

The HerVenture application launched in Vietnam in 2018 with the aim of empowering women entrepreneurs through business management and financial literacy training.

As of June 2020, the app had almost 4,000 downloads. The data below was gathered from an online survey of 55 respondents and 26 interviews.

84%

of respondents reported finding HerVenture useful/extremely useful.

Programme Impact



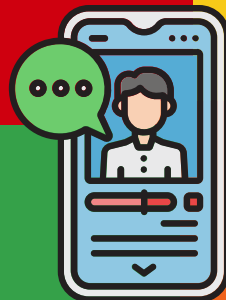
Personal Development

64% felt more confident in running a business.

44% felt they had better employee management skills.

52% felt they had improved negotiating skills.

52% felt they had access to a wider range of networks.



Financial Inclusion

48% felt they have a better understanding of how to seek finance.

60% agreed that their ability to scale up increased after using HerVenture.

Business Development



72% saw an increase in their business revenue after using HerVenture.

64% saw an increase in their profit levels after using HerVenture.

60% reported that HerVenture enabled them to improve product marketing.

76% of women experienced an increase in the number of their clients.

Lessons Learned



- A greater depth of learning materials would better benefit more experienced women entrepreneurs. Some reported HerVenture content as too basic for their needs.
- 98 percent of respondents felt learnings from HerVenture should be complemented with other forms of business development training either in the form of workshops, events, in-person or online training sessions.
- Better user profiling would allow for stronger future evaluations.