



Women's Entrepreneurship

American
Spaces

Programming Kit

WOMEN'S ENTREPRENEURSHIP?

Women starting, running and growing their own businesses. Women entrepreneurs can ensure financial stability for their family and community as a whole.

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.

[LEARN MORE](#)

GREAT LEADERS

- are flexible
- have a team-building approach
- empower staff
- encourage openness
- respond quickly to calls for assistance
- are tolerant of differences and can manage a diverse staff
- identify problems quickly and accurately
- are strong at defining expectations and providing feedback to staff
- ask questions, in addition to giving answers
- make staff feel recognized and rewarded



(State Dept./Doug Thompson)

Madiha Hamid has her own successful cooking blog in Pakistan. [Learn more.](#)

THINGS TO DISCUSS

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?





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INTRODUCTION (5-10 min)

1. Pass out information sheet.
2. Discuss.



WED WOMEN'S
ENTREPRENEURSHIP DAY™

WOMEN'S ENTREPRENEURSHIP DAY

Women's Entrepreneurship programming can be done year round or in conjunction with the UN [Women's Entrepreneurship Day](#).

There are also student and adult programs, as well as fellowships, through WED that American Spaces patrons can apply for.

ADVANCED: STARTING A BUSINESS (60-90 min)

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 into reality (20-30 min)

[ACTIVITY LINK](#)

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

[LEARN MORE](#)

RESOURCES

[TED Talks](#)

Women Entrepreneurs, Example not Exception

[Kauffman Foundation](#)

Reports and infographics with statistics on women's entrepreneurship

[infoDev/The World Bank](#)

Ideas to boost women's entrepreneurship

STATE DEPARTMENT RESOURCES

- [Dream Builder](#)
- [Entrepreneurship Incubator](#)
- [ShareAmerica](#)
- [YALI](#)—Young African Leaders
- [YLA](#)—Young Leaders of the Americas
- [YSEALI](#)—Young Southeast Asian Leaders

