## **Our Strategy**

## A STRATEGY THAT MATCHES THEIR NEEDS



**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.



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#### 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.



### 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). KNOWLEDGE OF OUR WOMEN ENTREPRENEURS: SOCIAL PERFORMANCE INDICATORS

NEED FOR SELF-CONFIDENCE

Their lower level of formal education makes

Providing them with training, financial and digital education Improves their individual well-being and the potential of their business.

them them have less confidence in themselves.



### NEED FOR ECONOMIC INDEPENDENCE to make their businesses grow, improve their families' well-being and increase their decision-making power within the household



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

# Value Proposition 2019

## Panama

- Rural Women Credit (Ministry of Agriculture)
- Health Assitances for women & family
- Training "CableOnda"
- Casafin- 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 campaing 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
- Insurance: cancer, protected handbag, "Women& Family" assistances
- EMPROPAZ Gender Strategy
- Alliances F. Pepsico / Fundes -Natura
- Campaign "Nosotros con ellas"
- MEBA- Woccu Rural Savings Lab

