



**Women With Skills**

# 1

## *The Problem*

- Despite the growing popularity of startups and rising number of incubation centers in India, the participation of women in entrepreneurial ventures in India hovers at a dismal **14%**.
- The **lack of an adequate support group** combined with the **difficulty in accessing entrepreneurial knowledge** deter women from starting businesses on their own.
- A mentor can play a key role in helping a budding entrepreneur, but there are **few mentorship programs** available to help women connect with other female entrepreneurs.

# 2

## *Our Solution*

- Our programs aims to combat this issue by creating a platform where **women can connect with other women** and **swap skills.** With WWS, you can find someone who can help you learn a new skill, whether it be baking or programming.
- Apart from **one-to-one sessions,** the platform will also feature **instructional videos** by mentors, so that lessons are easily accessible.



# 3

## *Target Market and Analysis*

- In India's villages and slums, the distance to training centres and the cost of courses stop young women from gaining skills.
- However women with education, skills, ideas and aptitude can create more and better jobs, diversify economies, contribute new ideas, technologies and empower women.
- Our target demographic consists of **emerging female entrepreneurs between 18 and 30 years old** who are looking to acquire the skills necessary to run/promote their business. We focus on **India as a starting point** since despite its large economic growth rate, restrictive gender roles have led to a dearth of female entrepreneurs. There is also **a lack of programs which specifically support women entrepreneurs.** WWS aims at filling this vacuum in the market.

# 4

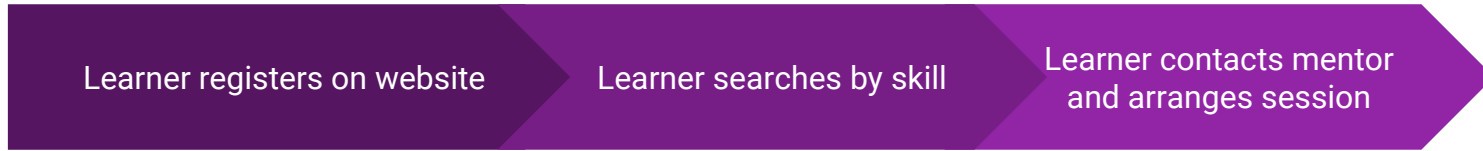
## *Competition*

- **Our primary competition consists of ShareHive,** which offers a similar platform where women can barter skills.
- On ShareHive, users can create profiles and add skills, which can then be “barter”-ed for other skills with both parties drawing up a barter contract.
- **A variety of online platforms like Udacity and Coursera** also offers online courses where users can learn skills.
- However, WWS differentiates itself by **letting users connect with local mentors in real life, as well as focusing on entrepreneurial ventures.** The addition of **projects which lets learners from a variety of backgrounds come together** to create a enterprise/asset also helps people refine their newly acquired skills.

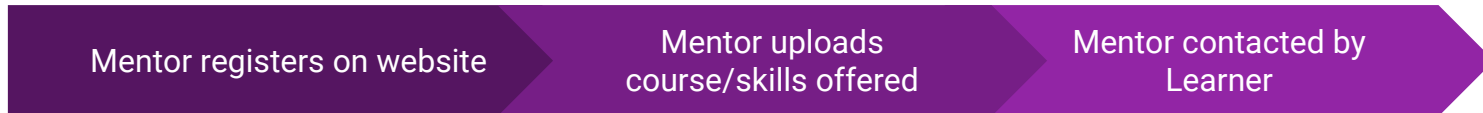
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## Flowchart of Process

### Learner's Perspective



### Mentor's Perspective





# *Innovative Features*

- **WTokens:** Redeemable for courses/skills, **credits are given as bonuses when people upload courses/reach milestones** like completing a learning path, or having 50 people view their course.
- **Learning Path:** A chatbot, Aasha will help suggest new users **a personalised Learning Path** which will help them acquire the skills most relevant to their business. The chatbot leverages advanced IBM technologies such as Personality Insights and Watson Conversation.
- **Projects/Business:** Learners from various backgrounds will be able to collaborate and work on a large project or start up businesses together. Eg. A Caterer looking for a graphic designer to work with.



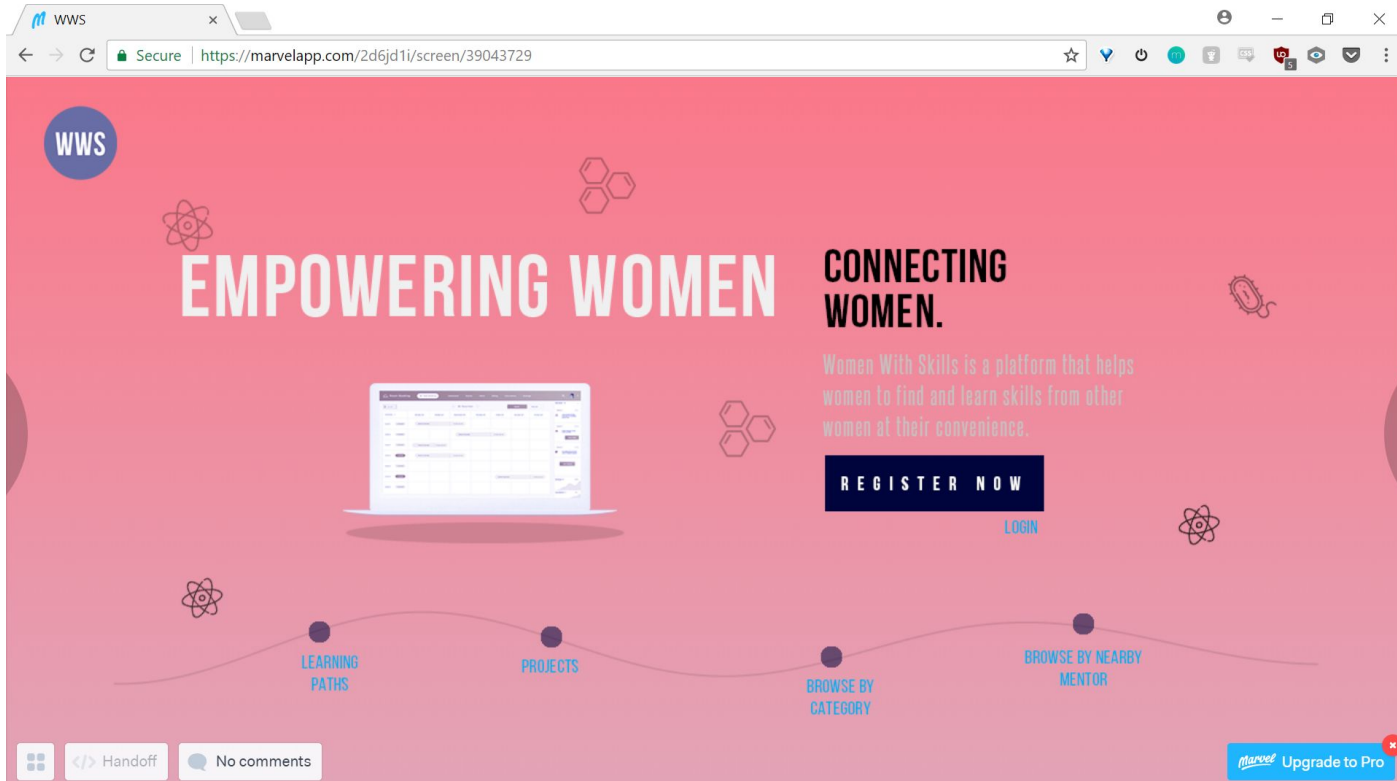
# *Business Model*

- **Subscription:** a fee of **Rs.200** will be charged from user on registration.
- **Business:** If the user wants to start a business via WWS to find employee and attain general advice then she can pay a minimum fee of **Rs.100**
- **Review:** If the user wants her work/idea to be reviewed then she can pay **Rs.1500** for a mentor to review at various stages and suggest accordingly.
  - **Beginning Stage:** the user can have mentor review the idea and its execution plan. Accordingly, the user desires the she can implement various suggestions
  - **Middle Stage:** the user can ask for advice for their business plan that will help to flourish the business.
  - **Final Stage:** the user can ask the mentor to create a scheme that would help the business to make profit and to advice for future expansions.





# Prototype Screenshots





# Expansion

- While we currently target women in developing nations, we aim for an international audience and to **give mentors the ability to teach anywhere through our platform.**
- In the next phase we can **collaborate with investors and companies** who would like to back some of the businesses users create and help them **get access to capital, contacts and other resources.**



# 10

## *Our Team*



**Sabiha Shaik**

Team Lead,  
Graphic Designer



**Shruti Vinodh**

Editor and  
Developer



**Aakansha Mathur**

Market Researcher

We are a group of three students studying Computer Science Engineering at BITS PILANI Dubai, looking to solve problems in our community. Our Team members have had to take many roles including Design, Editing and Research for our problem.