mWomen Project-Tanzania

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The Opportunity

Tanzania is one of the countries with the largest gender gaps in Africa.

In Tanzania, **53% of men** own mobile phones compared to only **36% of women**.



The solution

mWomen- Providing business & entrepreneurship training to rural women in Tanzania through a number of Mobile channels

Benefits to Women

- Mobile phone discovery: education, health, mobile banking…
- improve livelihood
- Access to business training

Benefits to Tigo

- Increase customer base
- Reinforced Brand loyalty
- MNO of choice for women by building on the triple A
- Long term revenue opportunity (Voice, SMS, Customer data)

The approach

Women profiling

Relationship to Mobile technology

Designing appealing concepts



The ethnographic research

- To understand the barriers that prevent women from owning mobile phones
- To identify ways to lift these barriers to ownership
- To understand the challenges women face in using mobile phones
- To identify the priorities of women and how mobile can exist to address them
- To identify new products of value in the lives of women

The Content Development

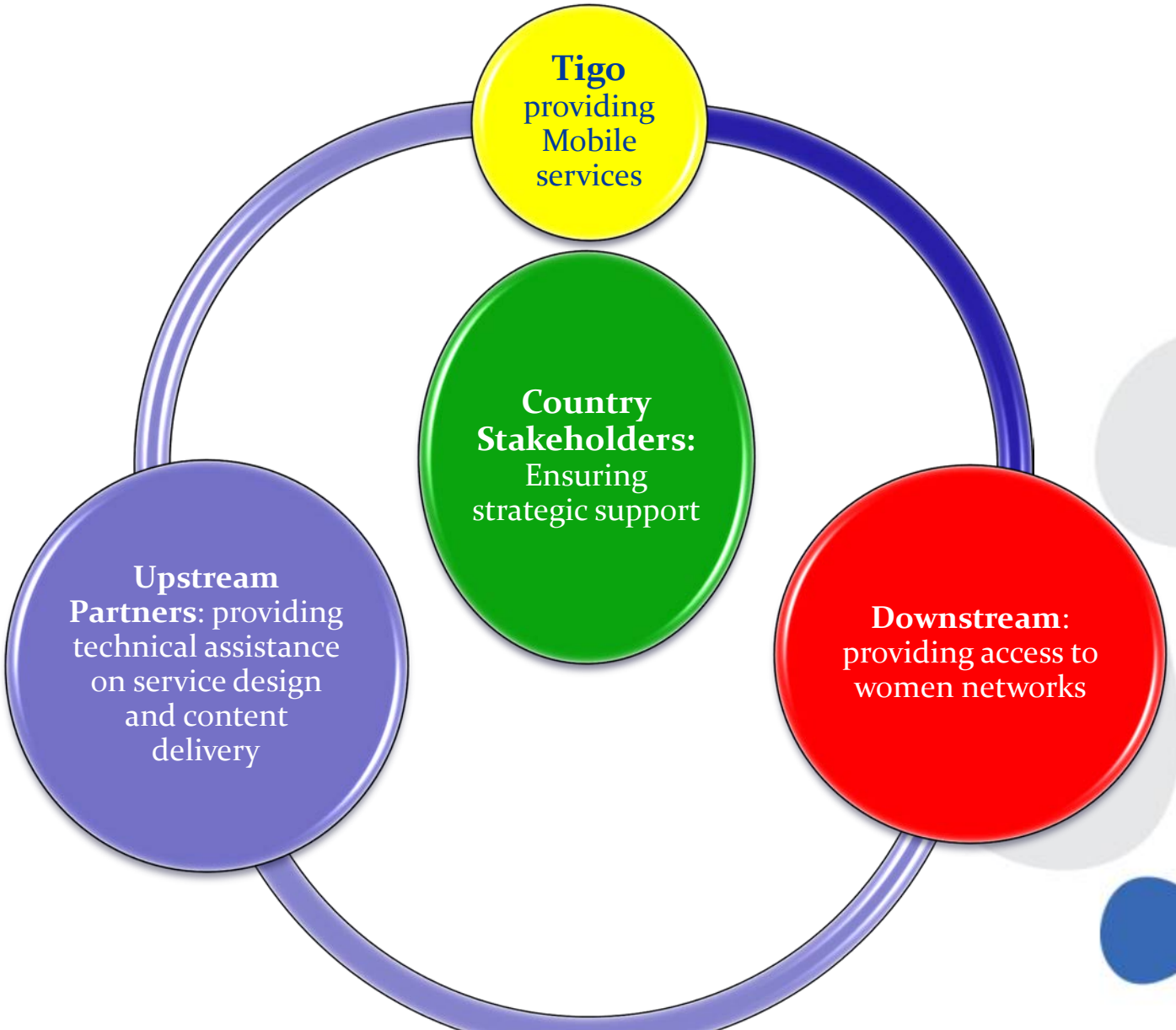
Framework

Requirements

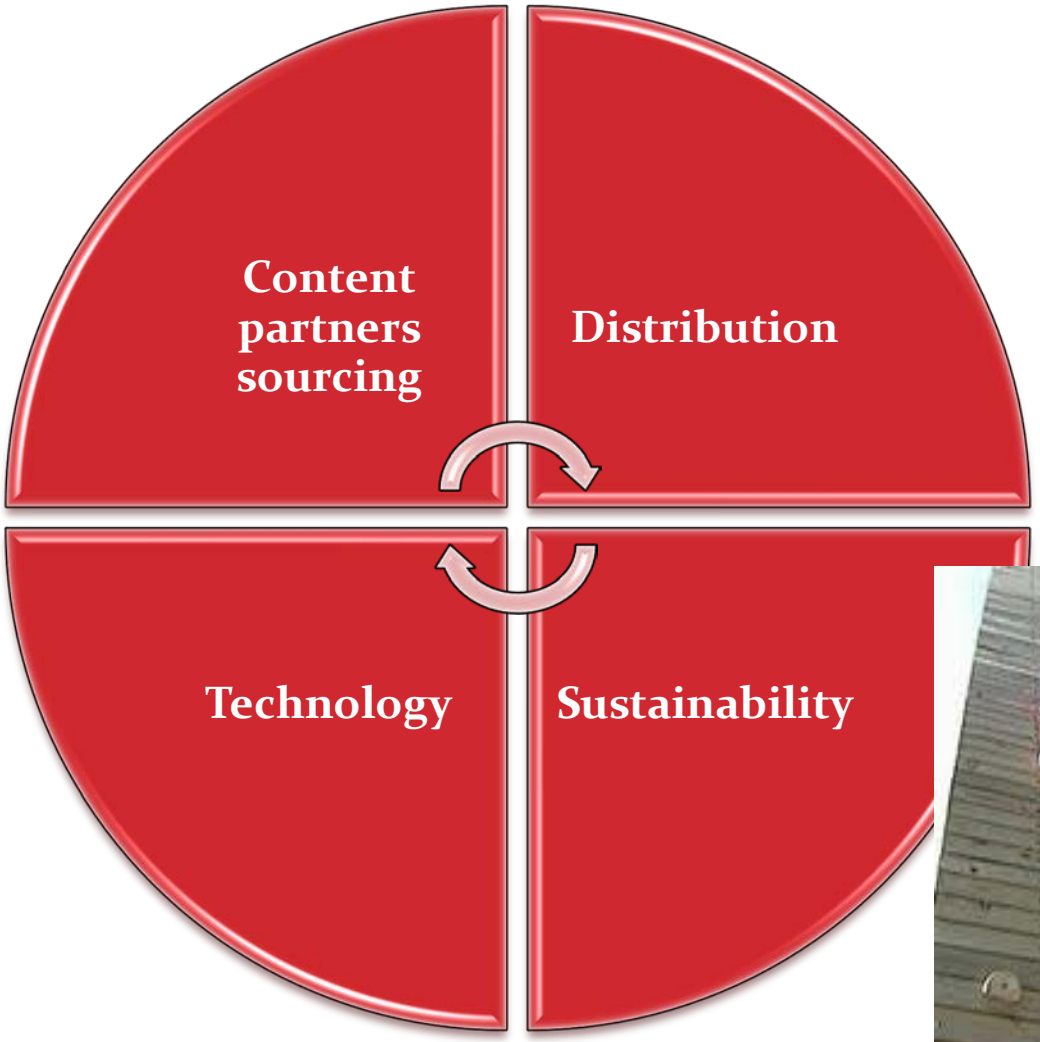
Delivery and Quality Assurance



The partnership strategy



The challenges





Gracias!

Thank you!