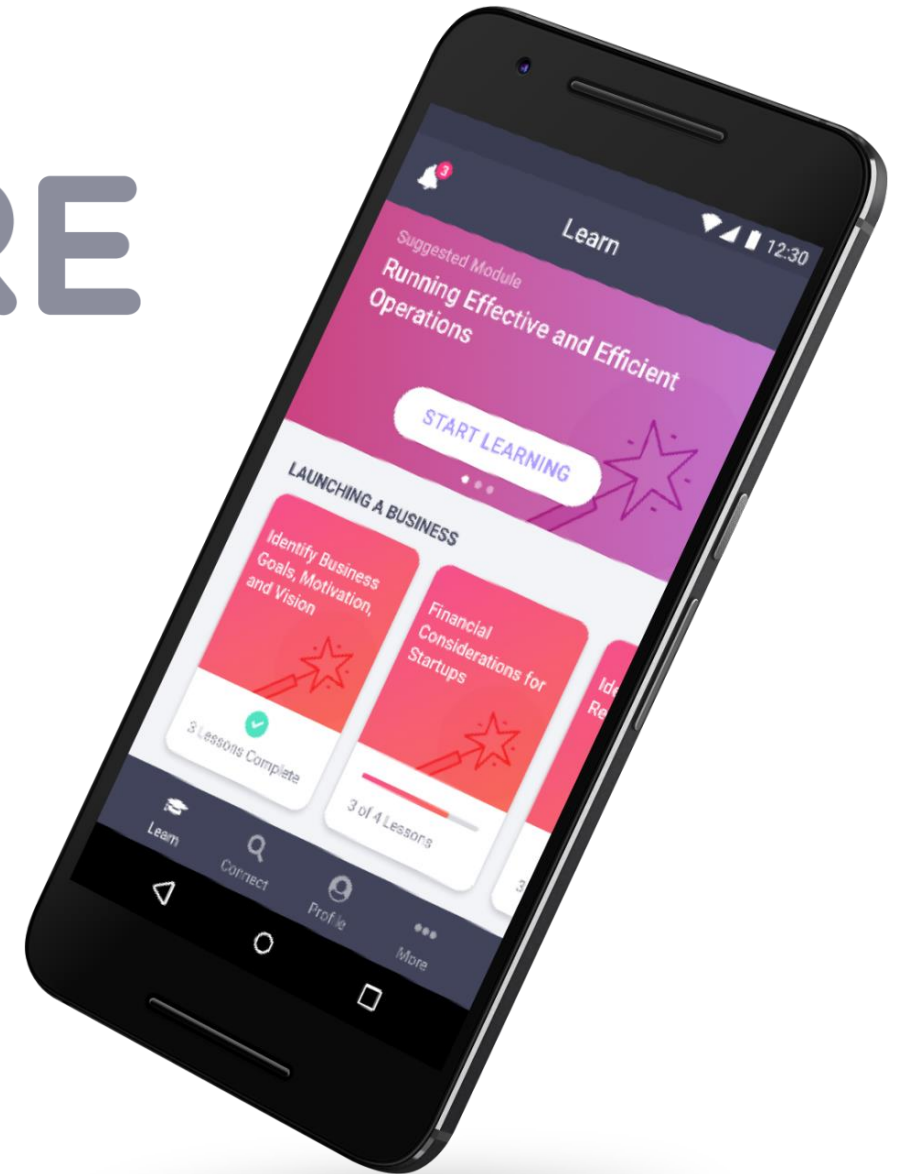


HER VENTURE

A mobile learning application for women entrepreneurs



HER VENTURE

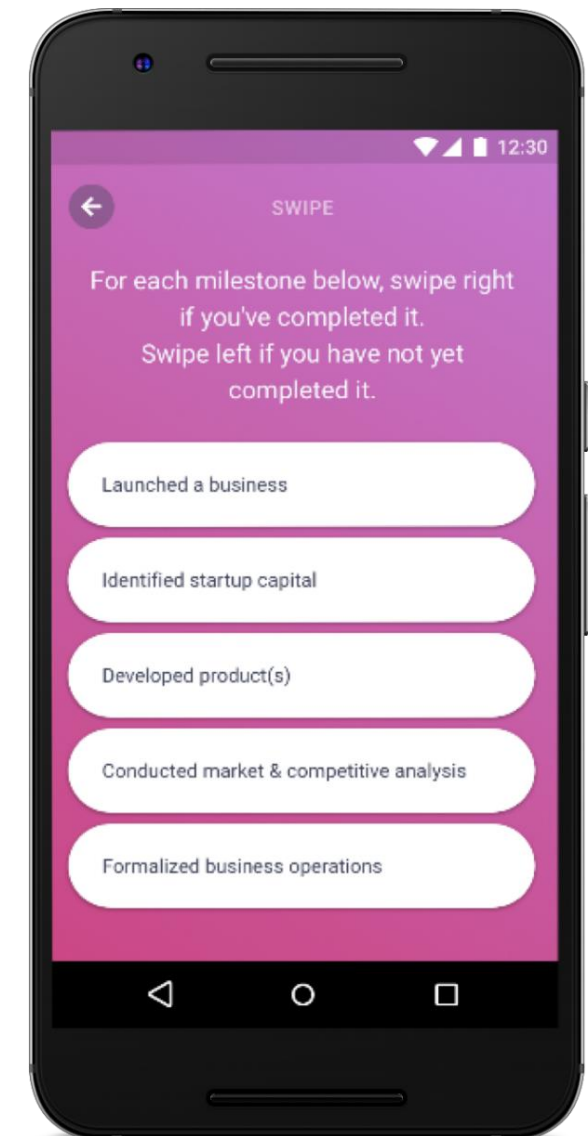
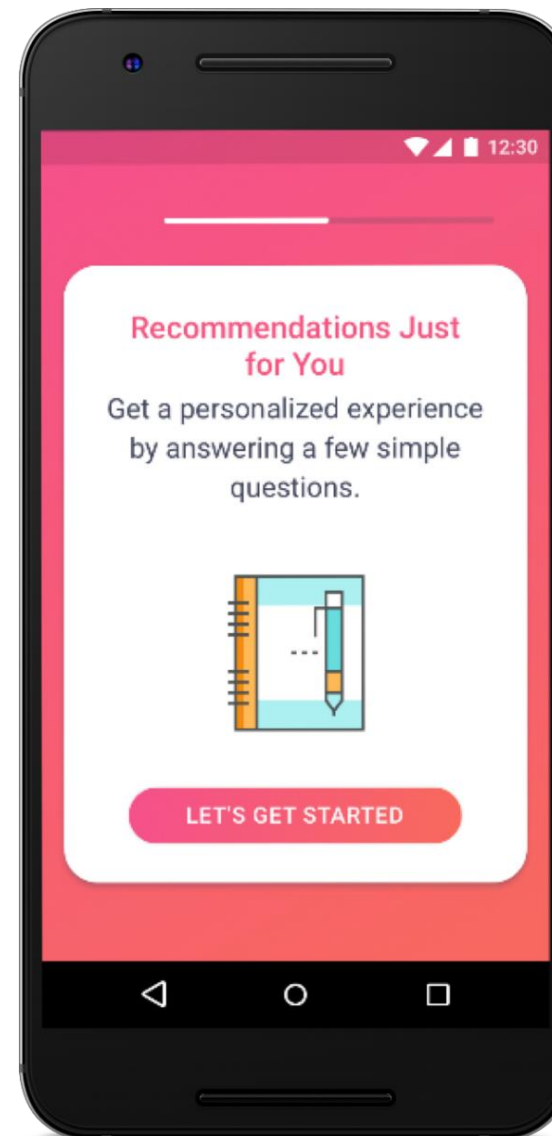
- **Aim:** To support women entrepreneurs in low and middle-income countries to gain the knowledge, skills and networks they need to grow their businesses.
- **Target group:** Women owners of micro or small enterprises who are in the start-up/growth stages of their businesses.
- **Reach:** The app is highly scalable and can be adapted to any geography or language across the world. The first country we are rolling the app out in is Vietnam where it launched in June 2018.
- **Availability:** The app is free of charge and available to download on android phones via Google Play Store.



Overview of features

Delivers a tailored learning experience for women entrepreneurs

- The app tailors the learning content based on the needs of each woman entrepreneur.
- The user will answer a set of questions about their business and learning needs when they first log in to the app. The answers will be used to create a personalised roadmap for each entrepreneur.
- For example, a user in the start-up stage may need specific content on:
 - Understanding the financial viability of their business;
 - Potential sources of start-up capital; or
 - How to conduct market research and analysis.



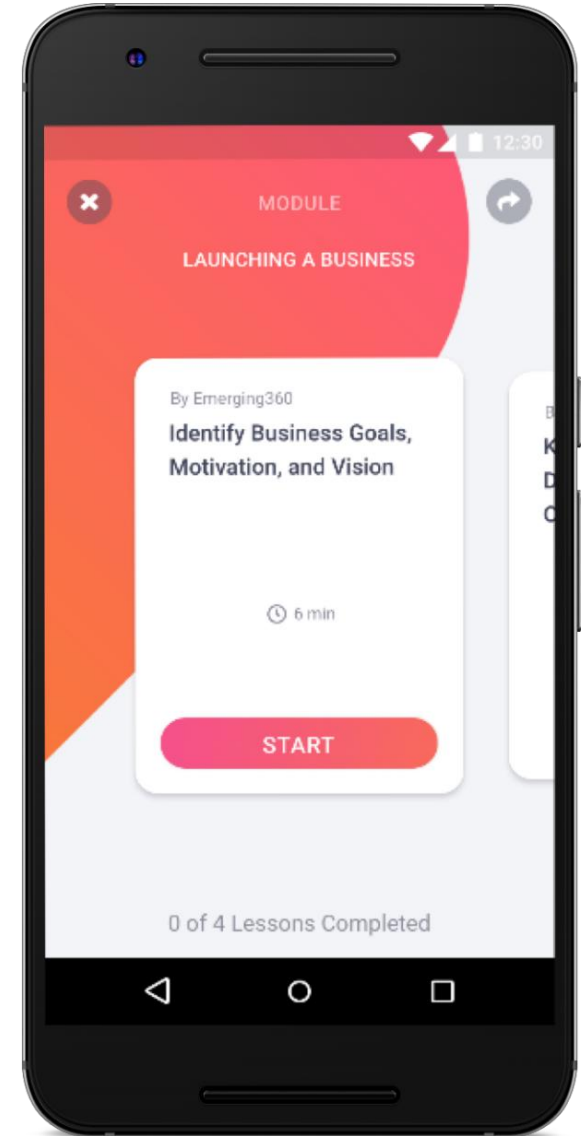
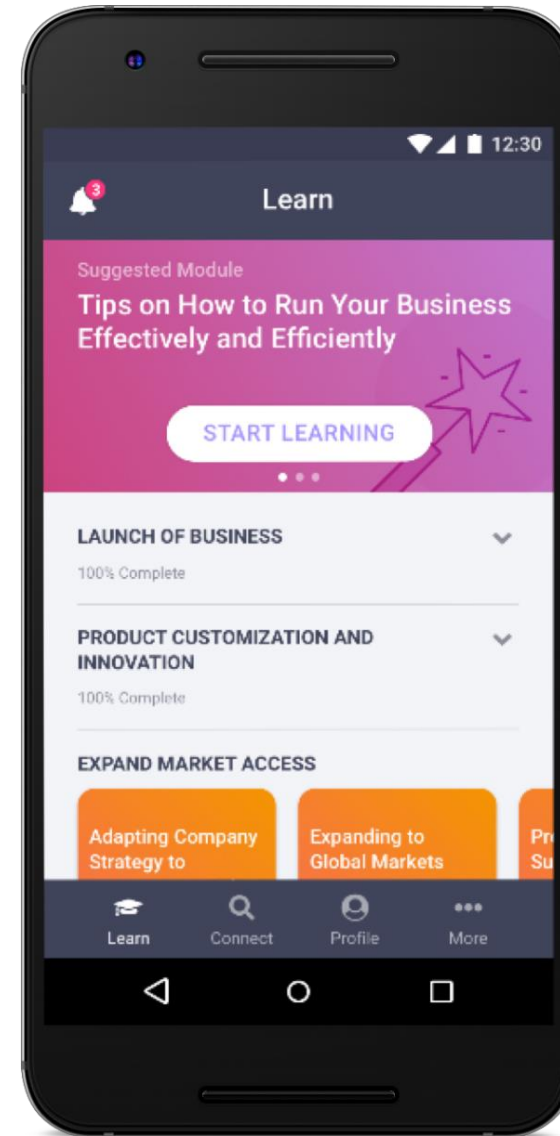
Includes 5 key learning tracks for building business knowledge and skills

The learning tracks are on the following areas:

- Launching a business;
- Product customization and innovation;
- Expanding market access;
- Expanding business operations and workforce; and
- Access to finance.

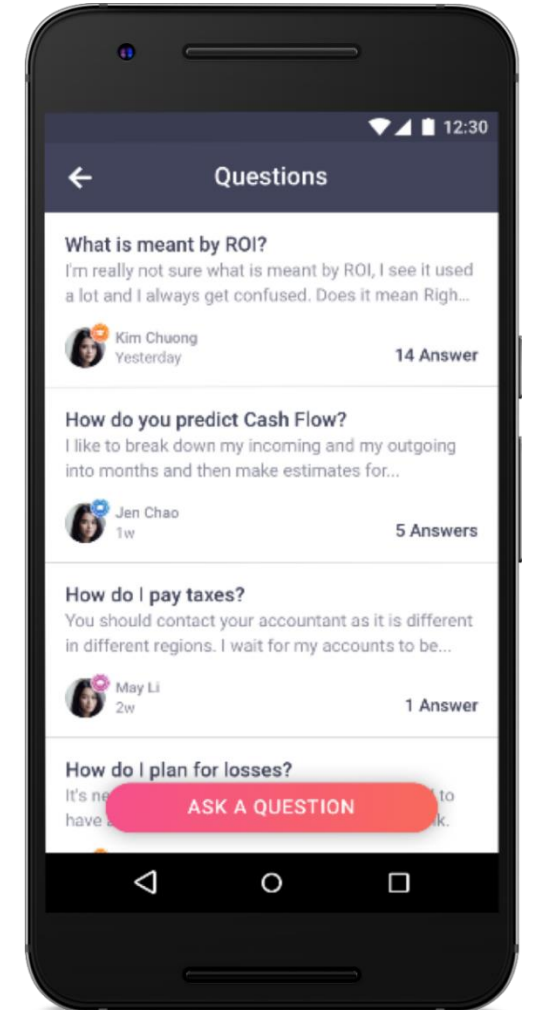
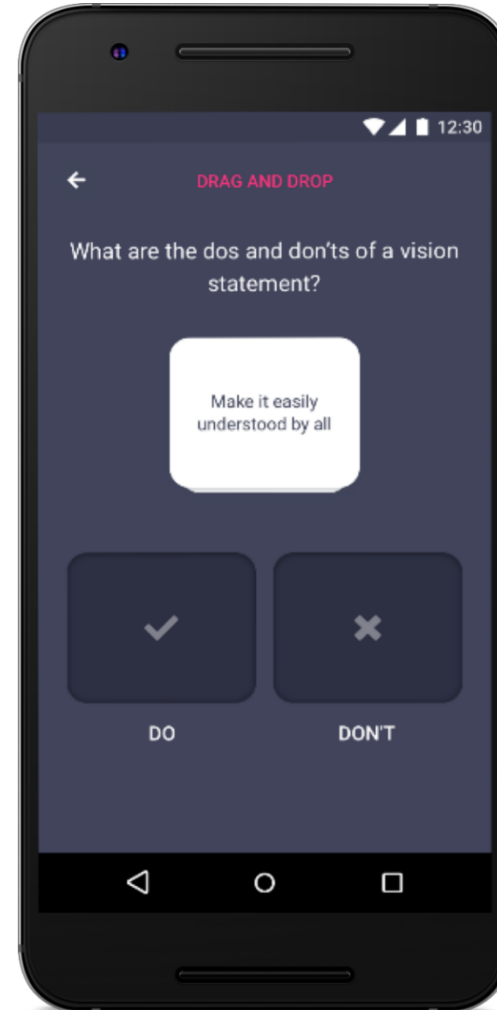
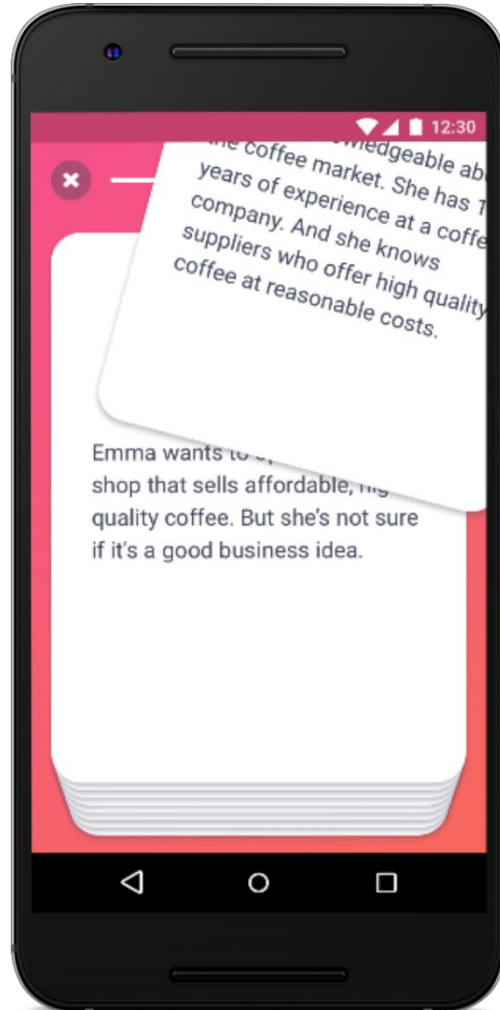
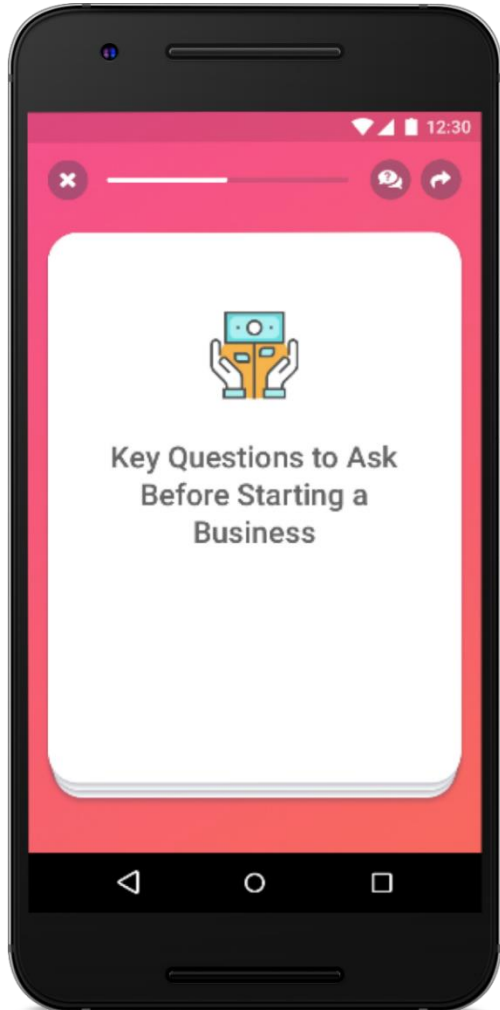
The access to finance component specifically includes content on:

- Determining financing needs and options;
- Preparing for a loan investment; and
- Negotiating and managing financing.



Learning experience

The content is delivered in bite-sized, easily digestible and engaging formats such as swipe-able cards, quizzes and action plan summaries. Each module also has a question and answer section where users can ask questions and get responses from fellow entrepreneurs.

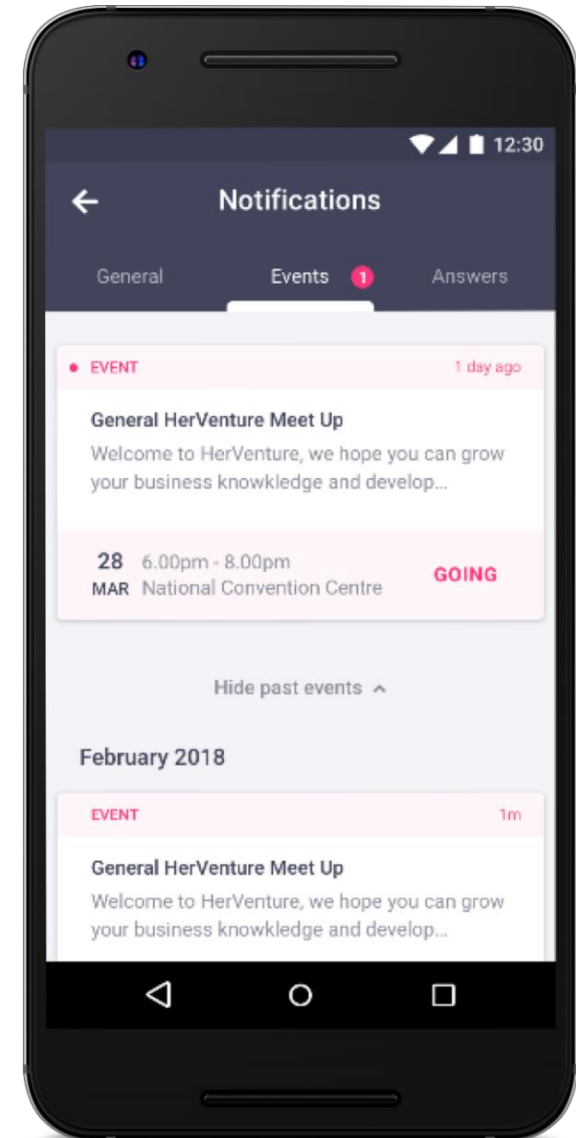
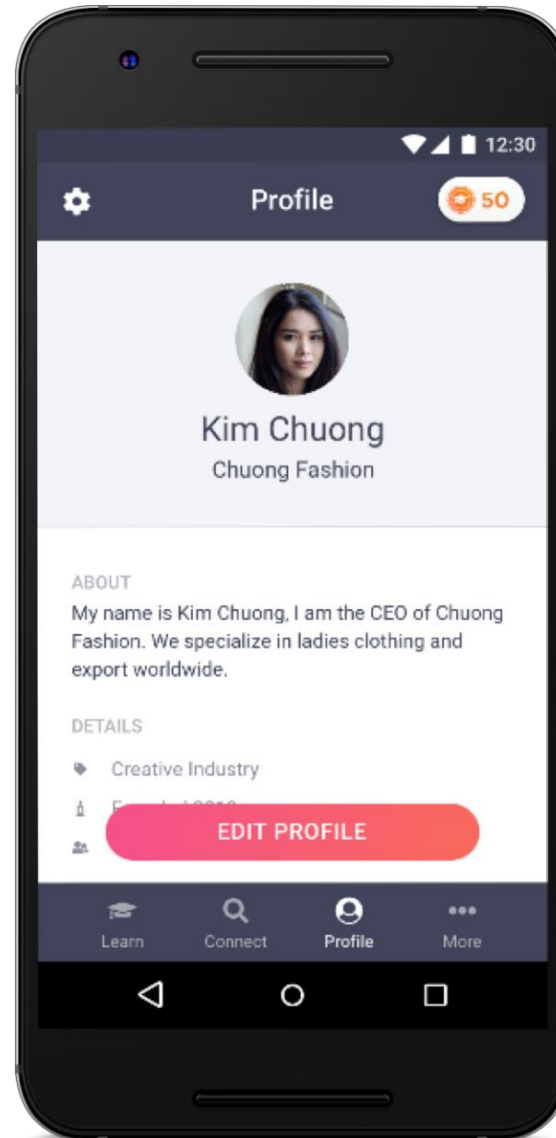


User profiles

HerVenture enables women to create a profile page for their business. There is also an in-built search function where they can find and connect with others based on location, industry or user name.

Notifications

There is a section within the app where the users can get notifications, for example about upcoming events in their area.



Piloting HerVenture in Vietnam

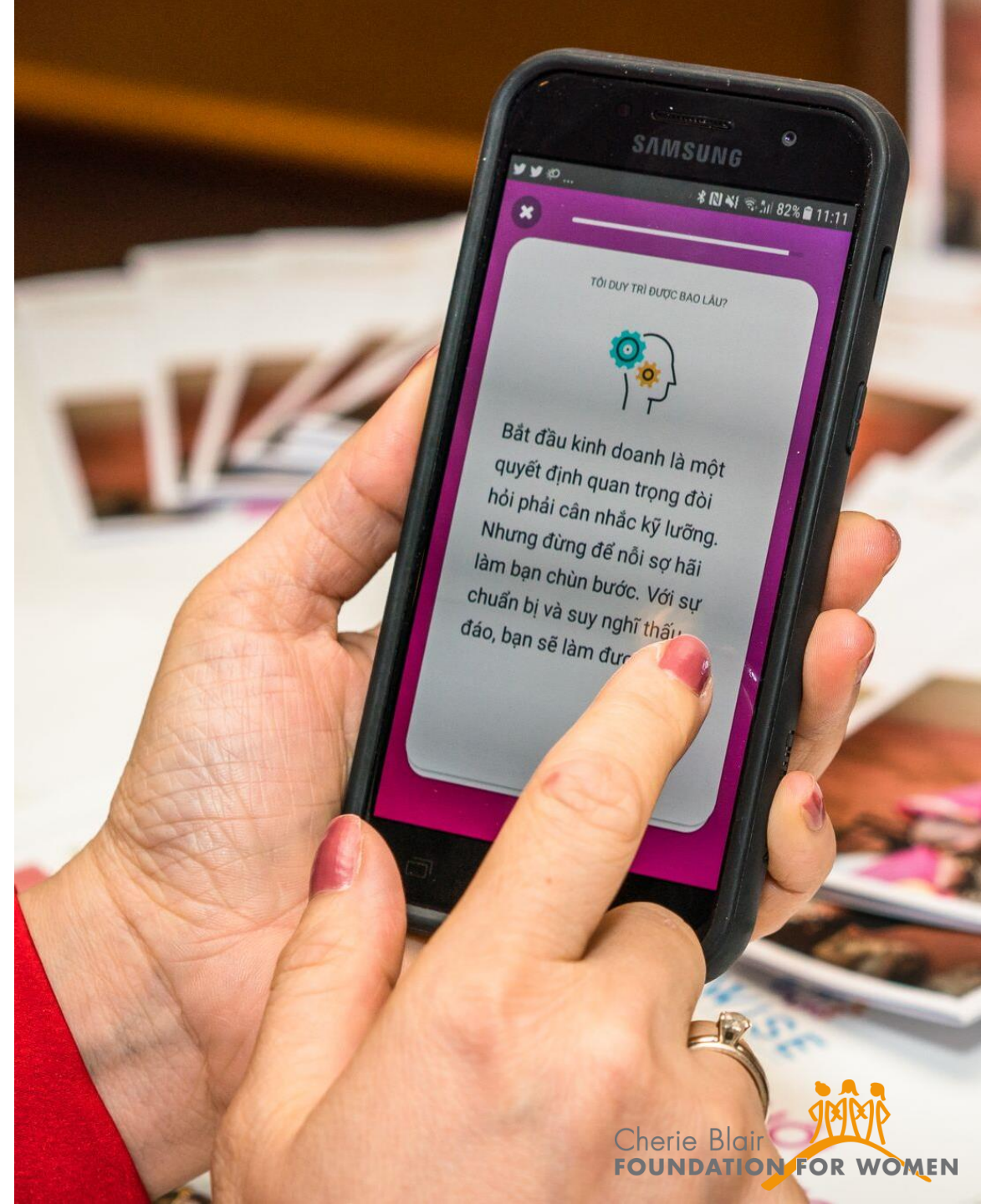
We launched the app in Vietnam in June 2018.

For each roll-out country, we partner with a local organisation to:

- Tailor the content for the local context;
- Market the app with their network of women entrepreneurs;
- Ensure that there is a local stakeholder who can provide support to users.

In Vietnam, we are working with a social enterprise called WISE (Women's Initiatives for Start-ups and Entrepreneurship).

To date, we have had 750 downloads of the app across Vietnam. Our target is to reach 3,000 women entrepreneurs by June 2019.



Monitoring, Evaluation and Learning

We will conduct an external evaluation of the impact of the app by June 2019.

Key performance indicators that we are tracking include:

- Number of downloads
- Number of lessons completed per user
- Number of time women spend on the app
- Number of women reporting applying learnings and skills to their business
- Number of women who have reached more clients
- Number of women who have seen an increase in their revenue since using the app
- Number of women who have hired employees since using the mobile app
- Number of women reporting increased confidence
- Number of women reporting making connections to other app users

Next steps and future plans

New content

- We are currently developing a new track of content to support women entrepreneurs to become more confident in coping with finance and accounting issues such as managing cash, expenses, debt, and receivables.

Developing an iOS version of the app

- The current version of the app is available on Android phones. We are also looking to develop an iOS version (pending funding).

Roll-out in new geographies

- We will roll out the app in Indonesia later on this year and in Nigeria at the beginning of next year. We are also planning to take it to other geographies such as Mexico.

