

WBG WOMEN ENTREPRENEURS FINANCE INITIATIVE (WBG WE-FI)

“CREATING FINANCE AND MARKETS FOR ALL”

SME FINANCE FORUM PRESENTATION



WORLD BANK GROUP

WE-FI PROGRAM OVERVIEW

Global We-Fi

- \$350 million dollars available to support women’s entrepreneurship programs
- Implementing Partners include WBG, IDB, EBRD, AfDB, AsDB, IsDB, IDB
- 14 Donor Countries represented on a Governing Committee with Observers & Leadership Champions

We-Fi@WBG

As implementing agencies for We-Fi, the World Bank and IFC lead complementary programs to assist women entrepreneurs through **proven activities, testing new innovations, and scaling successful approaches in partnership with public and private sector clients.**



Goal

- Enhance women’s Confidence, Capacity, Capital & Community to run and grow successful businesses



Pillars

- Strengthening Entrepreneurial Ecosystems
- Expanding Financial Services
- Improving Market Access



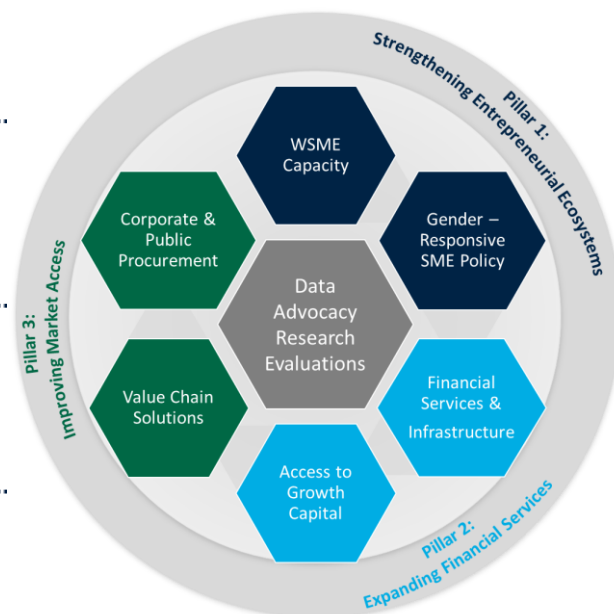
Funding

- USD 75.1 M (@IFC 49.4 M, @WB 25.7M)
- Over 50% of We-Fi funding will be allocated to activities in fragile states (IDA/FCS)






Timeline

- 5 year investment period for We-Fi@IFC
- 4-5 year program implementation for We-Fi@WB



AN ECOSYSTEM APPROACH

Three pillars leverage World Bank and IFC tools to generate public and private sector engagement in an ecosystem approach

 Entrepreneurial Ecosystem	 Access to Finance	 Access to Markets
<p>PRIVATE SECTOR</p> <ul style="list-style-type: none"> Invest in incubators, accelerators Invest in women leaders directly or through funds Promote women in private equity Build mentorship programs 	<ul style="list-style-type: none"> Mobilize capital markets and digital finance for WSME finance Scale WSME-focused advisory & investment services for FIs Help design & launch innovative insurance products for WSMEs 	<ul style="list-style-type: none"> Build business case for corporations to integrate WSMEs in value chains Include gender focus in supplier finance & real-sector investments Gender-lens Investments in digital value chain finance platforms
<p>PUBLIC & PRIVATE SECTOR ROLES</p> <ul style="list-style-type: none"> Develop Soft Skills, Networks & Role Models Data Collection & impact evaluations, knowledge tools 	<ul style="list-style-type: none"> Test fintech solutions to increase finance for WSME Build awareness around the business case for WSME finance 	<ul style="list-style-type: none"> Pilot supplier development / linkages programs for WSMEs Professionalize WSME-dominant cooperatives/producer organizations
<p>PUBLIC SECTOR</p> <ul style="list-style-type: none"> Support policy design & reforms Map & improve WSME ecosystems Build WSME management capacity 	<ul style="list-style-type: none"> Research & Analysis on supply and demand for WSME finance Strengthen financial infrastructure to benefit WSMEs Identify discriminatory lending practices & applied solutions 	<ul style="list-style-type: none"> Value chain mapping to identify where WSMEs are clustered Collect data on WSMEs & FDI with investment promotion agencies Review inclusive procurement policies and build capacity



Public and Private Sector Interventions can be sequential or non-sequential and are dependent on identifying effective partners so complementarity between the public (WB) and private sector (IFC) components will build over time

WE-FI@WBG IMPLEMENTATION HIGHLIGHTS TO DATE

WB Projects

**9 Projects &
4 global activities**

IFC Projects

**12 Approved
Projects
& robust pipeline**

WBG Geographic Reach

**25 Countries
active & pipeline
activities**

Partnerships

**4 Global
Partnerships**

We-Fi program implementation is fast progressing over the first 7 months of implementation.

- IFC approved 12 new advisory engagements and investments, and has built a robust pipeline of 11 additional projects.
- Formed and strengthened four partnerships to help innovate and reach market scale, namely with Endeavor, Village Capital and WEConnect International, and the Global Banking Alliance for Women.
- WB launched preparation of all approved 9 country and regional projects, and the 4 global activities.
 - WB partnerships have been confirmed with ministries, central banks, business associations and private sector partners.
 - WSME data, as well as the needs and ecosystem mapping has been launched across the portfolio.
 - The MENA project was launched during the Djibouti IT conference in November 2018.



This pillar focuses on building an entrepreneurial ecosystem that actively encourages, supports and invests in women entrepreneurs at every stage of growth

Partnerships



Accelerator with unique model resulting in high success levels of women supported

- **Activities:** Review Village Capital's programs to evaluate the impact of certain design features on increasing the pipeline of women entrepreneurs.
- **Outcomes:** Toolkit/framework outlining strategies to reduce the gender gap that other accelerators can incorporate to improve their pipeline of women-led startups.
- **Regional focus** - India and sub-Saharan Africa, primarily Nigeria.

E4E Implementation Plan



Planned Activities

- **2-3 engagements to expand existing early stage players** (seed funds/ incubators / accelerators).
- **2-3 engagements to build ecosystem activities** such as mentoring, peer networks, training, bootcamps, etc.
- **1-2 direct investments** in high-potential women-owned enterprises.
- **1 global research project** to establish the business case for investing private capital in women-led firms.



WBG Collaboration Discussions

- Identify & support commercially scalable partners benefiting from WB ecosystem efforts (e.g., MENA).
- Provide training on gender lens investing to WB ecosystem partners.
- Research on effective approaches to WSME acceleration.

This pillar focuses on strengthening the ability of commercial banks, non-bank FIs, fintechs and insurance companies to better design products and services for WSMEs, supported by reforms in the legal and regulatory framework.

Partnerships



GBA is a global consortium of FIs supporting banks capturing the opportunity of the Women's Market.

- **Activities:** Facilitate joint learning opportunities to help FIs develop financial and non-financial services for women entrepreneurs.
- Knowledge sharing events, peer-to-peer exchanges, GBA All-Stars Academy, annual GBA summit.
- **Outcomes:** Increase bankers' understanding of the key elements of developing a women's market strategy; best practices for implementing programs targeting women, sharing experiences among peers.
- **Regional focus** - Global

Implementation Plan

Planned Activities

- **5-8 Investments** (debt, guarantees) to expand FI lending to women-led businesses.
- **2-4 market-building activities**, knowledge partnerships, and advisory projects with FIs to build capacity and interest in financing WSMEs.
- **Research** to further establish the business case for WSME lending.



WBG Collaboration Discussions

- Investment & Advisory for FIs as a next step after WB We-Fi training.
- Investing in capital markets instruments or fintechs benefiting from WB support.
- Use IFC risk sharing with banks to lend to WSMEs in WB projects.

This pillar focuses on strengthening the ability of commercial banks, non-bank FIs, fintechs and insurance companies to better design products and services for WSMEs, supported by reforms in the legal and regulatory framework.

Projects in Implementation

- **Objective** - Support four insurance companies to increase access to financial protection and risk mitigating mechanisms for women entrepreneurs.
- The projects are with Activa Cameroon, Activa International Ghana, and Insular Life and Malayan in the Philippines.

Activities

- Develop women's market approach that includes two dimensions: women as customers and women as sales agents.
- Support each client in developing and piloting women-specific insurance offers.
- Create strategic partnerships to enhance the distribution and awareness opportunities for the new insurance products, generate brand awareness, increase consumer confidence, and connect with women in their daily lives.



InsureWomen Implementation Plan



Planned Activities

- ~5 Investment and/or Advisory projects with insurance companies to expand insurance products for women.



WBG Collaboration

- Conduct research on the risks faced by women entrepreneurs and how these can be mitigated by insurance, jointly with the WB. The methodology will be piloted in 3 countries.

This pillar focuses on expanding WSMEs’ access to trade and markets by supporting the integration of WSMEs into domestic and international value chains and producer networks, and increasing procurement opportunities.

Partnerships



A global network that connects women-owned businesses to qualified buyers around the world.

- **Activities:** Two-year global partnership to establish links between access to finance and access to markets identified by corporations and FIs.
- Expand company-to-company peer learning activities to increase sourcing of goods and services from WSMEs.
- **Outcomes:** Increase the number of private sector companies in emerging markets interested in sourcing goods and services from WSMEs.
- **Regional focus:** Bangladesh, Brazil, Colombia, Kenya, Mexico, Nigeria, South Africa and Vietnam.

A2M Implementation Plan



Planned Activities

- 1-2 investment and advisory projects with corporates to expand women in their value chains.
- Up to 4 round tables with private and public-sector stakeholders on gender-inclusive sourcing and supply chain finance.
- Up to 5 exchanges to share best practices between private sector companies on women’s A2M.
- 1 global research project with up to 20 companies to establish the business case for gender-inclusive sourcing along supply chains.



WBG Collaboration Discussions

- Joint work to develop the business case for corporations to include more WSMEs in their supply chains.
- Specific investments & advisory linked to WB value chain projects

INTRODUCING 3 IFC PARTNERS WITH A GENDER LENS

Ms. Noemi Azura, President & CEO Of Insular Health Care, And Chief Strategy And Innovation, Insular Life (Philippines)



Ms. Allie Burns, CEO, Village Capital (United States)



Mr. Fung Kai Jin, Deputy CEO and Head of SME Division, VP Bank (Vietnam)

