



WOMEN ENTREPRENEURSHIP SUPPORT FUND

Astana 2018

WHY MORE WOMEN WANT TO BE ENTREPRENEURS?

**INCREASE FAMILY
BUDGET**

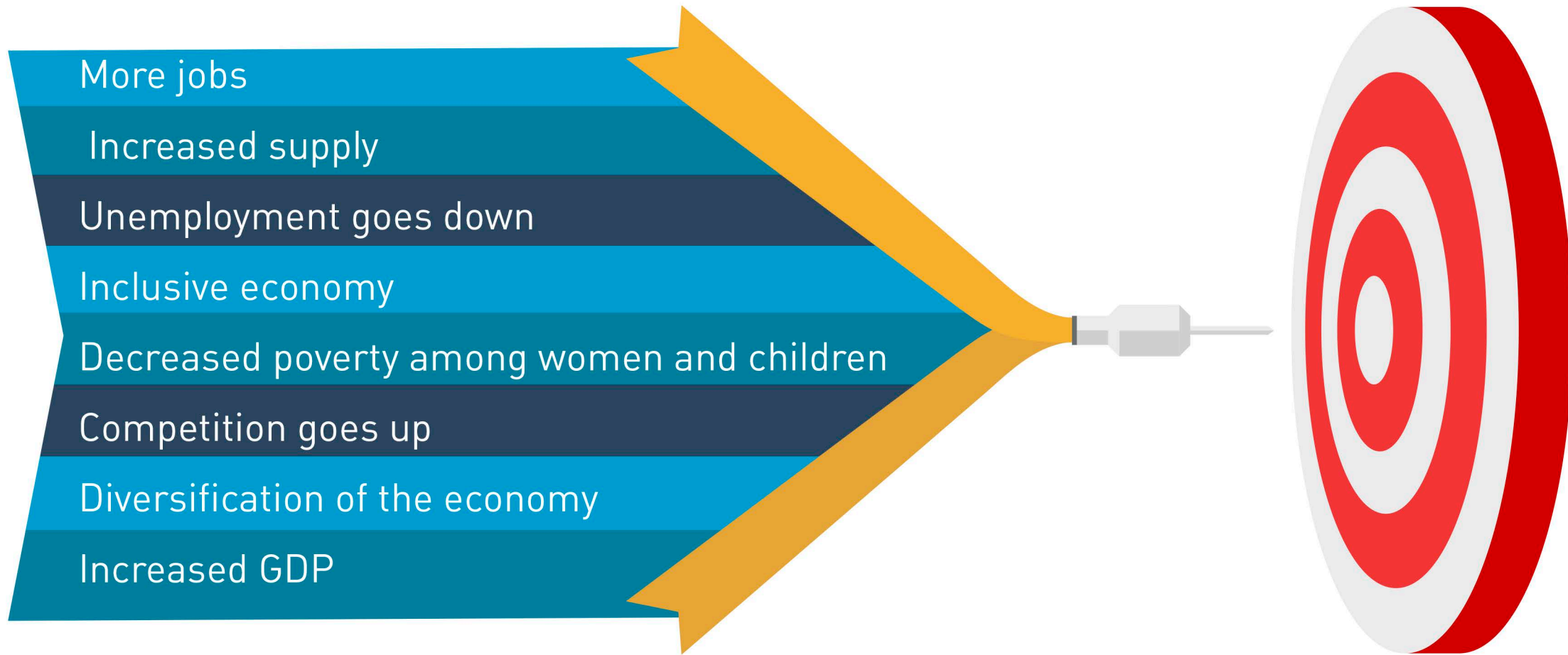
**TO APPLY HER
INTERESTS AND
TALENTS**

**FLEXIBLE
WORKING HOURS**

**TO MAKE A
SOCIAL IMPACT**



HOW DOES ECONOMY AND SOCIETY BENEFIT FROM FEMALE ENTREPRENEURSHIP?



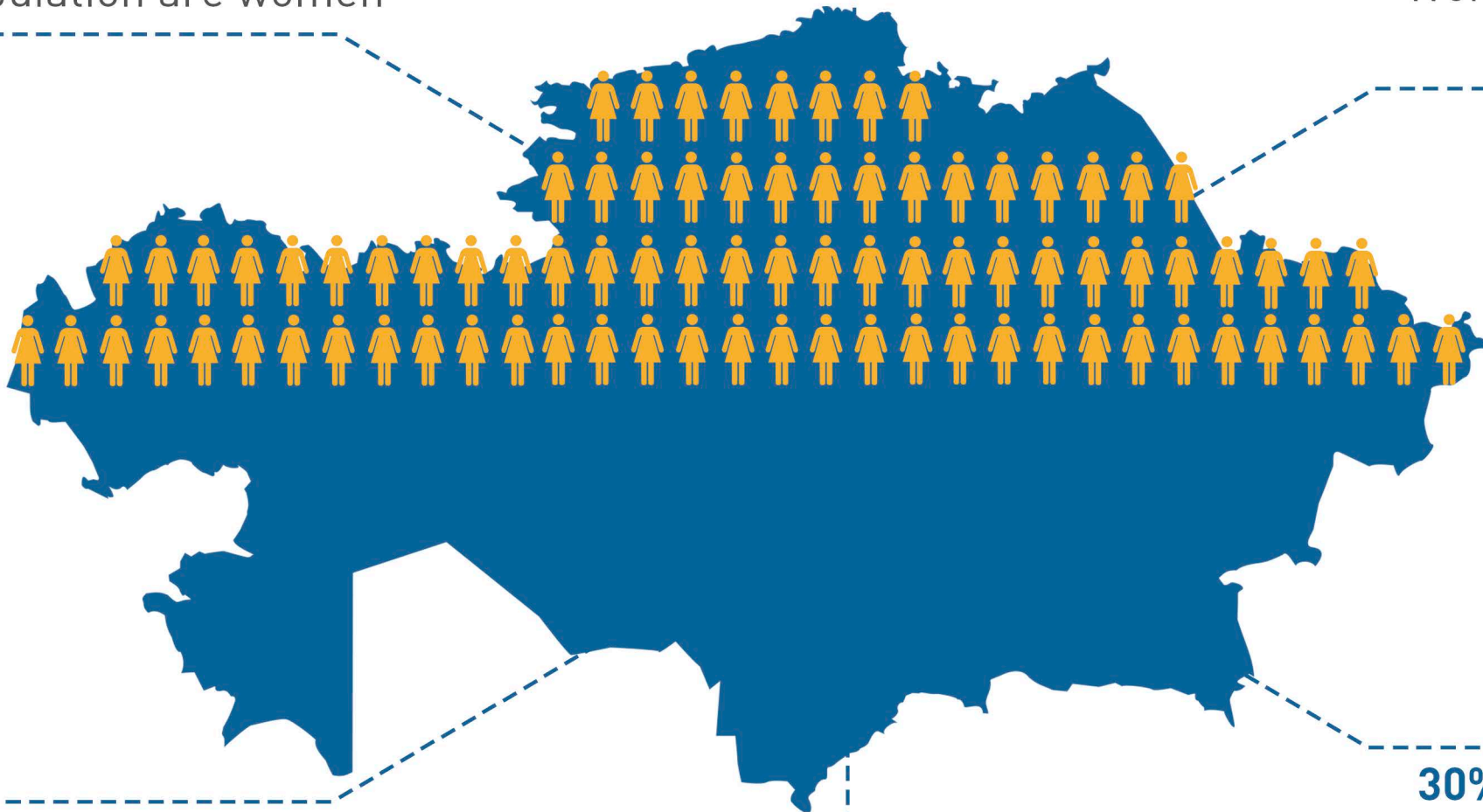
According to the McKensey Global Institute Report - increased economic activity of women could add 12 trillion to global GDP

WOMEN ECONOMIC ACTIVITY IN KAZAKHSTAN

51,8% of the population are women

Women unemployment **5,3%**

Women economic activity **66,6%**



Women generate **39%** of the GDP

Around **60%** of SMEs are owned by women

30% of all jobs in SMEs are provided by women entrepreneurs

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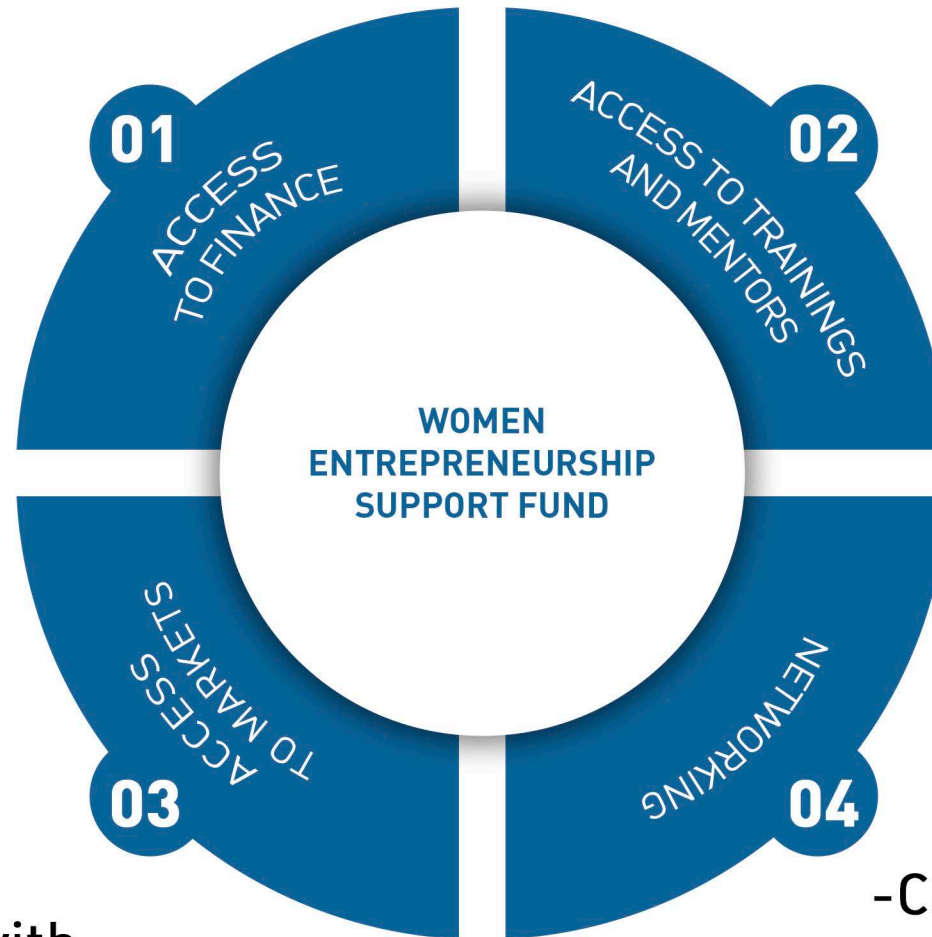


First Women entrepreneurship support fund in Kazakhstan was created in the framework of the Congress of Council of Businesswomen. Founders of the Fund are chairwoman of the Council of Businesswomen and 13 chairwomen of Regional Councils of Businesswomen from all over Kazakhstan

ACTIVITIES

- Affordable debts
- Crowd-funding
- Grants

1 month - 1 mentor - 1 theme



- Connect producers with markets through Atameken platforms
- Online visibility

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CROWD-FUNDING PLATFORM



What? Crowd-funding is an online platform to raise funds through local communities

Who? Women who need finance to open or develop their businesses

What? Unique business ideas that find support among public

Criteria? Funds are raised only to cover specific costs