

WHY SUPPORT WOMEN ENTREPRENEURS?

Women & their businesses have potential to boost economic growth


If full gender parity were achieved on different economic indicators, GDP in Mexico would increase by

43%
(\$810 billion USD)
by 2025.¹



Women entrepreneurs in the SGB sector in Mexico are well-educated & ready to grow

79%
hold a graduate or postgraduate degree
Most have extensive experience in their fields, including health, engineering & design



WHERE ARE THE WOMEN?

74% of women-led SGBs are in service industries

Health related sectors

25% vs. 4%
women men

Men dominate Industries like construction

3% vs. 20%
women men

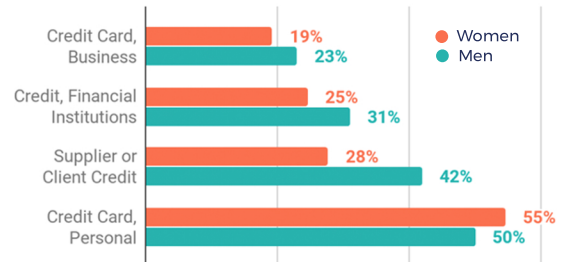
WHAT ARE THE FINANCING NEEDS OF WOMEN ENTREPRENEURS?

70%
said they are seeking finance. This represents an untapped market for financial institutions



Women finance their businesses with smaller & less formal sources compared to men:

54% of women seek finance from \$125,000 to \$3 million USD



WHAT DO WOMEN ENTREPRENEURS NEED TO SUCCEED?

1.

More tailored business development services, professional networks, mentoring & coaching support

2.

Information & access to financial products & providers suited to their needs

3.

Leadership training, including content on overcoming sexist attitudes in business relations

WHAT CAN WE DO?

Improve access to finance & business development services



Understand the needs of the women-led SME market & go beyond "pink marketing" by providing tailored business development services paired with financial services.



Develop tools to improve gender intelligence in bank operations & credit approval processes.



Leverage the Nacional Financiera (NAFIN) Mujer PYME guarantee to expand the number of banks & women that have access to low-cost loans.



Educate women about different financing options, using digital & current market information.



Go beyond the basics. Know what your target market needs, & try offering tailored training, mentoring & as well as blended learning.