WOMEN ENTREPRENEURS AMPLIFYING VENTURES AND ECONOMIES (WEAVE)

As women entrepreneurs from Indonesia and Vietnam increasingly compete to take advantage of limited training opportunities, the U.S. Agency for International Development (USAID) is responding to the need with digital technology to support, empower, and bring entrepreneurship skills to more than 10,000 women running micro, small, and medium-sized enterprises (MSMEs) in Vietnam and Indonesia.

In partnership with the Cherie Blair Foundation for Women, and supported by Qualcomm® Wireless Reach™, ExxonMobil Foundation, Kinara (Indonesia), and Women’s Initiative for Startups and Entrepreneurship (WISE, Vietnam), USAID promotes women’s economic empowerment and entrepreneurship through a three-phased learning journey: 1) HerVenture, a mobile app that offers business lessons, 2) Road to Growth, a six-week investment readiness course, and 3) Mentoring Women in Business, a six-month one-to-one personal and professional development training program. Through this training curriculum, women entrepreneurs build business skills and confidence to grow successful MSMEs.

"I found the solution for each and every problem of my business in HerVenture lessons.” ~ Pham Thi Hue, Huong Duong Communications Jsc. and HerVenture user in Vietnam.
KEY FACTS

- *HerVenture* users are at the early stage of business development, digitally literate, and have access to 3G/4G enabled smartphones. *Road to Growth* and *Mentoring Women in Business* program participants are women entrepreneurs who own a viable business with between three and 49 staff and have demonstrated capability, along with a strong commitment to grow and sustain their businesses.
- Building on findings from thorough market assessments, USAID support has enabled the development of new learning content on e-commerce and digital marketing, particularly in support of business resilience during COVID-19.

PARTICIPATION

Between August 2020 and May 2021, WEAVE supported more than 10,000 women entrepreneurs across Indonesia and Vietnam through HerVenture. Of the current *HerVenture* users, over 400 participants have undertaken *Road to Growth* training. Since May 2021, WEAVE continues to support 105 existing and additional beneficiaries through the *Mentoring Women in Business* program.

“I received a lot of knowledge and value from the course and have successfully applied this in my business management practices.” — Le Thi Ngoc Dieu, Suc song Viet and a *Road to Growth Vietnam*

RESULTS

- *HerVenture* and *Road to Growth* participants, which include women entrepreneurs from over 400 microenterprises, report increased business knowledge, skills, and confidence.
- 88 percent of WEAVE participants have implemented improved business practices in areas such as bookkeeping, identifying target customers, preparing financial statements, marketing, and establishing clear business objectives.
- 93 percent of *Road to Growth* participants reported increased local networks due to participation in WEAVE. These outcomes have contributed to the growth of resilient MSMEs in Vietnam and Indonesia amidst the COVID-19 pandemic.

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