

WOMEN'S ENTREPRENEURSHIP

ACTIVITY GUIDE FOR AMERICAN SPACES

This Programming Toolkit provides links, resources, and activities for American Spaces to create programs to promote women's entrepreneurship, a key U.S. foreign policy priority around the world. When women are economically empowered, they re-invest in their families and communities, producing a multiplier effect that spurs economic growth and contributes to global peace and stability.



WHAT IS WOMEN'S ENTREPRENEURSHIP?

It's when women start, run, and grow their own businesses. Women entrepreneurs can ensure financial stability for their family and community. That is why the White House has started the [Women's Global Development and Prosperity Initiative](#) to reach 50 million women in the developing world by 2025.

WOMEN'S ENTREPRENEURSHIP DAY

Women's Entrepreneurship Day programming can be run year round or in conjunction with the [UN Women's Entrepreneurship Day](#) (WED) on November 19th. There are programs and fellowships through WED that American Spaces patrons can apply for.

ADVICE FOR ENTREPRENEURS

- **Join Entrepreneurial Networks:** A network can provide support, ideas and people to talk to about your business plans.
- **Find a Great Sponsor:** Find someone with experience who can advocate for you and provide advice.
- **Practice Your "Pitch":** Practice your business proposal with different people. This will prepare you with important decision-makers.
- **Tell Your Story:** Telling your story helps people connect with you. This can inspire them to help you or to create a business as well.
- **Help Others:** Once you are successful in your business, help others be the same. It strengthens the community and ensures diversity in business.



UNITED STATES DEPARTMENT of STATE
Bureau of Educational and Cultural Affairs

RESOURCES

YALI Courses - This U.S. government organized network provides free online business courses

InvestFem - The first global database of female-founded businesses, and investors 100% committed to funding female entrepreneurs.

Dream Builder - DreamBuilder offers online courses that teach the skills and knowledge needed to start or grow a business.

Enabling Entrepreneurs - From the Office of Alumni Affairs, here are several resources for entrepreneurs

USAID - This site shows what America is doing to promote women's economic empowerment

World Bank - Women entrepreneurs' inspiring stories

10,000 Women - an online entrepreneurship course from Goldman Sachs

Films in Kanopy

Free through **e-LibraryUSA**, films in Kanopy can be shown online in closed groups.

She Did That - This documentary explores the passionate pursuit of Black women entrepreneurs

Play your Gender - This film explores what it takes for women to make it in the music industry.

Videos, Webinars, & Articles

- **Education USA**
- **TED Talk Women Entrepreneurs (13 minutes)**
- **Women's Entrepreneurship Webinar (2 hours)**
- **Share America articles on Women's Entrepreneurship**

PROGRAMMING ACTIVITY

10 Steps to Start a Business

1. *Conduct Market Research*
2. *Write a Business Plan*
3. *Fund Your Business*
4. *Pick Your Business Location*
5. *Choose a Business Structure*
6. *Choose Your Business Name*
7. *Register your Business*
8. *Get a Government Business ID*
9. *Apply for Any Necessary Licenses or Permits*
10. *Open a Business Bank Account if Necessary*

Discussion Prompts

If you were to start a business, what would it be? What would it be called? Who would be your target audience? What kinds of start-up funds would you need for a business? What would be the best way to get those funds?

Starting a Business Activity (60-90min)

1. Introduction and split into groups of three or four people (5-10 min)
2. Each group will develop an idea for a business based on the needs of their community (10-15 min)
3. Each group will create a business plan (need computers & internet, 15-20 min)
4. Groups present ideas (10-15 min)
5. Discussion on how to turn ideas and goals into a reality (20-30 min)

