



MISSION

Reduce poverty and inequality by providing women heads of households, from vulnerable communities, the possibility of a decent future through opportunities for work.

KEY POINTS

Support women on four fronts:

Red (Network): connection with other women. Intellectual and emotional support.

Oportunidades (Opportunities): job opportunities, scholarships, and training.

Formación (Learning): Courses and workshops related to entrepreneurship.

Emprendimiento (Entrepreneurship): Financial and non-financial resources to build their projects.

REQUIRED RESOURCES

USD \$ 100,000

45% Equipment and support staff.
 25% Technological Platform.
 15% Seed capital for ventures of the beneficiaries.
 15% Promotion, communications, logistics, others.

PROGRESS

- Prototype of platform in advanced stage of development.
- First group of women for pilot selected.
- Training content tested on 150 people.



Ana Margarita Velásquez - Director.
 Industrial Engineer + 25 years of experience in technology, organizational management, training, and entrepreneurship.



Henry Olarte - Operations.
 Electronic Engineer, +25 years of experience in project management, commercial, and technical area.



Erika Tovar - Content Development.
 Lawyer, +15 years of experience in content creation and teaching, emphasis on legal issues and HR.



Ana María Gómez - Communications.
 Advertiser, + 10 years of experience managing brands and digital communities.

Problematic

Effects of COVID on monetary poverty, in female heads of household.

The unemployment rate for women exceeds 25 % - 10 points above the unemployment rate for men, and the highest in South America. There are currently about 7.1 million unemployed female heads of household in Colombia.

Women are the most disproportionately affected by the pandemic, risking that the progress achieved in gender equality in recent decades will be lost and that the gap in gender inequalities related to work will broaden.

Solution

Provide a comprehensive environment to empower women so that they can reactivate economically whilst meeting their responsibilities with their children. For this, *Fundación ROFÉ* is developing the *Mujeres ROFÉ* platform that supports them on four fronts related to their training and preparation to function adequately in the entrepreneurial environment.

Business Model

1. Private resources of companies that want to direct their social responsibility to the training of women heads of households.
2. NGOs and multilateral organizations that want to ensure the reactivation and economic growth of this population.
3. Monthly fee for users of COP\$ 20,000 to be part of the platform.

Market

Based on the number of unemployed women, we estimate that approximately 50% have access to mobile devices and connection to the Internet and may be interested in starting their own business, which gives us a potential of 3,500,000 women in Colombia.

Competition

E-learning platforms such as *Aprende.org*, *Capacitate para el trabajo*, *SkillsBuild.org*, *Laboratoria*, among others. There are multiple platforms oriented to the training of women, however, we did not find any with a comprehensive approach.

Added Value Mujeres ROFÉ

The ROFÉ management team is entrepreneurial in its nature; ventures and organizational management are our specialty. We have extensive experience with successful virtual programs, working with vulnerable population. We have connections within the private sector, with companies and entrepreneurs, who enrich our approach by sharing their experience.

Impact Model

	2021	2022	2023	2024
Investment (USD \$1k)	\$100	\$200	\$300	\$500
Impact (# women)	100	300	500	1.000