

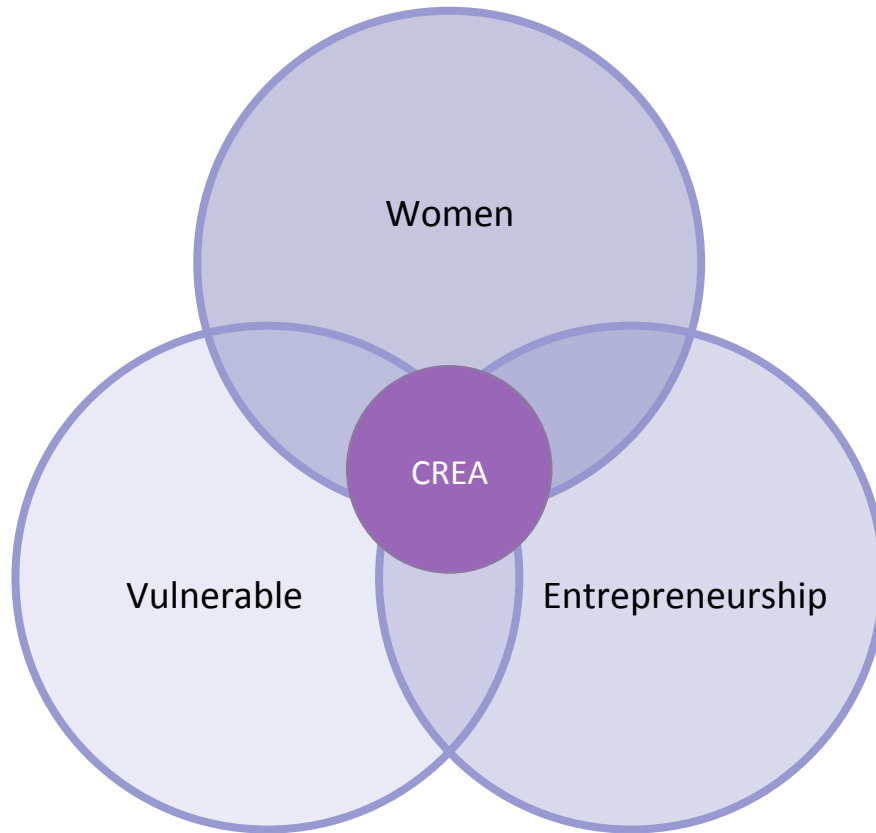


EMPRENDEDORAS SOCIALES

**2019**

**Crea Comunidades de Emprendedores  
Sociales A.C.**

# Our purpose is to promote that all women in vulnerable conditions can start and improve their businesses.



Only 48% of women in the Economically Active Population are working compared to 83% of men, thus wasting much of the educated workforce.

Women spend an average of 48.55 hours per week to do unpaid work in the home, men only spend 19.57 hours per week on average.

Only 7.6% of micro businesses in Mexico remain open for 2 years.

## Source:

INEGI, 2019: <https://www.inegi.org.mx/>

Atlas de género, 2019: [http://gaia.inegi.org.mx/atlas\\_genero/](http://gaia.inegi.org.mx/atlas_genero/)

# Who are we?

**We are an organization  
that empowers and  
trains women  
entrepreneurs in  
marginalized areas with  
proven impact  
methodologies ...**



Graduates of the Advance for Equality Program UN Women Bonafont

**...we create entrepreneurs**

# What do we do?

We work to **create entrepreneurs**,  
generating **safe spaces** of  
**capacity building** and **gender equity**.

We **develop networks** to improve the entrepreneurial ecosystem  
by **innovating** by making education **more accessible** for women in  
vulnerable areas.



# How do we work?...The feedback loop

**We identify and understand** the needs and challenges entrepreneur women in Mexico face.

**We generate data, evidence and analyze** it to inform the design of public and private programs aimed at promoting gender equality and the empowerment of women.

**We design methodologies (training courses)** that address the needs and challenges we identified, and have a positive impact in their business and lives.

**We scale these methodologies** via programs, with allies committed to the enhancement of women entrepreneurs.



**A more equal world**

# We do it through four lines of action ...

Research

Consultancy

Program  
Implementation

Advocacy

# Our values are

**Willingness to improve  
society**

**Trust**

**Excellence**

**Independence of  
thought**

**Optimism**

**Collaboration**

# In Crea we do not stop creating elements that differentiate us ...

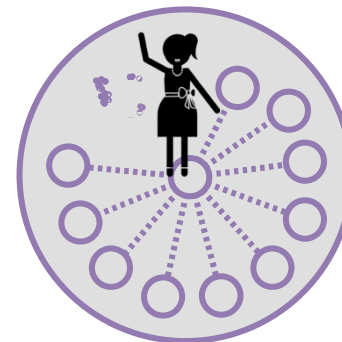
Methodologies



Online platform



Local allies network



Monitoring and Evaluation System



Proven impact



# Which allows us to offer comprehensive programs ...

- That strengthen the capacities of women entrepreneurs
- Monitor their progress
- Diagnose their businesses and link them with the entrepreneurial ecosystem
- Provide accompaniment and timely follow-up
- Offer mentoring



**...so that all women have a chance understand their potential and create and grow their business**

# Some of the programs we implement ...

## Let's move forward for Equality (2018-2020)

Financed by UN Women and Bonafont

Reach: 1,200 women trained in Juchitán Oaxaca and in the south of Mexico City.

Methodologies: Building Inclusive Communities, Personal Initiative and Entrepreneurship to Advance

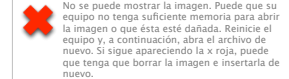


## She Learn She Undertakes (2019)

Funded by Facebook

Reach: 2,000 women trained in Yucatán, Hidalgo, Querétaro, Guerrero, EdoMex and Campeche.

Methodologies: She learns She undertakes



## Women Discovering their Potential (2019-2020)

Funded by The Trust for the Americas.

Reach: 1,800 women trained in Guerrero, Hidalgo, State of Mexico and Yucatan.

Methodologies: Consumer Service (T), Personal Initiative and Development of Business Skills and Identification of Violence and Gender (T).



## Women Boosting their Business (2018-2020)

Funded by the World Bank and Bailleres Foundation

Reach: 1,200 women with business

Methodologies: Personal Initiative and Development of Business Skills



## Growing up with Mexico (2019)

Financed by Global Giving

Reach: 165 women affected by the 2017 earthquakes

Methodologies: Personal Initiative and Development of Business Skills



## Women Moving Mexico (2014-2018)

Funded by the National Institute of Entrepreneurs and State Governments.

Reach: 2,000 women each year in each center with various services in Yucatán, Hidalgo, Querétaro, EdoMex, Mexico City, Guerrero, Coahuila, Aguascalientes, Puebla, and Guanajuato.

Methodologies: Personal Initiative, Development of Business Skills and Hello Digital World



MUJERES  
MOVRIENDO  
MÉXICO

# Some publications and evaluation results ...

[Evaluation](#) of the ten best empowerment practices for women of the EuroSocial Create Communities of Social Entrepreneurs A.C. as one of the **10 best "Good Practices and Innovations for the Inclusion of Young Women to the World of Work in the European Union, Latin America and the Caribbean"**



PROGRAMME FOR SOCIAL  
COHESION IN LATIN AMERICA

[Impact Assessment \(RCT\)](#) of the Personal Initiative and Business Skills Development methodologies



WORLD BANK GROUP

[Evaluation](#) of the Business Skills Development methodology

Stanford University

# Long term results (3 years) for the RCT evaluation of soft and hard skills training



## Survival Rate

- 82% of business are still running two years after the training.

## Management Index

- 11.09% increase in adoption of good business practices.

## Business Performance

- 15.6% increase in weekly earnings
- 25.62% in monthly salary payments.
- 16.92% increase in the number of paid employees.
- 9.61% gain access to formal loans.





# What do we offer?

Face-to-face courses



Online courses



Pilots and evaluations



Follow up



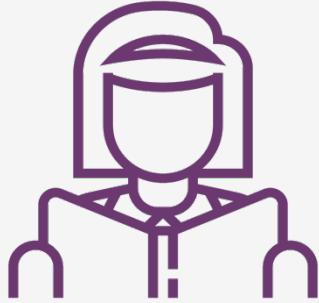
Institutional strengthening



Research and data analysis



## Face-to-face courses



Women Discovering their Potential Program in Yucatan 2019

- We work with **all women interested** in starting or improving their business.
- **We approach their locations**, making sure we reach those who need it most.
- We open courses **in the most marginalized municipalities** of each state.



Women Discovering their Potential Program in Guerrero 2019

### We work at:

1. Ciudad de México
2. Estado de México
3. Hidalgo
4. Querétaro
5. Guerrero
6. Yucatán
7. Oaxaca

### We have worked at:

- Zacatecas
- Guanajuato
- Coahuila
- Puebla
- Morelos
- Aguascalientes

# 11 years... 5 methodologies...

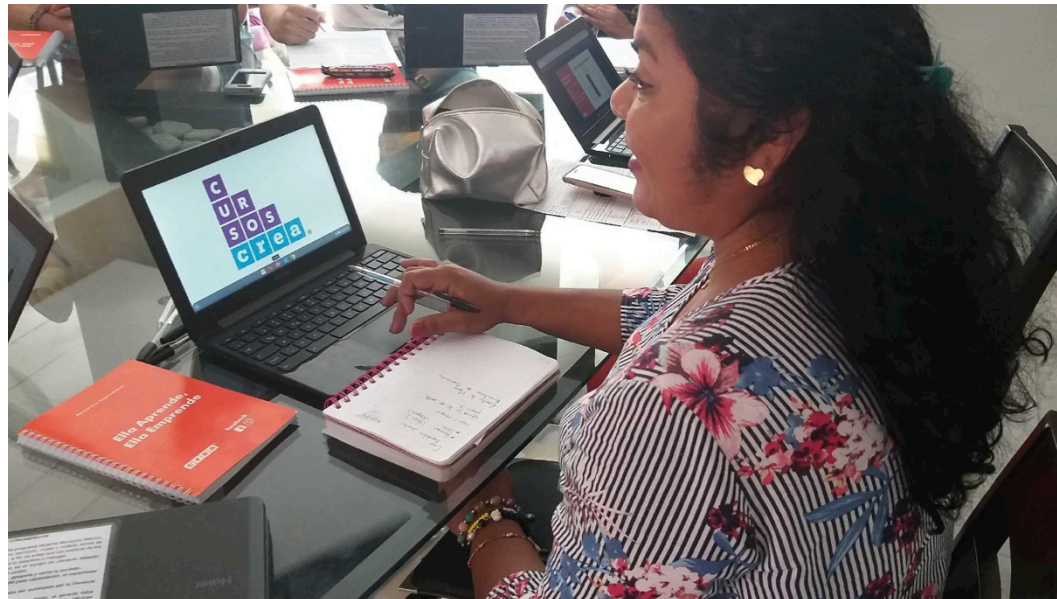
Methodology	Content	Duration
<b>Personal Initiative (Soft skills)</b>	Develops soft and emotional skills that are necessary to take the first step when becoming an entrepreneur or scaling a business. It highlight three main elements: proactive attitude of entrepreneurship, capacity for future thinking and overcoming obstacles.	18 hrs
<b>Development of business skills (Hard skills)</b>	The main purpose is to facilitate the growth, consolidation, and productivity of their companies by mastering concepts such as: cost calculation, pricing, marketing, production, legal and fiscal aspects, sales strategies and the development of a business plan.	42 hrs
<b>Hi Digital World</b>	is focused on providing technological training and basic knowledge of the digital world, the scope and usefulness of integrating them into their business.	6 hrs
<b><i>Ella Aprende Ella Emprende</i></b>	Teaching them digital marketing tools to visualize, disseminate and position a business on the web. We offer EAEE in blended learning, either online or in person.	15 hrs
<b>Building Inclusive Communities</b>	How to cooperate with my community? 2, Rebuilding ourselves 3. The work of our communities and women as entrepreneurs.	6 hrs

## Online courses



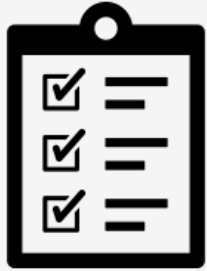
- Our platform contains materials that allow a **dynamic learning process**.
- We offer the methodology of *Ella Aprende Ella Emprende*
- It **automatically grants certifications** to women who achieve 70% of their tasks.
- It is **connected to our M&E System**

# of women trained online : 2,423





## Pilots and Evaluations



We seek to assess whether the **impact** of the methodology of Personal Initiative and Development of Business Skills **increases in relation to the willingness to pay** Mexican women entrepreneurs with a formal or informal business.

### Specific objectives of the evaluation:

- Identify if women entrepreneurs **are willing to pay for the training course and how much.**
- Understand as if the possibility of payment in one or three exhibits affects the payment rate of the entrepreneurs.
- Analyze if the payment is **related to the dropout rate.**
- **Set a price** for the training course.

## Pilots and evaluations



**ESCALERA**  
School changes everything



**Crea, Fundación Escalera and the University of San Diego, join efforts to offer growth opportunities to low-income students in San Cristóbal de la Casas.**

- The collaboration allowed to provide **training in Personal Initiative to 50 students of the 4th semester of technical high school** in Administration and Informatics of the School of Commerce and Administration of San Cristóbal de las Casas with the objective of observing if the methodology allows students **to make better decisions** in around his personal and professional life.
- In addition, a group of students' mothers was trained: 25 women had the opportunity to receive the training.



Chiapas 2019



Please read  
the results  
[here!](#)

Follow up



**1. Diagnosis of your business**  
Diagnosis of your idea

**2. Showcase of solutions:** Links with public and private entities that offer solutions to the needs identified in the diagnosis

**3. Custom mentoring**

**4. Network for Crea's women:** links to events, calls and other organizations that support women entrepreneurs

**5. Pitch.** A space to demonstrate your sales skills



We launched the first Seed Capital Fund for Crea's Women.

The Showcase of Crea solutions, has services from 239 different institutions, from 10 states of Mexico.



Institutional  
strengthening



## Thanks to all our allies for helping us grow and become a better team!

We are part of the **Gol Por México Network** supported by Fundación Televisa and GNP.

We are certified by Global Giving as VETTED, TOP RANKED and EFFECTIVE.

**CONEVAL** recognized **Crea** for the development of and RCT impact evaluation and the use of evidence for the improvement of the Women Moving Mexico program.



**IBM Corporate Service Corps**, supported Crea to identify which processes in the operation of our face-to-face programs we could automate.

IBM Corporate Service Corps



Since 2018 we adjust our processes and comply with all the provisions of the **SAT for the Prevention of Money Laundering**.

We audit our financial statements annually.



- PwC will support us to improve our accounting and tax processes.
- Seeking sustainability, the evaluation of Women Boosting their Business will allow us to know what% of the cost women can cover.



EMPRENDEDORAS SOCIALES

## Research and data analysis



- ✓ 47% with a business idea
- ✓ 53% with a business in operation (on average 6 years of operation)

### Savings

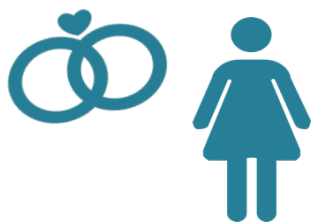
- 54% Does not save
- 37% save sometimes
- 9% save almost always



7% is part of an indigenous group



34% have high school, high school or technical career



47% are married  
25% are single  
17% is separated  
divorced or widowed  
11% in free union

- The Crea System has 50,000 observations of entrepreneurs from 12 states of the Republic.
- We have the possibility of reaching more than 500 local organizations that work for women entrepreneurs.
- Our Facebook network has 32,634 followers.
- We have a complete characterization of 13 thousand women and their businesses

### Employees

41% have employees, of them  
78% have between 1-2 employees who receive a salary of \$ 1,000 to \$ 3,000

### Interest per loan to grow your business

73% are interested in getting a loan  
45% would need less than \$ 50,000  
34% would need between \$ 50,000 and \$ 100,000  
16% would need between \$ 100,000 and \$ 500,000  
4% would need between \$ 500,000 and one million  
1% more than one million pesos



Let's impact together!

[www.crea.org.mx](http://www.crea.org.mx)