

# Catalyzing Women's Entrepreneurship:

Creating a Gender-Responsive Entrepreneurial  
Ecosystem



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# Challenges

- Access to finance is the biggest obstacle for women-owned MSMEs - 63-69% of women-owned MSMEs in developing countries are underserved by financial institutions
- Financial literacy and ICT skills are lower among women
- The differences in asset ownership and collateral impacts women's ability to access finance
- Other social and cultural obstacles



## Goal

To address key barriers faced by women entrepreneurs:

- Increased access to finance through innovative financing approaches
- Increased use of ICT
- Strengthened enabling environment



## Project beneficiaries

Women Who:



run small and medium enterprises



run micro-enterprises including those in the informal sector



plan or aspire to set up their businesses

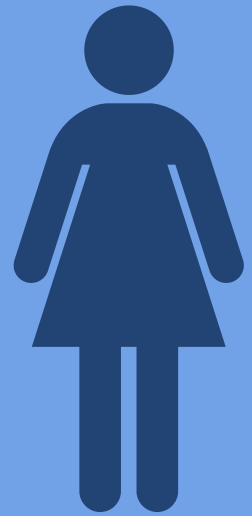


## Focus

ICT tools and access to innovative financing solutions made available to women entrepreneurs

Enabling policy environment and conditions to support the provision of the ICT tools & finance solutions – policies, regulations and institutions

Transformative change towards a more gender responsive entrepreneurial ecosystem



## Expected results

- Strengthened capacity of Governments to institutionalize gender-responsive entrepreneurial ecosystems
- **20,000** women entrepreneurs have benefited from increased access to finance and use of ICT, capacity development, improved policies and business environment
- **500,000** indirect beneficiaries positively impacted by the project (e.g. employees, family members and the wider community)







# Who we will work with

## Governments



Ministries enacting policies that impact women entrepreneurs

## Women entrepreneurs



Women entrepreneurs associations and individuals championing change

## Private sector



Companies with innovative ideas & solutions for financing women entrepreneurs

## Other partners



Organisations that can provide financial or technical support to women entrepreneurs



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