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.

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

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?

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

Madiha Hamid has her own successful cooking blog in Pakistan. Learn more.
INTRODUCTION (5-10 min)
1. Pass out information sheet.
2. Discuss.

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

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

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
- YLAI—Young Leaders of the Americas
- YSEALI—Young Southeast Asian Leaders