

SME FINANCE FORUM WEBINAR



Digital Non-Financial Services for SMEs and Women Entrepreneurs

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Why NFS for Women Entrepreneurs?

Women have the ideas and ambition needed to become successful entrepreneurs but face a number of challenges to grow their businesses:

- **Business management skills:** Women entrepreneurs have less experience in leading businesses, and tend to delegate their company's finances to a male figure
- **Confidence:** Women have lower self-esteem and confidence in their abilities as entrepreneurs
- **Decision-making skills:** Women have a lower risk tolerance and need more information before making a decision; Yet they have less access to information than their male counterparts
- **Networks:** Women entrepreneurs operate in smaller, less-diverse networks than men
- **Innovation and technology:** Women have less innovative businesses, and tend to operate within their comfort zone
- **Psychological barrier against growth:** Business growth entails having less time with her family
- **Finance:** Lower education level and financial literacy, not always making the best use of financial products and more hesitant to apply for a credit than male
- **Drive:** Globally, women entrepreneurs tend to start their business out of necessity rather than purpose driven



IFC's Gender NFS Offering

Banks' Non-Financial Services Offering



Information Dissemination

- Web-based / online platforms and toolkits
- Call centers
- Publications (industry-specific, export markets)
- TV / radio/ print media



Networking

- Trade fairs / SME expos
- Business Clubs /SME Clubs
- Excellence awards
- Networking events
- Speaker series

- Women Entrepreneurship award
- Women-specific networking events
- Speakers as "role models"



Training/Capacity Development

- Self Assessment Tools
- Organization of training / workshops / seminars:
 - Business planning
 - Financial management
 - Accounting
 - Taxation
 - Sales & Marketing
- Acceleration programs

- Women entrepreneurship training programs
- Peer-to-peer learning



Consultancy / Mentoring

- Advice by in-house / outsourced experts:
 - Starting a business
 - Operational advice
 - Financial advice
- Mentoring programs

- Mentoring programs for women entrepreneurs
- Peer-to-peer mentoring

Gender NFS Business Case



Women entrepreneurs

NFS helps women:

- Grow as a person, as a business leader
- Grow and strengthen their businesses
- Socioeconomic impact in their families (e.g: higher income, health, education)
- Socioeconomic impact in the communities they live in (e.g: women entrepreneurs tend to hire other women)

Banks

Women become a valuable banks' customer:

- **Client Satisfaction:** Women as a powerful marketing force
- **Client Retention:** Deepen the bank's relationship with women-owned SME clients which brings higher loyalty and cross sell rates (higher product consumption)
- **Differentiation:** Differentiate the bank among competitors by becoming the bank of choice for women clients
- **Portfolio Growth:** Expand customer reach and improve business management practices of MSMEs which increases their profitability

IFC's Global Footprint in Gender NFS

As of Dec 2018:

- Total Committed Portfolio: US\$1.85 billion
- Total Number of Bank Investments: 70 in 43 countries
- Total Number of Advisory Services Projects: 40 in 27 countries

NFS Projects

- Access Bank Nigeria *
- Banco Ficohsa Ecuador
- Banco BHD Leon
- Banco Itau*
- Bank al Etihad
- Bank of Luoyang
- Bank of Palestine
- Bank Muscat
- BII Indonesia
- BFL Laos*
- BLC Bank
- BTPN Indonesia*
- DFCU Uganda*
- Diamond Trust Burundi
- Eastern Bank
- Exim Bank Tanzania
- Gulf African Bank
- Habib Bank Ltd. Pakistan
- IDLC Bangladesh
- NBS Malawi
- Rawbank DRC*
- Sanasa Dev. Bank
- South India Bank
- Utkarsh India
- VP Bank, Vietnam



* BOW Advisory and Investment clients