

FINANCING YOUR GROWING BUSINESS BOOT CAMP IMPACT RESULTS (2020-2023)

DID YOU KNOW THAT 80% OF WOMEN-OWNED BUSINESSES (WOBS) WITH CREDIT NEEDS ARE EITHER UNSERVED OR UNDERSERVED?¹

Women entrepreneurs are critical to economic growth, yet they face obstacles in accessing the resources needed to grow their businesses. A matter of fact, women-led small and medium enterprises (SMEs) businesses (WOBs) are experiencing a \$1.5 trillion credit gap.² To meet the quality, volume, and credit requirements of large buyers, WOBS often need support from financial institutions offering business loans, lines of credit, letters of credit, credit history documentation, etc. Moody's recognizes that helping small-business owners and bankers better understand each other is essential to cultivating financial inclusion.

Additionally, the WEConnect International network of Member Buyers reported the following challenges when seeking business with WOBS: (1) financial strength to be able to handle potential business and (2) access to capital other than microfinance. As a result, WEConnect International drives a mission that addresses these challenges and equips WOBS with the tools and knowledge necessary to grow a business and access new markets.

Since 2020, WEConnect International and Moody's Community Impact Team have delivered **Financing Your Growing Business Boot Camp** to hundreds of women business leaders across the globe. The goal of the program is to promote women's entrepreneurship and the long-term financial sustainability of women-owned businesses in key global markets. The Boot Camp consists of seven targeted training modules to meet these goals. The modules are explained in more detail on the graphic (right).

2023 Boot Camps attendees reported positively that:

- 98% the training was relevant to their needs
- 97% were applying a new learning right away
- 97% would recommend this program to a peer



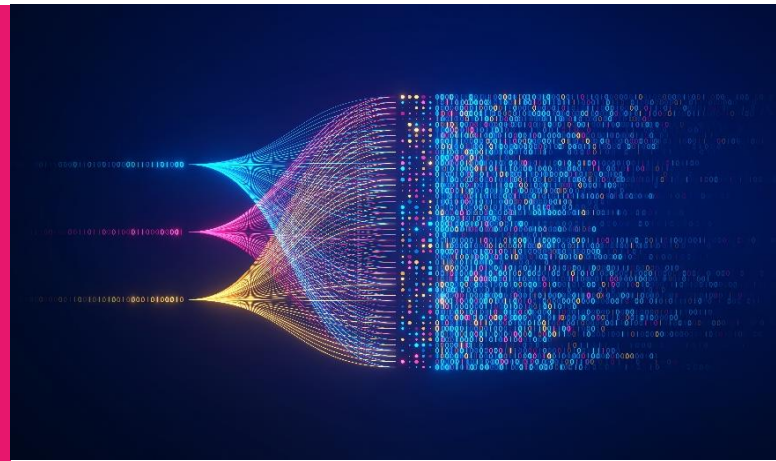
¹ McAulay, S. (2023, March 8). Access to Finance is Critical to Help Women Entrepreneurs Around the World Improve their Earnings.

² Sachs, G. (2023). 10, 0000 Women: An Initiative to Provide Business & Management Education to Female Entrepreneurs in Emerging Markets.

IMPACT REPORT

In June 2023, WEConnect International reached out to 400 WOBs who attended *Financing Your Growing Business Boot Camp* to see if there was any impact to their companies' KPIs because of the training.

(10% response rate: 39 responses received from 407 WOBs invites)



KEY PERFORMANCE INDICATORS



CAPACITY DEVELOPMENT

Enhance knowledge, skills, and capabilities of WOB leaders



NETWORKS

Grow professional networks with global suppliers, women business leaders, and program staff



FINANCIAL STABILITY OVER TIME

Increase access to new financing and revenue

RESULTS

WEConnect International collected data from WOBs in Canada, Costa Rica, France, Japan, Malaysia, Mexico, Nigeria, Singapore, South Africa, and the United Kingdom.

CAPACITY DEVELOPMENT

97% of respondents **increased** their level of knowledge, skills, and capabilities and applied back into their company.

NETWORKS

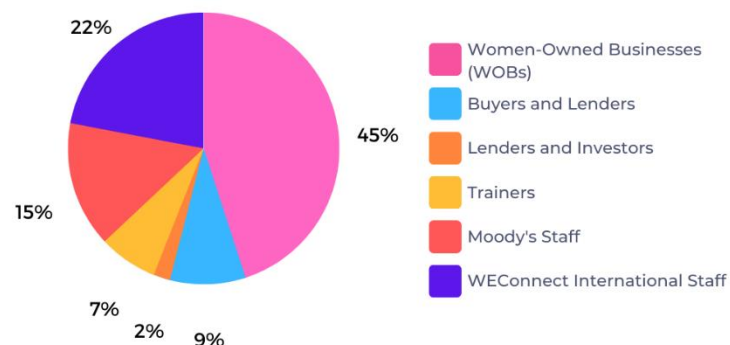
72% of respondents **increased** business network.

FINANCIAL STABILITY OVER TIME

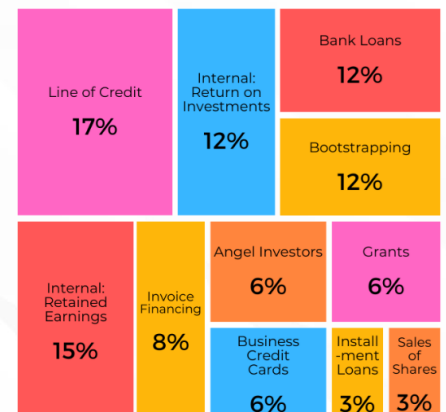
69% of respondents **acquired** new financing.

74% of respondents **increased** revenue by enhancing the value of current contracts and acquiring new contracts.

INCREASE IN NETWORK CONNECTIONS



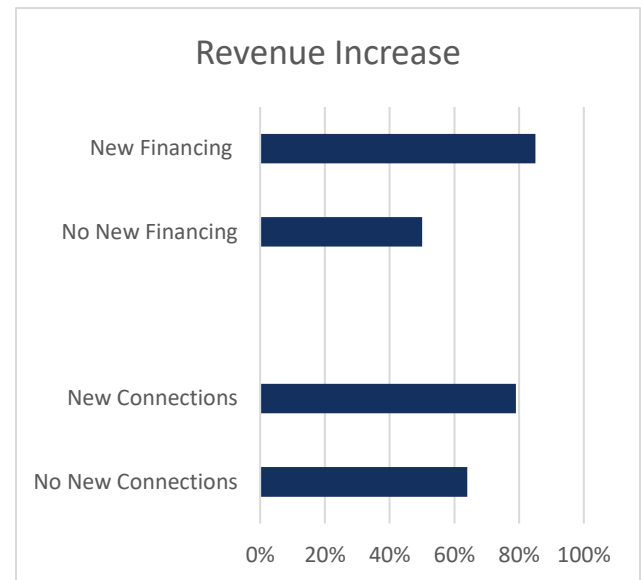
ACQUIRED FUNDING BY TYPE



Looking at the data a little closer, we noticed that 3 out of 4 attendees in the **Financing Your Growing Business Boot Camp** increased their revenue. Those that saw an increase reported growth of **40%** on average and attributed the applied learning coming from the Boot Camp to be **26%** of the reason for the revenue growth.

The data also shows that those who gained new connections and gained access to new financing had a greater chance of seeing a revenue increase.

- Those who acquired new financing saw their revenue grow positively 85% of the time while those who did not gain access to new financing saw their revenue increase 50% of the time.
- Those who gained new connections saw their revenue grow at 79% while those who did not gain new connections still grew at 64%.



The data collected proves that the Boot Camp is working to drive the three key desired performance indicators with women-business leaders across the globe: capacity development, access to networks and financing stability over time. WEConnect International and Moody's look forward to our continued partnership and the expansion of the program in new emerging markets and on new business relevant topics.