

WOMEN ENTREPRENEURSHIP PROGRAM



WOMEN ENTREPRENEURSHIP PROGRAM AT IBA

- **Womenx - First of its kind initiative in Pakistan supported by the World Bank**
- **Implementation Partner : Enclude**
- **4-month certificate program**
- **Engendered curriculum developed to suit the needs of women entrepreneurs**
- **Trained around 300 participants**
- **Incubation support to women entrepreneurs**
- **Research wing**
 - Case study Development
 - Research on women entrepreneurship in Pakistan

Women Entrepreneurship Program Details

What is my Business

What is Entrepreneurship

Future of my Business

Grow

Core Module 1

Know your self (Who I am, What I Know, and Whom I Know)
Entrepreneurial Mindset
The Complete value Chain

Core Module 2

Opportunity Recognition, Evaluation and Organizing, Entrepreneurial Process, Business Modeling, Case Studies and readings from IBA, HBS, Babson, Darden and ISB

Core Module 3

E - Marketing
E -Accounting and Finance
Operations and supply chain(optional), Legal Issues (optional), How to Grow the Biz

Theory
Case
Studies &
Readings

Experiential
Activities

Guest
Speakers

“What is my
Business”
Presentation

Meet an
Entrepreneur

Biz Growth
Plan
Presentation

Growth,
Innovation
&
Professio
nalization
of
Business

Skills and
Behavior

Time Management
Sleep Management
How to Bridge
Differences

Building your Vision
Leadership
Assertiveness
Work – Family Life
Balance

Affordable Loss Principle
Bird in Hand Principle
Lemonade Principle
Crazy Quilt Principle
Pilot in the Plane Principle

Alumni
Mentors

Values

Self Esteem and
Self Awareness

Perseverance,
Persistence

Patience and
Trust, Ethics

Humility
and Gratitude

Return to
society

Learn in the Class – Apply in the
Business

Once a week for 6 hrs

Month 1

Learn in the Class – Apply in the
Business

Once a week for 6 hrs

Month 2

Learn in the Class – Apply in the
Business

Once a week for 6 hrs

Month 3

Learn in the Class – Apply in the
Business

Once a week for 6 hrs

Month 4

PARTICIPANTS TESTIMONIALS

“For the longest time, I thought I was operating in isolation, my business problems were only mine, and no one could help me out... This program has helped me boost my confidence level and create ideas for my business which did not come to the forefront before...”

**Afshan-CEO Precision Trading
Batch of 2014**



PARTICIPANTS TESTIMONIALS

“It has been a remarkable learning experience which enriched my business skills in different areas like accounting, marketing, operation management and others. This course at IBA has added value both academically and professionally. I am thankful to all my professors and teachers for their valuable guidance”

**Sukaina- Enchanté Silver Jewelry
Batch of 2014**



PARTICIPANTS TESTIMONIALS

“Womenx Sessions at IBA were so inspiring, they changed my whole perspective on my vision for my business and myself in general”

**Sarah- Garment Resources
Batch of 2015**



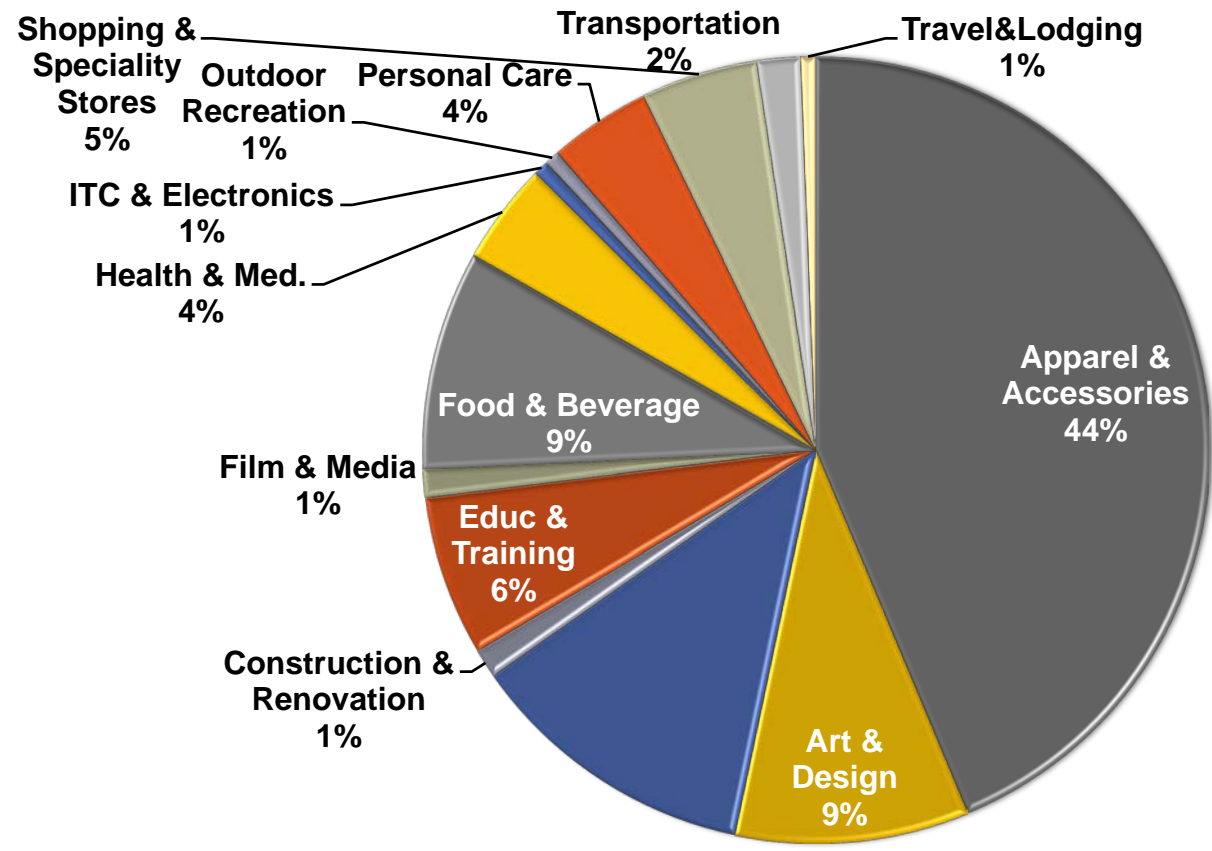
PARTICIPANTS TESTIMONIALS

“Excellent program. Full of learning. Every women entrepreneur who is doing business without any formal business training should get exposure to this program”

**Dr. Ambreen – Owner of Dental Clinics
Batch of 2015**



WOMEN^x PARTICIPANTS PROFILE IN KARACHI

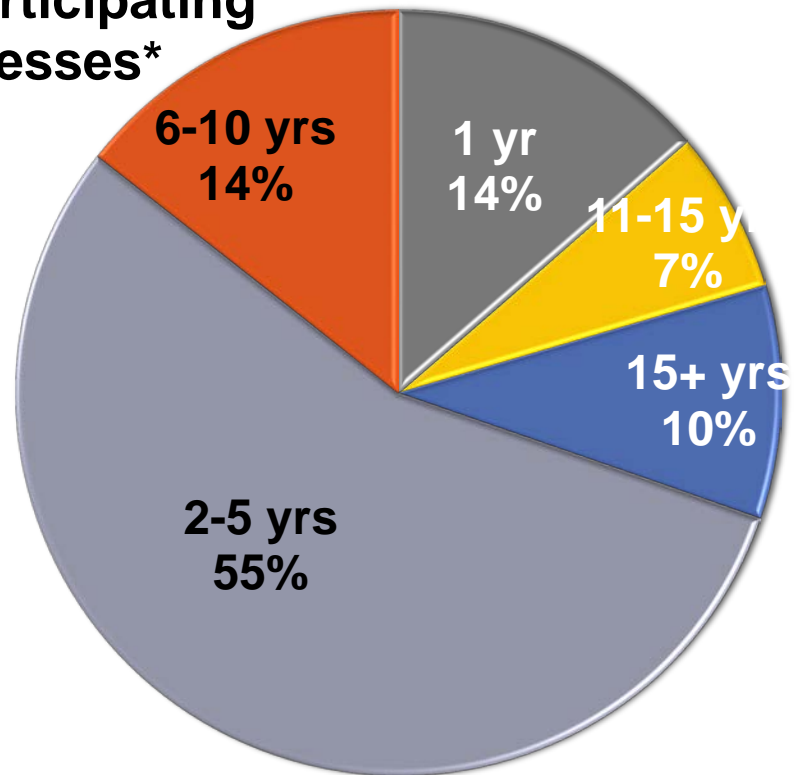


Business Industry*

**Based on data gathered from 269 participants*

WOMEN^x PARTICIPANTS PROFILE IN KARACHI

**Age of Participating
Businesses***



**Based on data
gathered from
269*

WOMEN⁺ PARTICIPANTS PROFILE (269 PARTICIPANTS)



RECORD KEEPING AND FINANCIAL ACCOUNTS

- 75% keep cash, sales and order books
- 42% have a current business plan
- 57% have a savings account (personal, business or both)



ACCESS TO FINANCE

- 9 women have a loan, overdraft or leasing product



BUSINESS PERFORMANCE

- Total #of FT Employees: 0 to 250 (average=14)
- Sales revenue for last 12 months before joining : USD 0 – USD 7.5 mn (average= USD 910,000)
- Net Profit last 12 months before joining : (-USD 957) – USD 297,397 (average= USD 2874)

PROGRAM ACTIVITIES AT A GLANCE





Business Model Canvas Activity



Womenx Participants presenting their business models



Participants with our Chief Guest Ulrike Guelich



Womenx Participants interacting with our Guest Speaker – Ms. Mussarat Misbah



Final Presentations being judged by local and international experts





Participant's during lunch time



Womenx Graduation Ceremony 2015

