Our Strategy

A STRATEGY THAT MATCHES THEIR NEEDS

1. KNOWLEDGE OF OUR WOMEN ENTREPRENEURS: SOCIAL PERFORMANCE INDICATORS

   - Products & services adapted to women’s life cycle: Programmed saving, Women’s health plans, Group lending, Educational credit, Housing upgrade credit, Women’s Agricultural credit, Credit for female victims of violence.

2. NEED FOR ECONOMIC INDEPENDENCE

   - to make their businesses grow, improve their families’ well-being and increase their decision-making power within the household.

3. NEED FOR SELF-CONFIDENCE

   - Their lower level of formal education makes them have less confidence in themselves. Providing them with training, financial and digital education improves their individual well-being and the potential of their business.

4. NEED FOR BELONGING

   - Access to networks fosters saving, develops abilities, enables women to learn from others, strengthens their position in society and reinforces their self-confidence.

   - Training model
     - We provide financial education and face-to-face technical training (School for Entrepreneurs) and digital learning (youtube, Whatsapp, SMS).

   - Networks & Mentoring between entrepreneurs
     - Facilitating connections between women to open up new economic opportunities and networks (app Somos FE).

   - Partnerships
     - so their businesses can get into value chains, obtain economic opportunities, training, visibility, etc. (Marketing Personas, Fundación Bavaria, Star Products, Nestlé, Prodermu, Sernam, Fundación Calicanto, Cableonda).
Value Proposition 2019

Panama

- **Rural Women Credit** (Ministry of Agriculture)
- **Health Assistance** for women & family
- **Training “CableOnda”**

- Casafín- Habitat- home improvement loans

Peru

- **Conéctate**- Digital Financial Education (CARE Peru)
- **Mujer Segura** (cancer + life + market basket insurance)

- Palabra de Mujer- women’s group banking
- Educational Loans
- ConstruyendoConfianza-Water.org: home Improvement and water sanitation

Chile

- **Fund. Kodea**: e-commerce
- **Alianza con FALP**: women’s cancer prevention campaigns
- **Group Banking**: women’s penitentiary center
- **Digital Training Tips “Aprendo y Emprendo”**: women’s empowerment
- **Web**: specific contents
- **FE “Women” Awards**
- **Time Use indicators**

- Group Banking+ Entrepreneurship School
- App “Somos FE” (marketplace, networking app)
- “My Protected Family” Insurance

Dominican Republic

- **SAN Programmed Savings** campaign for “women”
- **Gender Parity Task & Ministry of Women**
- **Gender Training for** top management and credit agents

- Agromujer- rural credit for women
- Microfranchising Nestlé
- Star Products- beauty saloons
- Gender Violence victims Loans

Colombia

- **Area creation**
- **Women segmentation** – differential value proposition in tablet
- **EMPROPAZ** – Gender Strategy
- **Alliances F. Pepsico / Fundes - Natura**
- **Campaign “Nosotros con ellas”**

- MEBA- Woccu Rural Savings Lab