

Value Proposition



Group Banking

“Palabra de Mujer”
individual loan with
solidarity guarantee

Solidarity Group

**“Banca
Comunal”**



Rural Women

Agromujer-
agricultural
women loan
without land titling

**Rural Women-
Whole Planet
Foundation**



Insurance w/ specific Coverage for Women

My Protected Maternity
Economic support during
lactation period

Accident Insurance Mapfre -
health, legal, psychological
woman+family

Protected Handbag

Insurance- shopkeepers,
catalogue sellers

Cancer Insurance

**Cancer Insurance
“Mujer Segura”**

Palabra de Mujer clients
Emprendiendo Mujer clients

**My protected
family** with health
coverages

**Health Coverages
for Urban
and Rural Women**



Business Strengthening

Empropaz- productive
entrepreneurships for Peace
Paz (gender lens)

Gender-lens bonds

**Emprendiendo Mujer-
Mastercard- CARE Perú**
graduated women of
Palabra de Mujer +
Cancer insurance+
App Lista

Despega Mujer- Fund.Luksic
Financiing+ Training
Care Economy- promotion
of care businesses
WOM- internet connectivity
Gender lens bonds

Servicios
Financieros

Value Proposition



Financial and digital Education training

Customer Journey Financial Education with a gender lens

Women with purpose
FUNDES- Fund. Pepsico

“Facilitamos tu progreso” online digital training (financial education+ empowerment+ digital skills+ business management)

Academia Palabra de Mujer - CENTRUM

“Aprendiendo en Confianza”- PDM
Financial education tips

Academia Confianza-
Aprenda (financial webinars)

Nestlé-Plan Barrio
Digital Marketing
For microfranchises

UBER- “Mujer al volante”
Mujer CRECE

Financial Education for gender violence victims

Crece con Adopem-
Digital training platforms

EducaFE- training on self care, digitalization, biases, gender violence financial education...

Firma Digital- FOSIS
Digital literacy - online training platform

PRODEMU
- training

“Saquemos cuentas”-
financial education programme

UNDP financial education for women

Fundación Calicanto- trainings for women

Servicios No financieros



Alliances

Fundación Bavaria-
Skop keepers

Natura- catalogue sellers

USAID- Empropaz-
Gender strategy

IFC- Migrants study with a gender lens

Mastercard-CARE
“Ignite” – product for strivers and pre-strivers

IFC- Migrants study with a gender lens

Gender Parity Initiative
Dominican Republic

Fiscalía Distrito Nacional- gender violence victims

Star Products- beauty products entrepreneurs

Nestlé- Plan Barrio

PRODEMU- training for women entrepreneurs

FOSIS- digital literacy training

WOM- internet chips, connectivity

ONU Mujeres

Vital Voices Panamá

Fund. Calicanto

Gender Parity Initiative
Panamá