



# *WOMEN<sup>X</sup>*

**INVESTIBLE WOMEN ENTREPRENEURS BOOST  
SHARED PROSPERITY**



**WORLD BANK GROUP**

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# The Global Perspective

***813 million women  
from developing  
countries***

have the potential to  
contribute more fully  
to their economies



# ***A WORLD **WITHOUT** WOMEN ENTREPRENEURS MEANS***



**lower output per worker without women entrepreneurs**



**lower per capita income without full labor force participation**



**income loss in Middle East and North Africa due to gender gaps in economic participation**

# WOMEN ENTREPRENEURS FACE OBSTACLES



For every woman entrepreneur in Middle East and North Africa, there are **six women who want to start a business but do not**



Women worldwide have **greater fear of failure** and **lower confidence in their entrepreneurial abilities** than men



Over **200 million women** live in countries where they need their husband's permission to start a business



**80%** of women entrepreneurs in sub-Saharan Africa operate in **low-productivity sectors**



Female-owned firms are **7-10% smaller in size and their workers are about 6% less productive than those owned by men**



**70% of women do not have a bank account in their own name** and less than 5% of SME loans go to women-owned businesses



Women managers have **fewer years of experience** running a business and are more likely to engage in home-based businesses



Women globally have **smaller and less diverse networks** and are less likely to seek advice and broaden their networks

# **OUR CHALLENGE: TO UNLEASH COMPETITIVENESS OF WOMEN**

*by equipping businesswomen  
with the tools to grow and  
leveling the playing field*

**Drawing  
on  
Mentors**



**Policy  
Dialogue**



**Eliminating  
Legal  
Barriers**



**Strengthening  
Networks**

**Business  
Education**

**On-line  
learning**

**Access to  
Finance**

**Media  
Campaigns**



## UNLEASHING THE EXPONENTIAL POWER OF WOMEN ENTREPRENEURS BY:

- **removing legal restrictions** to level the playing field
- **strengthening women's managerial capability** to increase productivity, grow enterprises and encourage sector switches
- **ensuring that women can tap into networks** and gain access to markets
- **building women's confidence** through mentorship
- **linking women to banks** and sources of capital for growth and expansion



## *WHO ARE THE WOMEN OF WOMEN<sup>x</sup>?*

- capital-constrained
- high-growth potential
- entrepreneurs leading micro, small and medium enterprises
- in traditional and non-traditional sectors
- strong desire to grow



# ***CURRENT STATUS OF WOMEN<sup>x</sup>***

Two country pilots are ongoing in Pakistan and Nigeria.

- Funded by a Development Grant Facility (DGF) amounting to approximately \$3.1 million over three years (FY14-FY16), for recipient-executed activities.
- Partnerships with prestigious local academic institutions to encourage sustainability of the initiative.
- Productive linkages with the IFC to connect *women<sup>x</sup>* graduates with IFC partner banks developing financial products aimed at women-led SMEs.



# ***WHAT DOES SUCCESS LOOK LIKE FOR WOMEN<sup>x</sup> PARTICIPANTS?***



**10% increase in  
number of jobs  
created**



**10% increase in  
productivity and  
revenue**



**3x more likely to  
use financial  
services**

# *THE FUTURE OF WOMEN<sup>X</sup>*

- Use the Pakistan and Nigeria pilots to develop a **programmatic approach** to how the WBG supports women entrepreneurs.
- Leverage **private sector solutions** and partners, first private sector partner is Intel.
- **Incorporate technology** to reduce costs, expand outreach, and democratize women's economic empowerment.
- Integrate with **World Bank lending and IFC investments**, to increase the number of women who benefit from our lending portfolio.
- Develop a **robust measurement framework**, to ensure impact and scale.

# Achieving Scale

- Country pilots are targeting between 500-1000 women over a 3 year period.
- Obstacle to scale: resources. Programs cost 3-5K per beneficiary.
- Obstacle to scale: delivery mechanisms. In-class training limits geographical reach, and excludes those who are limited in mobility, family responsibilities, and time.
- Obstacles to scale: Quality v Quantity Trade-Off