



**Women's Entrepreneurial Community Center of Resources,  
Education, Access, and Training for Economic Empowerment**

**Presented by: Nadya Zaidi**

WECREATE | PAKISTAN Programs and Operations Manager

May 7, 2015





## What is WECREATE?

- The WECREATE Project is a public-private partnership between the U.S. Department of State Bureau of Economic and Business Affairs (EB) and StartUp Cup.
- Each WECREATE Center is tailored to a country's specific economic concerns and built in a safe and centralized location for women
- The WECREATE Project is specifically designed to advance gender equality through entrepreneurship

## Our Objectives

- Turn Key Entrepreneur Programs
- Launch New Startups
- Creation of New Jobs
- Training of Female Mentors and Coaches
- Creating Financial Access
- Train Female Entrepreneurial Capacity
- Shift Culture & Create Agents of Change
- Global Connectivity
- Entrepreneurial Exchange



## Our Objectives

- Turn Key Entrepreneur Programs
- Launch New Startups
- Creation of New Jobs
- Training of Female Mentors and Coaches
- Creating Financial Access
- Train Female Entrepreneurial Capacity
- Shift Culture & Create Agents of Change
- Global Connectivity
- Entrepreneurial Exchange



All we need in  
Pakistan's  
entrepreneurial  
eco-system!



## We Work With

- ANY business idea
- Underserved majority of all startups who lack experience and resources
- Women candidates for acceleration
- Urban & Rural women of all ages

*\*We are reaching out to the women entrepreneurs in the rural setting through our networks.*

## Facilities We Provide

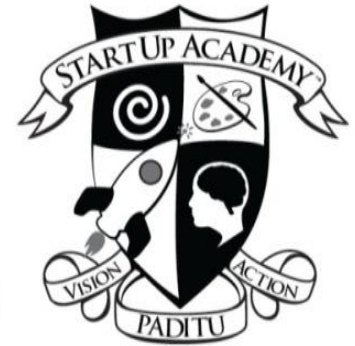
- Co-working & Incubation Space for 35 Entrepreneurs
- Training Halls for Skill Enhancement Trainings
- Workshop & Exhibition Hall
- Meeting Rooms
- Day Care Center
- Most Importantly, a kitchen 😊

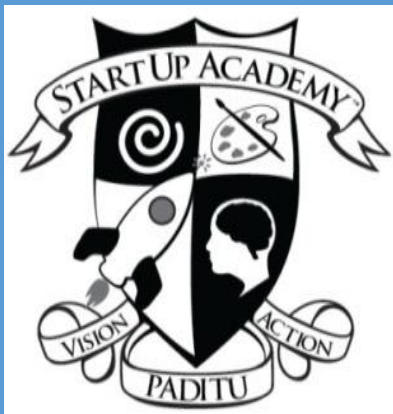


*Equipped with facilities: Wifi. Printers, Scanners, Furniture and a lot more!*

## Our Programs

- Startup Academy
- WECREATE challenge
- Pitch O Rama
- Mentor Certification
- Build a Business Workshop
- Ramp Up
- Schmooze





- 15-week startup program
- Specifically designed to accelerate the startup
- To walk women entrepreneurs through the universal steps required to build a company.

- Provide early stage women owned businesses a platform to showcase their business model and gain invaluable feedback.
- 2 Minute Pitch Perfection – Live Audience and Judges



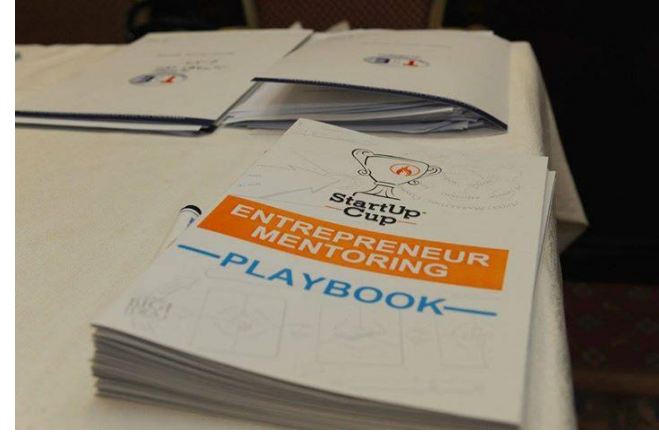


**EXTREME  
BUILD  
—A—  
BUSINESS  
WORKSHOPS**

- The Extreme Build-A-Business Workshop is a highly experiential, mentorship driven program designed to visually facilitate entrepreneurs.

- Existing Organizations
- Consultations
- WECREATE will act like a bridge between consultants and organizations.





## Mentor Certification

We provide three levels of experiential-based entrepreneurial mentor training that leads to increasing the quality and quantity of mentors in a community.

### Level 1

Introduction to  
Entrepreneurship  
Mentoring

### Level 2

Living the Six Core  
Principles of an  
Entrepreneur Mentor

### Level 3

Master Mentor  
Trainer

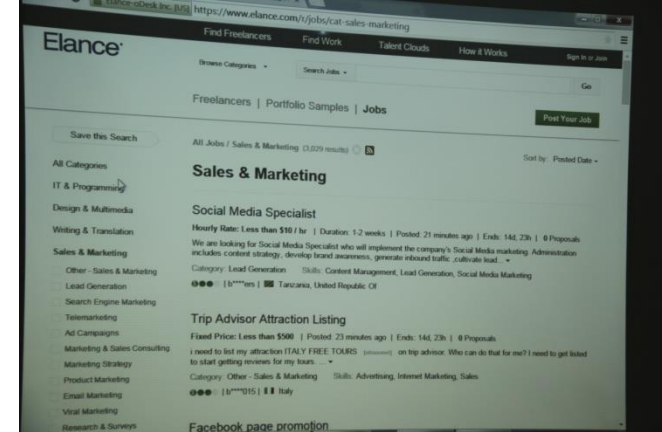


## WECREATE Challenge

- Nationwide Women Entrepreneurs Competition
- Business model refinement – mentoring at various levels
- 7 Months long process of Mentoring leading to Implementation

## Cyber Entrepreneurship

- Training Program for Women on Outsourcing Portals
- Women can start generating revenue from the comfort of their Home
- Focused on Elance.com & Odesk.com
- Outsourced Projects in various domains
  - Graphics
  - Programming
  - Accounting
  - Data Entry
  - Sales and Marketing
  - Virtual Assistance





## ICT Training

- We provided training on ICT tools to 50 Women Entrepreneurs from Pakistan and Afghanistan, our ICT training consists of:
  - Web Presence Strategy
  - Social Media to Promote Businesses
  - How to Sell Online
  - Outsourcing Portals
  - Trade Portals
  - How to build a great website

## Curriculum

The Curriculum that is used in the programs which are run in the center are copyrighted by the Startup Cup Inc. However any material available on the website is free to download can be used for your own business understanding and acceleration.





# Pakistan

## PARTNERS

In a nutshell, we want to work on initiatives for the empowerment of women in Urban and Rural sectors...

Lets join hands together for a better world!

Nadya Zaidi

Email: [nadya@tieislamabad.org](mailto:nadya@tieislamabad.org)

Facebook link of WECREATE: [www.facebook.com/pakistanwecreate](http://www.facebook.com/pakistanwecreate)

Website: [pakistan.wecreatecenter.com/](http://pakistan.wecreatecenter.com/)