



ZIMBA WOMEN TECHNOLOGY FOR BUSINESS SUMMIT

INFLUENCING CHANGE IN MARKET ACCESS



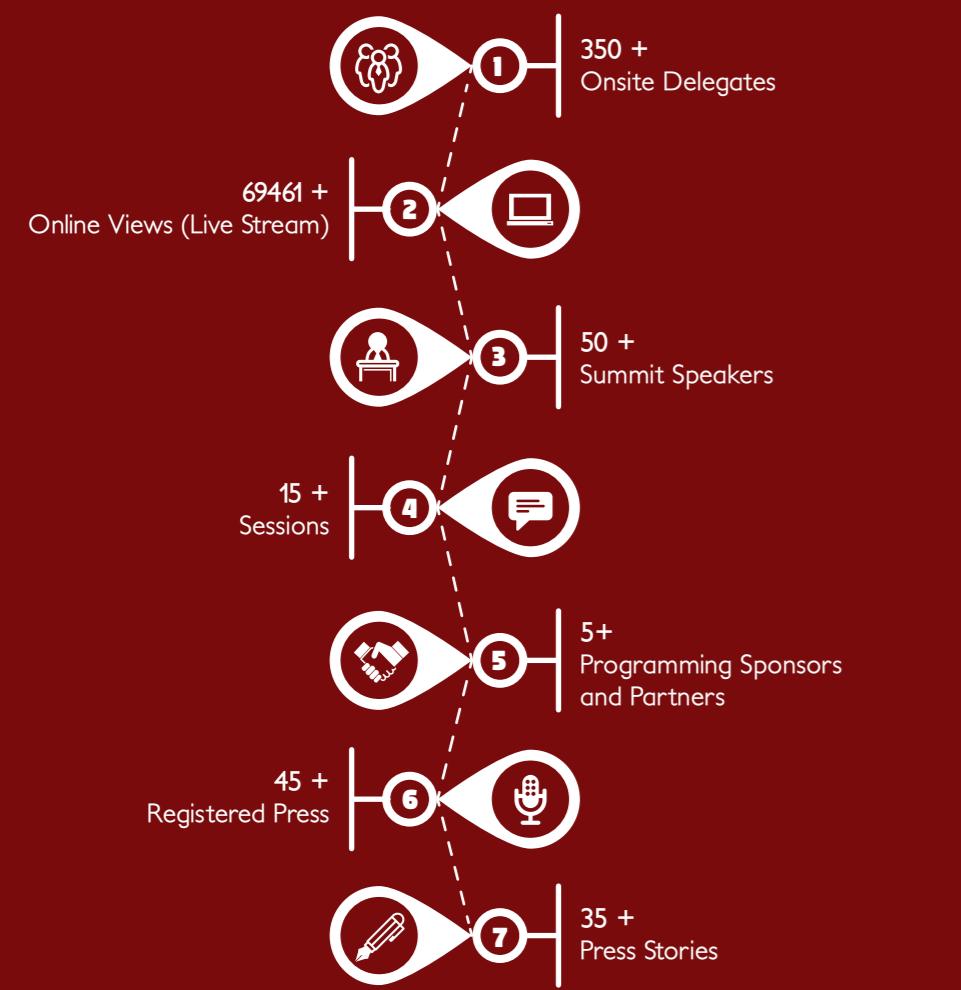
HARNESSING GLOBAL TRADE OPPORTUNITIES TO EMPOWER THE AFRICAN WOMAN

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THE NUMBERS

THE CONFERENCE



SOCIAL MEDIA INSIGHTS

FACEBOOK

- 326 Growth in likes
- 76,000 number of people reached
- 11,000 Post Engagements

TWITTER

- 1494 Profile Visits
- 45,000 Twitter Impressions
- #ZimbaSummit17 was No.4 on the Twitter Trend List

ACKNOWLEDGEMENT

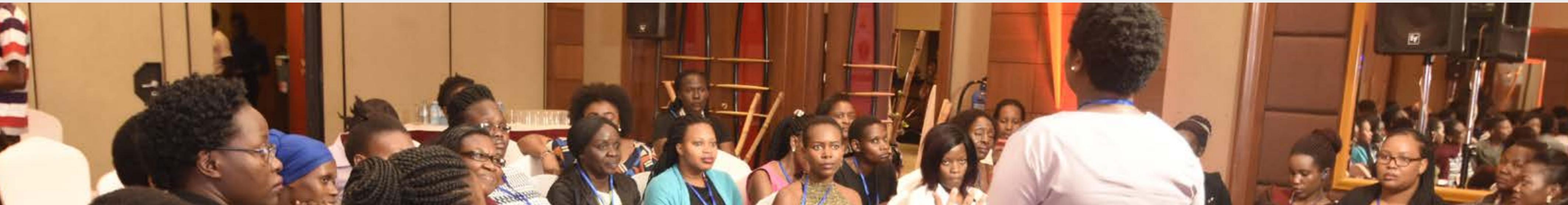
Participants, speakers and discussants alike remarked on what a fruitful and well-organized gathering of women and men the Zimba Women Technology for Business Summit was. While some praised the practical business skills, discussions and pitching session, others looked to the personal business experiences shared by colleagues for inspiration.

Overwhelmingly, participants reported feeling motivated to elevate their businesses to the next level, and many were grateful to the resources and wealth of information relayed on opportunities for growth by both the private sector and the Government of Uganda. Ultimately, for every participant, there was unfounded value and a grand take-home message.

The tremendous success of the summit was made possible by the unwavering support of distinguished partners and sponsors...

The tremendous success of the summit was made possible by the unwavering support of distinguished partners and sponsors including the main sponsor; The United States of America Mission in Uganda and Facebook, Partners; Bowman's law, Kafeero foundation, Vodafone Uganda, the Innovation Village

Pivotal to the summit's success were the participants and the core leadership team at Zimba Women. The team is comprised of Sherifah Tumusiime, the Chief Executive Officer (CEO), Peace Kuteesa, the Chief Technical Officer (CTO), Mary Helda Akongo, the Operations and Programs manager, and Joan Sanyu, the technology manager.



EXECUTIVE SUMMARY

Held on September 15th & 16th at the Kampala Sheraton Hotel, The Zimba Women Technology For Business Summit brought together over 370 of Uganda, Kenya, Tanzania and Rwanda's distinguished thought leaders, key decision makers and female entrepreneurs. Delegates were from different Small and Medium Enterprises, technology-based and other sector startups, government institutions, development partners and other stakeholders, united by a common interest to harness the various opportunities that exist for African women to enable them to build sustainable futures. One of the goals was to stimulate dialogue and fuel discussions around today's most pressing global challenges and to create lasting cross-sector partnerships.

The Summit's programming covered considerable ground, spanning educative discussions, inspiring presentations, insightful panel plenary sessions, and a business pitching competition that altogether contributed to widening participants' knowledge in some areas related to business planning, management, and growth within and outside the borders of their countries.

Participants were eager to learn and share insights, and full participation was registered during all the sessions. The discussions at the Summit were uniquely designed to enable entrepreneurs to learn and reflect on the taught business principles and practices to later be able to apply them to their individual businesses. The event was live streamed on Facebook with over 76, 000 views.

ACRONYMS

The two-day summit featured a keynote speech by the Ambassador of the US Mission Deborah Malac, opening remarks on day one by Dr. Maggie Kigozi and on day two by Mr. Kateshumbwa Dickson. Other sessions included; harnessing opportunities for women's economic and social development, legal session, building brand trust through digital marketing, the role of mentorship in bridging the gender gap in STEM, revolutionizing businesses through disruptive innovations and technology, government role in leveraging the digital economy for progress, Facebook best practices for business, Vodafone session, Kafeero foundation, harnessing global trade opportunities, financial inclusion for socio-economic development, breakout sessions, Gals Forum international session and the pitching competition.

Participants' evaluation of the summit indicated that it was educative, interactive and presented an excellent networking opportunity for entrepreneurs looking to advance their businesses. They also appreciated the knowledgeable and creative quality presentations and discussions by facilitators and panelists, the all-participative pitching exercise, and the different interactions and engagements with colleagues that renewed their motivation as entrepreneurs.

COMESA	Common Market for Eastern and Southern Africa
FSDU	Financial Sector Deepening Uganda
KCCA	Kampala City Council Authority
MTAC	Management Training and Advisory Centre
NITA	National Information Technology Authority
URA	Uganda Revenue Authority
UTAMU	Uganda Technology And Management University

“
Women in Uganda are more educated and more informed more than before
- Ambassador Deborah R. Malac
”



DAY 1

Keynote speech: Dr. Maggie Kigozi

Dr. Maggie Kigozi has been a role model for many young women in Uganda as she has broken the glass ceiling throughout her career. As a self-described catalyst, she has served Uganda across various economic sectors. Her rich experience ranges from the health sector where she served as a medical doctor for 17 years before taking on the position of Managing Director of Crown Bottling Company following the death of her husband in the early 90s. This served as a springboard for her to take the coveted role of Executive Director of Uganda Investment Authority (UIA) from 2004 to 2011. She currently runs her own consultancy and was appointed the United Nations Sustainable Development Goal 5 (UN SDG 5) Ambassador to promote gender equality in Uganda.

Dr. Maggie Kigozi mentioned that over the years, she has balanced her excellent professional life with not one, but five sports – from the tennis court to racing motorbikes. Being out in the field exposed her to a myriad of business opportunities through networking with her peers.

“Never miss an opportunity to learn something, whether it is relevant, or not

- Dr. Maggie Kigozi



Harnessing opportunities for women's social and economic development

Panelists.

- Dr. Maggie Kigozi: Consultant -United Nations Industrial Development Organization
- Ruth Sebatindira: Founding Partner: Ligomarc Advocates
- Manuela Pacutho Mulondo: Founder: The Cradle
- Eseza Mulyagonja: Founder: Audacious Consulting
- Amelia Martha Naitimbo: Journalist and News Anchor - Urban TV

Over the recent years, there have been some limitations for women's professional growth in the corporate environment. As much as some successful career women in the workforce have climbed the ladder to the mid-level management, there are hardly any numbers at the Board level. There are some gaps when it comes to implementing human resources (HR) policies regarding hiring, motivation, and retention of women in the workplace; creating platforms such as mentorship programs where they can engage with one another and professional networks to synergize opportunities in business. That being said, it is imperative to equally involve the men especially the male leaders in the organizations to create buy-in.

The transition of women from the workforce to self-employment requires resilience and passion to drive how far the newly established business will go.

Key Takeaways

- Having an open mind to learning new things and scouting out opportunities through networking
- Changing the strategy when approaching a potential value-add to the business from "What they can do for you" to "What you can do for them."
- Research, innovate and create new ways to become powerful and influential within your chosen field
- Just as Jesus spread the Good News, using the power of discipleship by creating a ripple effect by impacting the lives of 12 people
- Develop the business strategy and the right marketing avenues for your business
- Being accountable to people who are vested in the growth and success of your business
- Leveraging opportunities in government and development agencies such as achieving the UN Sustainable Development Goals (SDGs), taking on gender-focused initiatives



Consultative session: Ruth Sebatindira, Founding Partner Ligomarc Advocates

The most significant deterrent to the socio-economic development of women, most significantly in rural areas are cultural factors such as spousal consent and the patriarchy. Matters of spousal consent and ownership of property and land as collateral limit their access to finance and capital from financial institutions, and therefore, they heavily rely on the informal sector to access financial services. To address this challenge, there is need to sensitize and educate the women about their rights and also intervention from the government as well as women's groups to mediate some of these matters.

Some businesses in Uganda barely have the right paperwork regards legal registration and taxation, there is a fear of being heavily taxed or having the government look into the company. In addition to that, contracts and terms for business partnership are poorly stated, without which lead to financial losses in lawsuits and hostile dissolution of the business. There is a need to draft sound contracts to be protected from the different risks that may arise and amicable resolution in the event of dissolution.

In conclusion, the law should be an enabler to the empowerment of women and their businesses, thereby bridging the gender gap.

“When we are starting out we need to learn about marketing, strategy, branding, financing and accounting. The knowledge will be extremely helpful for business growth

- Ruth Sebatindira



Building brand trust through digital marketing

Panelists.

- Kennedy Zziwa – Founder of HairByZziwa
- Monalisa Umutoni – Founder of Mona Faces
- Josephine Esisa – Founder of Digimark Communications
- Daisy Akoya – Facebook Representative
- Maxima Nsimenta – Founder of Livara
- Sophie Mukasa – Senior Manager, Enterprise Marketing. MTN Uganda

Throughout the past decade, technology has dramatically improved the way we go about our daily activities. Digital marketing has enabled businesses to interact with their existing customers and gives them a broader reach to potentially target new ones. About half the population of Africa access Facebook on their mobile phones, and this presents an opportunity for businesses to engage with the public by customizing their advertisements based on specific demographics and interests through content marketing.

Content marketing is a technique applied to create and distribute valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action.

These forms of technology disruption have raised concern from marketers asking the question, “Is traditional marketing fading?” To quote Daisy Akoya, a Facebook trained marketer, “Digital marketing has taken traditional marketing to the next level.”

Small businesses and corporate organizations can take some of the following steps to create value from digital marketing stems;

- Young, dynamic digital communicators and influencers are hired by businesses to identify emerging trends that resonate with the company's target audience especially the youth and the corporates.
- Traditional marketing mainly via word of mouth plays a fundamental role in making one's products or services known to the greater masses.
- Young entrepreneurs are leveraging social media platforms to build their brands such as Hair by Zziwa (Twitter), Livara (Facebook) and Mona Faces (Instagram). These Ugandan businesses have amassed a cult following over the recent years, through short video demonstrations, photographs of their clients and sharing their personal experiences to connect with their audiences.
- The use of experiential marketing via word of mouth as a creative means of reaching the intended target audience. This is essential to establishing trust with the brand, therefore building loyalty with their customers.
- Businesses should utilize digital marketing tools from Facebook, for example, to create value from pools of data for the customers, e.g., Pay-per-click advertising to make sense of the data such as who is viewing, where it is being considered and creating networks with the audience (especially for those not on Facebook)
- Businesses are encouraged to study the market and customer behavior to tailor their offerings to target potential niches, for example, the time to post content on social media basing on-peak hours in traffic or work breaks.



Keynote speech: United States Ambassador Deborah R. Malac

The United States Ambassador Deborah R. Malac highlighted some critical areas regarding women empowerment and its impact on Uganda's socio-economic development. Below are some excerpts from her eye-opening, yet inspiring speech.

a) Economic empowerment:

For Uganda to attain the middle-income status, intentional steps towards inclusion in the economy have to be taken. Women's economic empowerment and access to equal opportunities as the men in employment, health, technologies, and education have a direct connection to a country's economic growth and successful development and is thus a critical step in creating a more prosperous Uganda. Studies show that women worldwide are more likely to pay back loans, manage safer and more efficient investments, and generate spending habits in ways that benefit children.

For this reason, the United States has made empowerment for women and girls a core part of its foreign policy around the world. The Organization for Economic Co-operation and Development (OECD) explains that overall life satisfaction throughout a country increases over time as gender equality increases.

b) Gender inequality:

Currently, across Sub-Saharan Africa, 45% fewer women than men have access to the internet, while women only make up an estimated 7-12% of all engineering students across the continent. A recent The World Economic Forum's Global Gender Gap Report 2017 showed that Uganda was in the bottom 20 when it comes to educational attainment for girls and yet the average Ugandan today is a 14-year-old girl with a stack of odds up against her.

- She's one of six children, living in a rural area
- Faces a 1 in 4 risk of teenage pregnancy,
- She might get married far too early,
- She is likely to drop out of school before reaching the secondary level.

Studies by the World Bank indicate that if Sub-Saharan African countries had closed the educational gender gap between 1960 and 1992 as quickly as East Asia had, per-capita income growth would have doubled in Africa during that time period. Throughout the world, data suggests that gender inequality is strongly correlated with national poverty.

c) International competitiveness:

Recent reports by the World Bank indicate that Uganda has fallen behind compared to its East African neighbors, regards to the ease of doing business, the ease of starting a business and the ease of finding electricity to power that business.

As Uganda transitions into the regional economy of the Eastern African Trade Community, it must do a better job of including women in the decision-making process, as that will lead to a more efficient distribution of goods and services.

The U.S. and Uganda share a longstanding relationship, and trade through African Growth and Opportunity Act, known as AGOA, plays a vital role in strengthening these ties. AGOA offers an opportunity to help Ugandan entrepreneurs break through and expand their businesses; create economic opportunity for Uganda's growing population, and build the people-to-people connections between these two countries

d) Entrepreneurship and business in Uganda:

Uganda is the world's most entrepreneurial country, and her people have high aspirations, positive attitudes towards entrepreneurship, and little fear of failure – the vast majority of Ugandans see significant opportunities to start a business here.

In 2014, the Global Entrepreneurship Monitor reported the number of female Ugandan entrepreneurs outnumbered their male counterparts, and in fact the average entrepreneur in Uganda is a young woman, with at least a secondary education, working in the service sector.

Even though women in Uganda still face systemic barriers to educational access, women in Uganda are more educated and more informed than ever. Entrepreneurship means ownership, self-determination, independence, and the ability to control one's livelihood, one's future, and the future of one's children.

Unfortunately, the survival and growth of entrepreneurial ventures in Uganda is a significant challenge as much of Ugandan entrepreneurship is concentrated in micro and small businesses. According to 2016 statistics, only 2% of new Ugandan companies expected to employ 20 or more people in the next 5 years, and current census reports estimate the unemployment rate to be as high as 60%.

e) Mentorship:

Traditionally, asking for help, guidance or even having a mentor is seen as a sign of weakness and it was assumed that for women to be considered competent and accomplished, they had to work harder, be stronger than our male counterparts.

Today, mentorship is instrumental to the personal and professional development of career women. Mentors, you have a unique opportunity shape the next generation by guiding and showing them how not make the same mistakes made along the way.

THE NUMBERS:

Gender inequality



Uganda

in the bottom 20

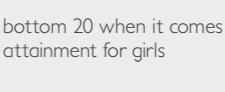
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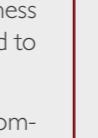


Entrepreneurship and business in Uganda



2%

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The role of mentorship in bridging the gender gap in STEM

Panelists.

- Colonel Rebecca Mpagi: Civil Aviation Engineer and First Military Pilot. Uganda People's Defense Forces
- Brian Ndyaguma: Resilience Africa Network
- Mary Helda Akongo: Operations and Programs Manager, Zimba Women
- Aidah Bukububa: Founder – AYDIA technology consults Uganda Limited
- Olga Kiconco: Chief Strategy Officer – Milima Technologies

There is a significant gap in the number of young women and girls taking on Science, Technology, Engineering and Mathematics (STEM) subjects both globally and in Uganda. The discussion highlighted some of the personal experiences of those who took on the road less traveled in technology, cybersecurity and the military.

As a female pilot in the Uganda Airforce since 1985, Colonel Rebecca Mpagi has faced her fair share of obstacles that motivated her to pave the way for her fellow women to serve in this heavily male-dominated field. She is currently the head of the Uganda People's Defence Forces (UPDF) Women Program where she mentors and offers guidance to her peers, giving what she would have wanted to have during her early days.

This rich conversation led to differentiating a mentor from a coach, as the latter is one who drills one into achieving short-term goals whereas the former is a more personal relationship built over a period of time.

The female representation in the STEM field is highly attributed to the societal setting, whereby there are few role models in the industry for others to look up to. On that note, mentorship should entail building confidence and resilience to transform the mind of young women to achieve whatever they set out to pursue.

As the saying goes, "Give a man to fish and feed him for a day, teach him how to fish and feed him for a lifetime."

Nothing is impossible if you set your mind to it

- Col. Rebecca Mpagi



Revolutionizing business through disruptive innovations and technology

Panelists.

- Mabel Ndawula: Director – Deloitte East Africa
- Evelyn Namara: Founder of Vouch Digital
- Elizabeth Ntege: Founder of NFT Consults
- Richard Okhuti: Technical Consultant
- Richard Zulu: Founder of Outbox Uganda
- Peace Kuteesa: Chief Technology Officer of Zimba Women

Key players in the business environment such as a consulting firm (Deloitte), an entrepreneur and founders of innovation hubs shared various viewpoints on this topic. Over the recent years, the number of SMEs and innovation start-ups have taken the Ugandan market by storm. Young entrepreneurs solving long-standing social challenges and thus creating businesses with the aim of commercialization is becoming a trend.

Mr. Richard Zulu, Founder of Outbox one of Kampala's innovation hubs, pointed out that these startups have to put some factors before taking their product/ service to the market;

- Intellectual Property (IP) rights to ensure the inventor or innovator is recognized as the rightful owner of the idea or concept – this is inadvertently a stimulant to innovation.

However, some of the challenges supporting startups in Uganda include the lack of focus and conviction when faced with failure and stagnation. Solving an actual socio-economic or problem to value to the end user or client as opposed to tackling an nonexistent market pain point; doing enough groundwork and building a feasible case for developing a solution, i.e., carrying out the necessary research and last but not least, carving out a roadmap for the team to follow. Entrepreneurs need to be resilient in building their businesses while cultivating a growth mindset learning every step of the way.

Deloitte Uganda is adding value to the innovation landscape by availing services such as strategy, governance and establishing key partnerships to help businesses grow. Furthermore, they have 0them in their day to day operations.



Government support for entrepreneurship and business advancement

Panelists.

- Teddy Ruge: Founder – Hive Colab
- Douglas Onyango: Consultant – International Trade Centre
- Joanitah Nvannungi: Chemist
- Kenneth Bagurakayo: Ministry of ICT
- Emmanuel Mugabi: Director IT Security NITA

The government of Uganda has taken some initiatives to promote the ICT industry by overseeing the deployment of the National Backbone Infrastructure (nbi) to increase access to the internet to the last mile as well as reduce the price of the internet for the Ministries, Departments, and Agencies (MDAs).

In addition to that, the e-government directory of the National Information Technology Authority (NITA) is working on a systems integration project to link together different systems to in order to improve public service delivery for the government, citizens and businesses of Uganda in a convenient, efficient customer-oriented and cost-effective way.

However, there are some concerns regarding the unlevelled playing field in this sector;

- The Ministry of ICT also recently announced the establishment of an innovation hub to further drive innovation and entrepreneurship. However, this initiative raised eyebrows especially since there are already existent hubs aimed at meeting these objectives.

- The government opting to import or use foreign third party service providers as opposed to using software and systems developed by Ugandan talent
- International firms outcompeting the local entrepreneurs during the public procurement bidding process for the provision of goods and services. The former have established track records regarding capital and experience, which place the startups at a disadvantage as the majority have limited capacity in both regards.
- Implementation of stringent policies that stifle the development of the startups, with the most cited example being NITA IT Certification where businesses must obtain different levels of authentication to pre-qualify as an IT service provider at a base cost of about US\$200
- Taking initiative to bridge the digital divide for and building the necessary capacity across the country for inclusive development

The government is in the process of reviewing some of the issues raised to stimulate the ICT field and promote Build Uganda By Uganda (BUBU). The revocation of the NITA IT Certification is currently being tabled, and the PPDA pre-qualification process is being streamlined to accommodate the startups.



Left to right:
Niles Cole and Dickson Kateshumbwa



DAY 2

Supporting women vendors off the street: Speaker – Esther Namboka – Founder; Gals Forum International

The Gal Forum International Program is working with various stakeholders such as education institutions, the city council, and government to create sustainable solutions and ensure the smooth transition of women vendors off the streets of Kampala.

These women face some challenges on the street such as walking long distances to look for a market for their products; getting very little pay after a long day's work; sexual harassment working in the odd hours of the day and also language barrier limiting communication. This way of earning a living is not feasible especially since they have families to feed and school fees to pay.

At MTAC, they have learned practical skills in shoemaking, tailoring and baking to earn a more stable source of income and UTAMU is taking this a step further to teach them IT skills and building an e-commerce platform to better market their products and promote trade. To curb the issue of poor communication, literacy skills training has been introduced to the curriculum.

“...walking long distances to look for a market for their products; getting very little pay after a long day's work; sexual harassment working in the odd hours of the day...”

Harnessing global trade opportunities

Panelists.

- Kateshumbwa Dickson: Commissioner Customs – Uganda Revenue Authority
- Niles Cole: Cultural Affairs Officer- US Mission in Uganda
- Tedy Ruge: Founder of Hive Colab
- Winnie Lawoko Olwe: C.E.O – Wiliotrains

The government of Uganda has taken some initiatives to promote the ICT industry by overseeing the deployment of the National Backbone Infrastructure (nbi) to increase access to the internet to the last mile as well as reduce the price of the internet for the Ministries, Departments, and Agencies (MDAs).

Uganda's strategic geolocation and a member of a regional integration such as COMESA gives her a significant advantage regarding access to some markets and trading within a free trade zone respectively. However, last year it was reported that the number of exports from the Ugandan market fell by 29% in juxtaposition to the number of imports that increased by 30%.

This mismatch is highly attributed to lack of quality control, consistency in production and poor adherence to international export standards to remain competitive in the global market. Furthermore, there is a form of complacency and lack of proactivity in comparison to our market competitors within the region.

Some of the recommended steps to improve Uganda's bargaining position on the global market include;

- Carrying out the necessary research on the demand for the products or services and the market they are entering regarding size, socio-culture, and the political environment
- Government intervention in the agricultural sector through provision of subsidies for the farmers, quality fertilizers, seedlings and soil tests to gain a competitive edge globally
- Establishing key partnerships to facilitate direct and indirect penetration into foreign markets
- Collaboration amongst the SMEs to create a stronger collective power for better prices for their goods and services on the international markets
- Utilizing the power of technology and the internet to boost global trade. E-commerce is an excellent avenue for greater visibility connecting buyers to sellers while ensuring secure transactions online.
- The need to formalize and prepare businesses for cross-border trade by ensuring their legal documents are in order, and the necessary bookkeeping is done
- Creating linkages between the Private and Public sector to develop the frameworks and strategies required to drive economic growth through infrastructure development, investment within the supply/ value chain and value proposition for products and services.
- Meeting export standards and building credibility through quality assurance, certification and ethical practices in business.



Financial inclusion for socio-economic development

Panelists.

- Peter Kawumi: Innovation Specialist at Financial Sector Deepening.
- Kenneth Legesi: Manager, Corporate Finance / Infrastructure Advisory, Deloitte East Africa.
- Anita Assimwe: Country Manager at Cellulant
- Florence Nakyejune: E-Government Procurement System Project Manager at NITA- U

According to the National Financial Inclusion Strategy (2017-2022), financial inclusion is defined as having access to and using a broad range of quality and affordable financial services which help ensure a person's economic security and that of their families through the usage of affordable financial services with the end goal of ultimately about reducing poverty.

Different stakeholders in Uganda's financial ecosystem have a pivotal role to play to meet the objectives stated in the Framework that include increasing access, driving usage and offering quality financial services to the financially excluded. For example, FSDU is actively working with different regulators to develop sustainable solutions for the segment at the bottom of the pyramid to access to financial services, putting in place the necessary policies and carrying out comprehensive research to improve the livelihoods of the unserved.

The issue of the gender disparity has over the years been the elephant in the room with socio-cultural factors being the primary hindrance to women being financially included.

The biggest deterrent is limited access to collateral security catalyzed by cultural factors such as spousal consent regarding ownership of property and land, coupled with the bottlenecks in the judicial system including delays in judgment and limited knowledge regarding the sector.

Furthermore, the statistics show that 25% of women are likely to own a mobile phone let alone be active users of mobile money compared to men at 38%. As a result, women heavily rely on the informal sector to access financial services which will eventually cost the Ugandan economy.

Traditionally, women in Uganda are perceived as the financial managers of the home as they ensure their children go to school to obtain an education, they purchase the food that the family needs and oversee the smooth running of the home. To close this gap, Peter Kawumi, an Innovation Specialist with FSDU says, "There is a need to tailor products very specific to for women to obtain access to banks, banks should be more women-able."

Given the challenge of mobilizing large sums of money that they need to grow and scale, SMEs need alternative sources of patient long-term capital such as SACCOs, investment clubs, retire benefit schemes, angel investor networks (KAIN Uganda), Matching Grant Funds. Finally, Kenneth Legesi mentioned that Deloitte Uganda recently started a private equity yield fund to drive investment for these businesses which is a great opportunity that needs to be leveraged.



Facebook Best Practices for businesses: Speaker – Daisy Akoya

With over 900 million people accessing Facebook every day, the mobile tool has proven to be one of the best ways to promote and grow businesses. 78 million Ugandans are registered on the platform, and this makes it an excellent tool for women to use and tap into business opportunities.

Daisy Akoya mentioned a few characteristics that make Facebook a unique digital platform for marketing which include;

- The ability to interact with real people (customers and clients in real time)
- A wide reach of people
- Different tools under Facebook that can be used to perform various actions to ensure return on investment.

To successfully advertise on Facebook one has to consider five key things that are extremely important; the objective for a marketing campaign, the audience the campaign is supposed to reach, the ad format that is to be used and how to measure success.

The Facebook marketing funnel focuses on discovery, intent, and loyalty. The best way to make your product or service discoverable is to tell your brand story to increase recognition and re-action.

Once you make a product or service discoverable on the platform, then it is easier to perform a different set of actions to achieve various marketing objectives. Achieving brand loyalty depends on how one reaches out to their audience in order to build trust. It may be through videos, case studies/ feedback from customers, images etcetera.

Key Takeaways

- Facebook gives you options to target an audience (core audience, custom audience, look-alike audiences) that you want to reach out to according to; demographics, interests, behaviors, and location so that you reach out to the right customers.
- Tailor your message the right way such that your audience can relate to it.
- Facebook enables you to relay your message in different formats for example videos, images, canvas, and carousel.
- The Facebook pixel tool enables one to integrate a Facebook page to a website which relays information on how a page is doing in relation to the website use.
- There are a variety of courses on the Facebook website under Facebook blueprint that will enable business women efficiently use Facebook for business.
- Leverage Facebook insights to measure the performance of your marketing efforts, they will show you the types of posts that are outperforming such that you make smart decisions next time you are doing a campaign.



**Kafeero Foundation: The digital era, technology gap and its advancement and opportunities available for the youth in this new age:
Speaker – Angela Mirembe**

There is approximately 7.5 billion in the world today with over 3.5 billion people doing different activities online. Entire countries and their structures are now focused and dependent on digital solutions for their prosperity and growth.

The impact of the world's technological revolution and staggering advancement has been extraordinary especially with the introduction of new technologies in short periods of time. Despite its tremendous growth, Angela Mirembe urges that there remains a vast technological gap between the developed and developing countries (Uganda) that needs to be explicitly addressed by the youth who make up 80% of the population.

She stresses that there are opportunities that have to be leveraged but society needs to nurture a positive mindset around digital inclusion, education, and mentorship. It is the nation's responsibility to raise awareness of the opportunities around the tech space and encouraging the younger generation to embrace technology.

Young people across the world are already profoundly entwined with the digital economy in many ways and are driving societal change. In Uganda, we need mindset change plus organizations, parents and government to recognize these digital realities and ensure that there is a favorable environment that the youth can use to shape the future.

“

As tech women, we should encourage young girls to conduct business online for example on Facebook

- Angela Mirembe



Vodafone Speech Session: Ronah Kyokunda; Brand Ambassador Channel Manager at Vodafone Uganda

Just like Angella Mirembe of Kafeero Foundation, Ronah Kyokunda also noted that the world is in the middle of a technological revolution, accompanied by opening up of entirely new aspects in the way business is done. In fact, Information Technology has become the chief determinant of the progress of nations, communities and individuals.

There is a growing body of evidence on the benefits of ICT for youth development and women's empowerment, through increasing their access to health, nutrition, education and other human development opportunities, such as political and economic participation.

She urged women to change with the times and take advantage of the different opportunities that technology presents especially for business growth and development. On top of that, she also mentioned that Vodafone Uganda's initiative Jump that is empowering and training the youth to prepare them with the necessary skills for the job market and the business environment.

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We need to change the way we think about businesses today. Things are changing and we need to change as well

- Ronah Kyokunda

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Breakout session: The role of marketing in the services industry

- Godwin Tom: Founder of Iimage Africa
- Ssherifah Tumusiume: C.E.O - Zimba Women
- Olga Kiconco: Chief Strategy Officer – Milima Technologies

Godwin Tom further reinforces the point of using technology and the internet to enhance marketing and improving service or product delivery to the customers. Mr. Tom is the founder of The Godwin Tom Company and Iimage Africa, a talent management and events company which develops tailor-made solutions that help entertainment businesses grow.

It is undeniable that the Nigerian music industry in of itself is an international export. This is attributed to the excellent investment by the private sector as well as government intervention to promote the distribution of local content especially enforcing that more than 50% airplay. Nigerians, both home and abroad are very patriotic and this infectious support has carved out the 'Naija music' genre.

Other creative strategies to boost one's business and increase visibility is using data from different industries and platforms for product endorsement. This technique is adopted by global brands whose trusted customers use word of mouth and multiply their customer base, all at hardly any cost. Word of mouth and recommendation from experience will always be institutional to the success of the business.

Excellent customer service is primal to customer experience and innovation through getting their feedback to identify areas of improvement and to increase the response rate during the engagement.

Breakout session: Mentorship

- Vanessa Atim: Managing Director – ProInterns
- Stella Kiwanuka: Founder of Stesh Consults
- Maria Kyamulabye: Operations Manager at Andela Uganda
- Maria Miiro: Lecturer at MUBs
- Aidah Bukububa: Founder of Aydia Technologies.

Mentorship has proved to be a worthy way for the personal and professional development of women. Its benefits have enabled different women to become more confident and given them the strength to deal with challenges that may arise every day in their lives.

Maria Kiwanuka the Operations Manager at Andela mentioned that there is a lot of stigma surrounding women in STEM and we have to focus on changing it so that we bridge the gender divide in the STEM field.

Everyone got an opportunity to seek and share with the rest of the delegates. Stella Kiwanuka the founder of Stesh Consults and a motivational speaker stressed the significance of mentorship as a learning process for both the mentor and mentee.

Vanessa Atim explained that peer to peer mentorship is a more informal way for girls and women to elevate themselves. It is very important to have someone who you are accountable to so that one is responsible for their life decisions. The mentorship was an interesting and great opportunity for the attendees to share their concerns about the areas that they need mentorship in. At the end of the session all of the participants volunteered to mentor another women in the group who needed help in a particular area of interest.



Breakout session: Agriculture

- Zilla Mary Arach: Chief Technology Officer at Akorion Company Limited
- Consolata Mbome: Founder of Splendid Mushrooms
- Maria Natukunda: Operations Manager at Vouch Digital Uganda

During this session, the challenge that different farmers face were tackled and the panelists all agreed that women can enhance their competitiveness in the agricultural sector through expanded access to markets, and to education, technology, training and mentorship opportunities.

The usefulness of ICTs for increased agricultural efficiency and strengthening the Agricultural sector include timely and updated information on agriculture related issues such as new varieties release, emergence of new threats such as weather forecast, diseases, pricing control, warning alerts etc.

Consolata Mbome also mentioned that focus and discipline are important for success.

“

We need to go digital in order to save the environment from destruction and impact change. Millions of Ugandans use mobile money every day but don't realize that's a form of digital payments

- Angela Semwogerere

”



Pitching Competition:

Judges.

- Kenneth Legesi: Manager, Corporate Finance / Infrastructure Advisory - Deloitte East Africa
- Brian Kalule: Partner - Bowman Law
- Elizabeth Ntege: Founder – NFT Consult
- Sherifah Tumusiime: C.E.O Zimba Women
- Peace Kuteesa: CTO – Zimba Women

The #ZimbaSummit17 pitching competition came to a head on 16th November 2017 at providing a platform for 16 buzzing women entrepreneurs to pitch their ideas to a broad audience and a panel of expert judges. The Pitch was all about supporting and advising new businesses and entrepreneurs as they get up and running and this year, we were thrilled to have Bowman law, Deloitte East Africa, Kafeero Foundation, Vodafone Uganda be sponsoring the competition.

The most striking thing about the session was the fact that everyone was encouraging each other. Eventually, there could only be one winner, but all the pitchers wanted each other to do well. From giving advice on pitches to last-minute partner practices before hitting the stage to loud cheering from the audience, the women were working as a team to help each person better themselves

Judges Feedback

"You have to keep telling your story as a startup. The more people know your story, the more they will be able to do things for you."

"There is usually a format to how you pitch. You talk about the problem that you are trying to solve and its size, your idea/your solution to the problem. How far you have gotten with it, the team behind the idea, and be obvious on the ask (the ask, in this case, was very clear; 300 dollars but is worth saying because sometimes the ask is not monetary)"

We need to think of the country we are in, and find big solutions for the problem we have.

- Judges' Feedback



The Prizes:

Second Runner-Up

- 1-year free legal counsel from Bowman's law
 - 3 months digital marketing services from Zimba Women
 - 3 months business modeling services from Kafeero foundation.
- Vodafone package**
- 3 months free consulting services from Deloitte East Africa

First Runner-Up

- 1-year free legal counsel from Bowman's law
 - 3 months digital marketing services from Zimba Women
 - 3 months business modeling services from Kafeero foundation.
- Vodafone package**
- 3 months free consulting services from Deloitte East Africa.
 - Two nights at the Bigombe Gateway Resort.

The Winner

- A cash prize of 300 dollars.
 - 1-year free legal counsel from Bowman's law
 - 3 months digital marketing services from Zimba Women
 - 3 months business modeling services from Kafeero foundation.
- Vodafone package**
- 3 months free consulting services from Deloitte East Africa.
 - Two nights at the Bigombe Gateway Resort.



Left to right:
Joan Nantambi, Mary Helda Akongo, Richard Okhuti,
Sherifah Tumusiime, Peace Kuteesa

Zimba Women will make available to its members, even more, opportunities for business growth and training.

- Zimba Women

Conclusion:

Zimba Women now continues to build from the Summit, proactively working to advance these issues by incubating tangible partnerships that have a long-term social impact. There's a lot more to the summit than what was discussed in the hall. The organization's team is continually identifying points of contact and facilitating one-on-one introductions between individuals and organizations across the private, public and nonprofit sectors who share goals and bring complementary assets to the table, be it insight, resources, influence, or skills. Finally, Zimba Women will make available to its members, even more, opportunities for business growth and training.



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