt, Choice Hotels, Wyndham, and Westgate Casinos.

### **FREE EVENT WITH LIGHT REFRESHMENTS, REGISTER PLEASE:**

**Date:** Thursday, Oct. 19

**Time:** 12:45pm to 1:45pm

**Location:** IIT Chicago 3300 S Federal St., Wishnick Hall WH 113, Chicago IL 60616

**RSVP:** <https://www.eventbrite.com/e/women-entrepreneurship-week-2017-main-campus-tickets-38633748582>



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