



Itaú
Mulher
Empreendedora





program goal

Promote the economic and social development of the country based on the support to female entrepreneurship and draw a business strategy with the public.



Value Proposition

Offer nonfinancial solutions to favor women-led businesses built on three pillars:

connection

Expand networking

capacity
building

Improve
management
techniques

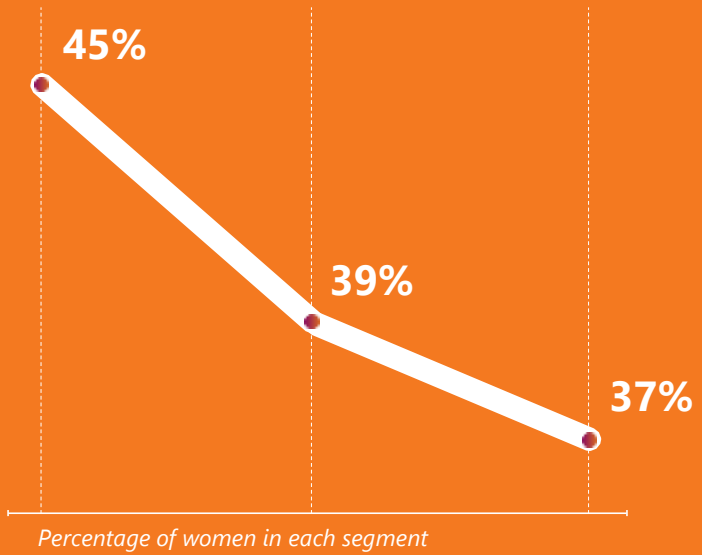
inspiration

Introduce new
leadership references

Representativeness of Women Clients



ItaúUniclass



Microcredit

up to R\$120,000

EMP4

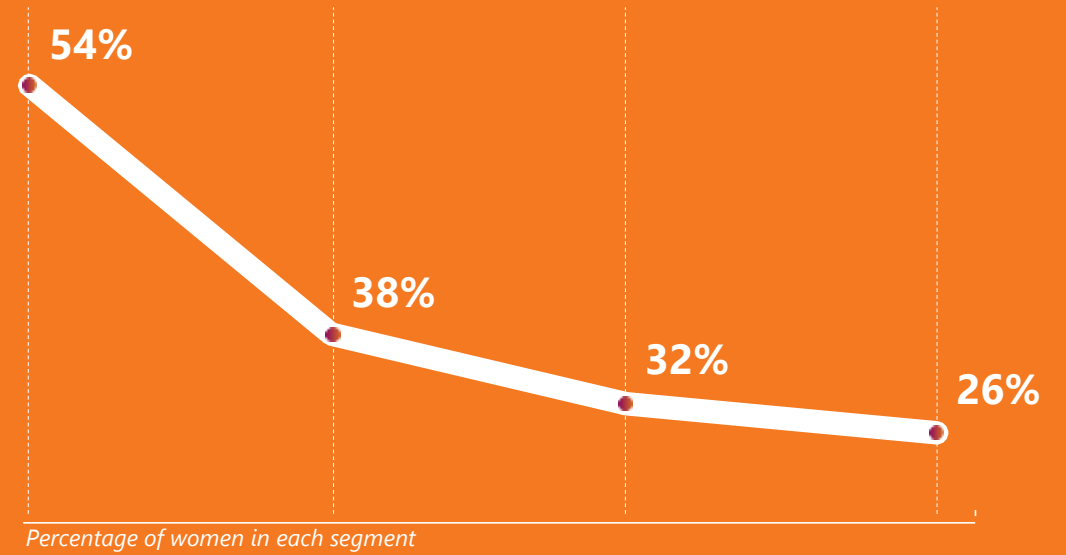
up to R\$1.2 million

EMP3

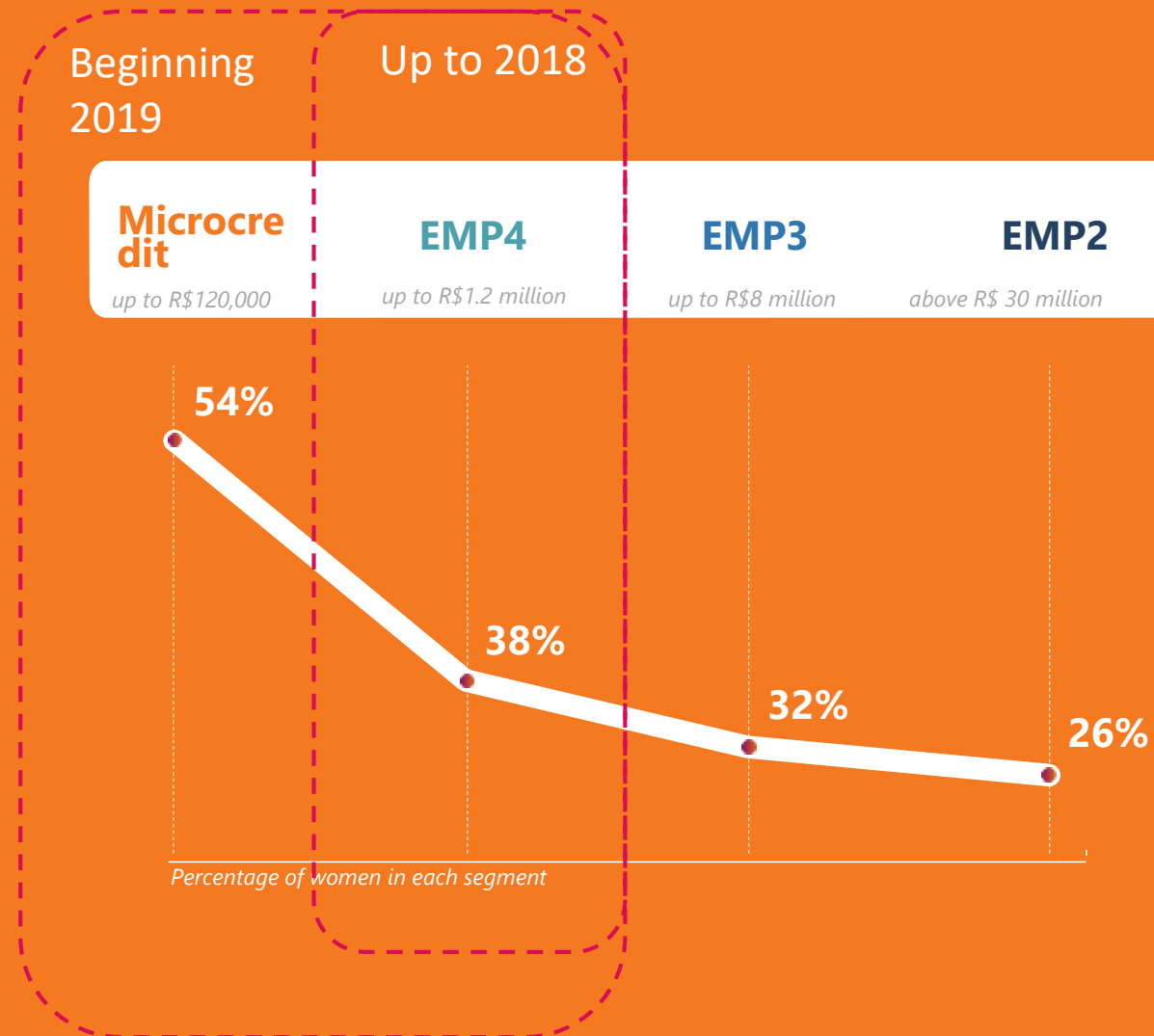
up to R\$8 million

EMP2

above R\$ 30 million



Business focus



WHO ARE THE FEMALE ENTREPRENEURS?

ECONOMIC ACTIVITY

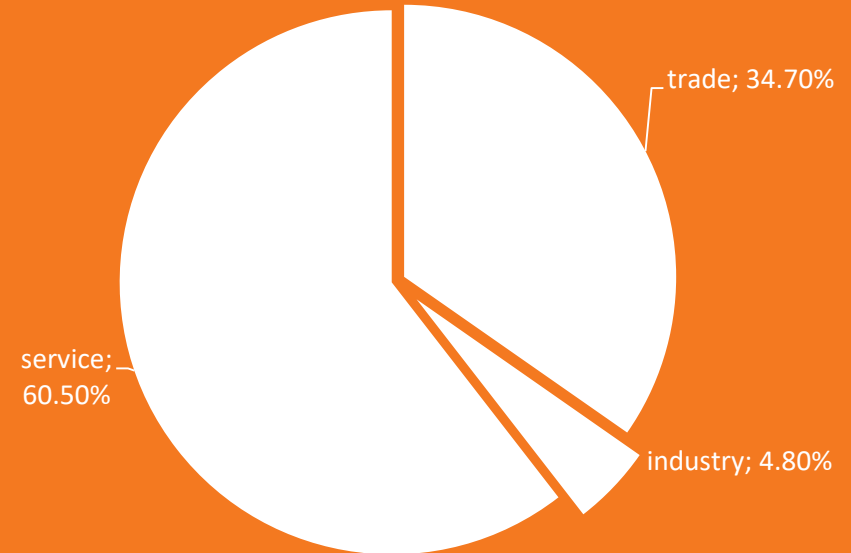
Food and beverages
Fashion and Apparel
Consulting and Training
Communication, Advertising, and Press Relations
Beauty and Aesthetic

Where are these women?



SP	50.50%
RJ	16.02%
MG	10.15%
PR	8.23%
Other	15.10%

Where do these women work?



68.3% at individual or corporate Itaú clients

Itaú Women Entrepreneurs

open solutions

what do we offer?



Digital platform

Pieces, videos and tools on business management and inspiring stories.



Video Classes

Finances, business model, sales, and people management course.



Finance trail

Knowledge trail with video clips and management tools.

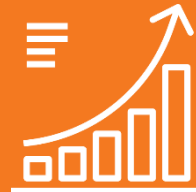
exclusive solutions

Itaú



Online Workshop

24.5-hour Financial Management Course



Acceleration Program

3-month training with the preparation of a Growth Plan.

Inspiration Forum

Inspiration chats with stories from female entrepreneurs.



Connection Tool

Networking, business, and partnerships environment





Growth Plan

How to turn a business into a success story

Itaú Mulher Empreendedora

The Course

Growth Plan: How to turn a business into a success story.



How to strengthen your business model?

with Denise Eler
(Sensemakers)

For female entrepreneurs to learn to innovate and keep a business competitive.



Financial control in practice

with Patricia Lages (Bolsa Blindada)

This block gives practical tips on how to take control of business's finances and have sound pricing and cash control.



How can I sell more?

with Henrique Jr (FGV-SP)

In this block, female entrepreneurs learn about sales techniques and customer relations.



People and team management

with Patrícia Santos (EmpregueAfro)

How to hire people and build a good team? What is the importance of diversity in a business? These and other doubts are answered in this block.

Co-creation Workshop

In order to design the video-classes, we conducted a workshop with Itaú Women Entrepreneurs participants.

The class subjects were chosen based on the workshop activities.



The Course

Growth Plan: How to turn a business in a success story.

Block 1

How to strengthen your business model?

Classes:

- ✎ How the business model works.
- ✎ How to create competitive edges that support the business model.
- ✎ The relationship between business model and branding.
- ✎ Where to bet your chips: learn to read forces of change.

Block 2

How can I sell more?

Classes:

- ✎ Sales cycle.
- ✎ Sales techniques.
- ✎ Goals and results.
- ✎ What does the customer want?
- ✎ Aftersales opportunities.
- ✎ How to handle criticism.

Block 3

Financial control in practice

Classes:

- ✎ We need to talk about financial management.
- ✎ How to make your financial control.
- ✎ Cash flows.
- ✎ Pricing of goods or services.

Block 4

People and team

Classes:

- ✎ Strategic people management.
- ✎ The importance of diversity and how to choose the ideal candidate.
- ✎ Learning how to delegate.
- ✎ Retention and team engagement.

Outcome

April-September 2018

18.432
people
enrolled in the
course.

17.808
classes
completed as a whole.

2rd course
most accessed
in the “business” catalog
of eduK in this period

20:15
minutes
it is the average time that
a user spends watching
the course

Block 1

2.722

people completed it

Block 2

1282

people completed it

Block 3

890

people completed it

Block 4

286

people completed it

Campaign

September 2018

Campaign #VaiGarota.

In a musical video we emphasize the power of transformation of women and invites female entrepreneurs to be **inspired**, built their **capacity** and **connect** via the **Itaú Women Entrepreneurs** program.

With this movement, we increase the number of women profiting from the program.

The **Growth Plan** was the flagship for new program participants.



2.201.855

Audience on social medias

+4.414

new registrations

Total: 18.432

175,000

visits to the website

PLANO DE CRESCIMENTO
Itaú Mulher Empreendedora



Itaú Women Entrepreneurs



outcome

	Program Participants X Nonparticipants	Program Participants X Mostly Male Business
Resource margin	130% larger	89% larger
Service margin	2% larger	Equal
Insurance margin	63% larger	Equal
Banking product	R\$647 more	Equal
Lag	5% less businesses	5% less businesses
Days of delay	9 days less	15 days less
Preapproved ceiling	46% larger	Equal
Credit score	4 points more	Equal
Revenue	11% larger	Equal

* Female business = At least 51% of share control held by a female

IME Sample: 1,534 Clients

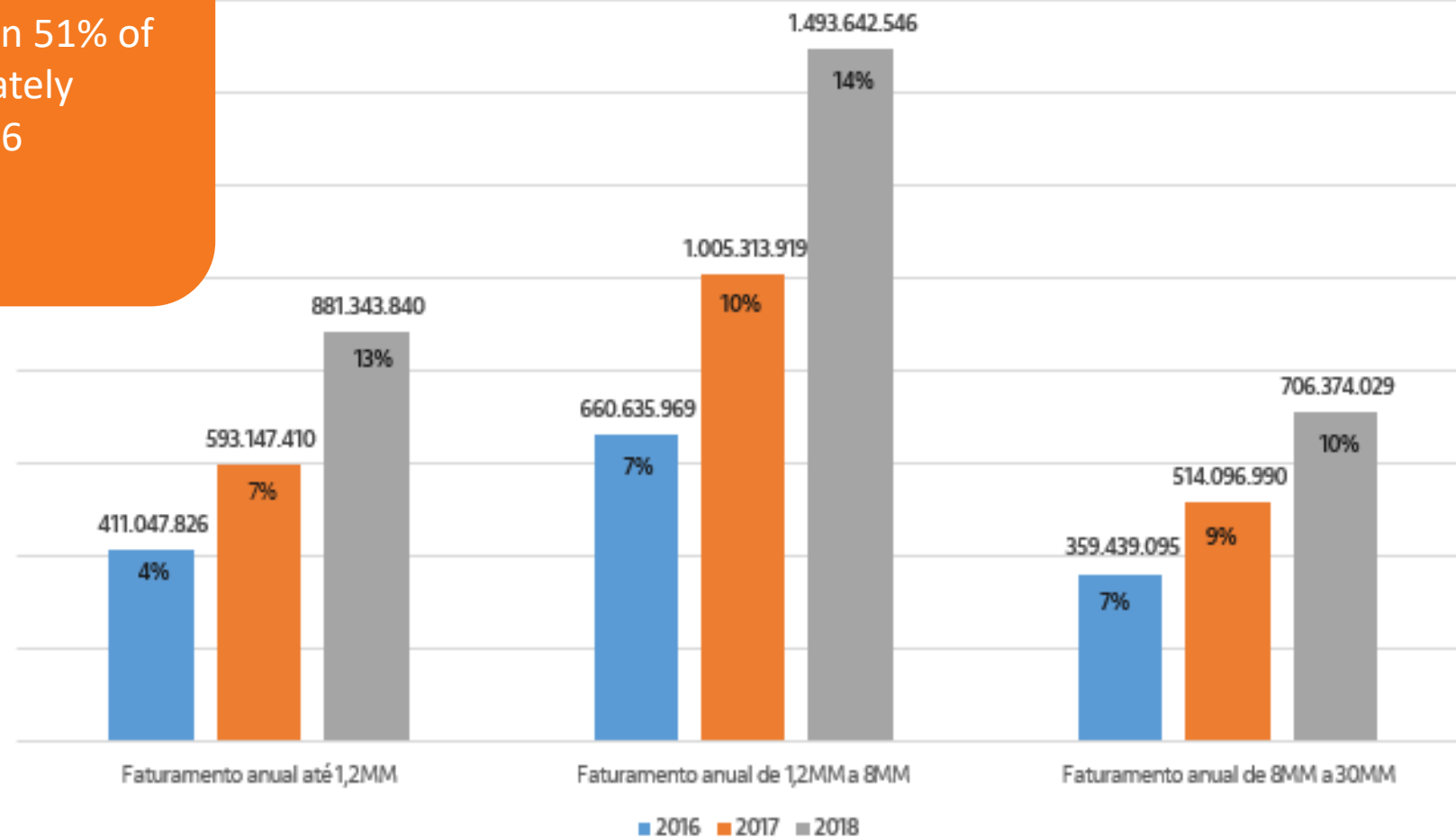
Source: Spcia Finanças

Bank baseline: 55,915 Clients

Base date: March 2016

In 2018, the volume of lending transactions to companies owned by women (more than 51% of ownership interests) reached approximately R\$3.1 billion, more than double the 2016 portfolio, which reached R\$1.4 billion.

Volume de crédito concedido a pequenas e médias empresas lideradas por mulheres (>51% de participação societária) e percentual sobre o total da carteira



Thank s ;-)



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