



Problem

Lack of funding opportunities and low knowledge about financial literacy and business management has affected the expansion of small business run by women.

Solution

Women empowerment revolving fund offers micro loans and trains young business women with business management and financial literacy.

Market Size

Estimated target customer= 1000 young women
Product Value=\$50
MS; $1000 * 50 = 50000 (500\%)$

Competition

Banks and Microfinance institutions. What differentiates us from our competitors is our goal to empower women to reach their full potential while financial institutions seek to increase revenue and profit margins.

Revenue model

Our revenue model is in form subscription revenue model, we offer micro loans which our customers repay on a weekly basis. Other revenue sources are grants and donations.

GTM strategy

We seek to reach out to more market chairperson to create awareness about our programs and how it can benefit young women, the alumni's stories will be shared on our social network platforms for motivation and awareness.

Traction: We concluded our first revolving fund cohort of 12 young women. The women are able to make budgets, set priorities when spending, keep business records and offer a variety of products to their customers. With the presence of Covid-19 the women collect their savings which acted as business relief fund that was used to business investment and meet basic needs.



Who are the leaders?
Chimwemwe Chitambala-Founder
Jackson Mutumbwe- Co-Founder
Tamara Kumwenda- Project Manager

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