

Company: Teknolojide Kadın Derneği (Women in Technology Association)

Company Description: The Women in Technology Association was founded on January 31, 2019, under Zehra Öney's leadership and with 75 founding members, aiming to build qualified human resources in science and technology, support women through specialization trainings, and increase their motivation, sectoral participation, and employment.

Nomination Category: Achievement Categories

Nomination Sub Category: Achievement in Financial Literacy Initiatives for Women

Nomination Title: Binance TR Woman in Technology Academy



1. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions, provide them in the appropriate spaces below:

A New Era for Woman in Technology and Finance: A Strong Step into the Future with Binance TR Woman in Technology Academy

Bringing women from all over Türkiye together with the world of technology and finance, Binance TR Woman in Technology Academy prepares them for the business world of the future by increasing women's competence in the age of digital transformation. The academy, which aims to strengthen women's presence in the digital economy with a wide range of trainings ranging from cryptocurrency to artificial intelligence, Web 3.0 to blockchain and cyber security, has made a great impact in a short time.

This leading program, run in collaboration with Binance TR and the Woman in Technology Association (Wtech), not only provides women with knowledge, but also prepares them for financial independence, digital literacy, and the opportunities offered by new technologies. In the trainings organized as part of the Academy, participants learn directly from experts on critical topics such as algorithmic trading, NFTs, digital wallets, blockchain basics and cybersecurity.

The program appeals to a diverse range of participants, including NEET women, university students, recent graduates, women who have been active in business, and even retired women. Women of all ages and backgrounds gain a strong understanding of the digital economy through this academy.

Having reached more than 1700 women in 54 cities so far, Binance TR Woman in Technology Academy aims to reach 5,000 women in 5 years. This program is not just a training process; it is also a transformation movement that allows women to become more visible, more effective, and more confident in the technology industry. Thanks to the Academy, many women have increased their financial literacy and started contributing to their home economies, and have had the opportunity to experience the power of economic independence and digital competence.

Binance TR Woman in Technology Academy continues to shape the future of the digital world together with women. This is not just a training project; it is an inspiring story of women empowered by technology and writing their own economic journey.

2. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

Total 241 words used.

Woman in Technology Association's 2024 achievements are unique in the sector in terms of both scale and impact. While women's representation in the tech sector is still limited in Turkey, the Association has implemented projects that not only raise awareness but also directly impact education and employment processes. For example, the "My Future Dream" project, carried out in cooperation with Ford Otosan, reached 6,000 women in a short period of one year, with the goal of reaching 8,000 by the end of 2025. There is no other example of civil society offering technical training exclusively for women on this scale.

"Technology and Talent Academy", that covering online trainings in 11 provinces in the earthquake zone and physical programs in Hatay-Kahramanmaraş demonstrate the ability to produce fast and sustainable solutions for crisis areas. Moreover, in addition to the trainings, concrete support such as the distribution of 350 tablet computers is a strong example of the vision of inclusiveness.

The "100 Leaders of Technology" project, on the other hand, is a holistic leadership model that provides not only technical training but also mentoring and employment opportunities with a special design for the 100th anniversary of the Republic. Such a comprehensive and private sector-supported leadership development project has never been implemented in Turkey before.

Furthermore, the entrepreneurship ecosystem supported by sustainable development-oriented competitions proves that Wtech, unlike other players, offers a structure that not only educates but also accompanies the investment journey.

3. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the nominated achievements since July 1 of 2023, OR written answers to the questions? (Choose one):

Written answers to the questions

4. Briefly describe the nominated organization: history and past performance (up to 200 words):

Total 182 words used.

Woman in Technology Association was founded on January 31, 2019 under the leadership of Zehra Öney and with the support of 75 founding members. The association operates to empower women in science and technology fields where women are underrepresented and to bring them into the sector. Through specialized trainings designed in line with the needs of the digital age, women gain technical skills, leadership competencies and industry-specific knowledge.

The association focuses not only on professional development, but also on building self-confidence and raising role models. Trainings are supported by mentoring and programs directly linked to the sector. Through collaborations with the public, private sector and universities, equal opportunities are provided for women and young people, and a more inclusive structure is created in the field of technology.

Since its establishment, the Association has reached more than 20,000 young people and directed 93% of the participants to employment, internship programs or entrepreneurship. 80% of these participants are women. The Woman in Technology Association continues to contribute to digital transformation and strengthen Turkey's human resources in the field of technology by increasing diversity.

5. Outline the organization's achievements since the beginning of last year that you wish to bring to the judges' attention (up to 250 words):

Total 251 words used. If the word count is more than 25 words over the limit, please deduct one (1) point from your score.

The activities of the Woman in Technology Association in 2024 show that it continues to strengthen women's presence in the field of technology through inclusive and sustainable education projects. The "My Future Dream" project, carried out in cooperation with Ford Otosan, reached more than 6,000 women in one year, with a target of reaching 2,000 more women by the end of 2025.

3,016 people were reached through online trainings conducted in 11 provinces affected by the February 6 earthquakes, providing social benefit in crisis regions. Physical trainings were organized in Hatay and Kahramanmaraş, and access to education was facilitated by distributing 350 tablets to individuals in need.

The "100 Leaders of Technology" project was designed specifically for the 100th anniversary of the Republic, and with the support of 70 organizations, 100 female and 25 male students were provided with technical and social skills training, mentoring and employment opportunities.

The Association supports technology-based initiatives through competitions organized in line with the Sustainable Development Goals. Thanks to agriculture and water themed competitions, women entrepreneurs have gained investment and visibility; in 2025, the focus will be on energy.

In addition, the "Türkiye, Girls in Technology Artificial & Intelligence Awareness Survey" published in 2024 measured the views of female vocational high school students on technology, their level of interest and motivation towards the sector, and emphasized the importance of equal opportunities in education and guidance at an early age. This report is a strategic guide for education policies and private sector projects.

6. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 226 words used.

The supporting materials submitted as part of our nomination application provide concrete evidence of the impact and sustainability of the Binance TR Woman in Technology Academy.

The participant lists and demographic reports in the appendices show that over 1,500 women from 54 provinces in Turkey participated in the program, reaching a broad and inclusive target audience, including NEET women, university students, recent graduates, active workers, and retirees. This data provides an important basis for the regional distribution and social inclusiveness of the project.

The training contents attest to the quality training offered in digital economy areas such as introduction to the cryptocurrency world and technical analysis methods, financial literacy, financial future with blockchain infrastructure, financial crimes and cryptocurrency regulations, digital strategies: algorithmic trading, artificial intelligence, blockchain, digital wallets, NFTs and financial cybersecurity. In addition, the feedback forms and success stories of the women who participated in the program, describing how they improved their financial literacy and digital skills, directly demonstrate the individual and social transformation impact.

Media coverage, visuals and social media interactions document the project's public visibility and societal resonance. Collaboration documents and letters of support demonstrate the strong support of Binance TR, Wtech and local stakeholders.

All these materials clearly support the effectiveness and credibility of the model we have created in line with our goal of reaching 5000 women in 5 years.

Attachments/Videos/Links:

[Binance TR Woman in Technology Academy](#)

[REDACTED FOR PUBLICATION]