



# ***Entrepreneurship outside the EU***

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# Who we are

## MFW

Microfund for Women (MFW) is a private non-for-profit company that has began operating in 1996 , MFW is considered one of the leading MFIs providing financial services to low-income, small business owners in Jordan with a special focus on women

## Mission

MFW Mission is to provide sustainable financial and non-financial services to the entrepreneurial under-served individuals , especially women, in order to empower them socially and economically and to help them achieve a better quality of life

## Vision

MicroFund for Women envisions a more equal and just society in which women in particular are empowered to break the cycle of poverty, achieve prosperity and live inclusive lives.



# MFW Currently has :

**JOD 53 M  
Outstanding  
Portfolio**

**140,000  
Active Clients  
96% are  
Women**

**22K  
Beneficiaries  
from NFS  
2017**

**2542 Clients  
Benefited  
from  
Trainings**

**Over 700  
Staff  
members**

**60  
Branches  
outreach  
across  
Jordan**

# How Entrepreneurship is Defined

Entrepreneurship is gaining more popularity in the recent years. entrepreneurs are considered to have a significant role in economic growth.

The economic and social empowerment of low-income, un-bankable, women owned-microenterprises that reduce poverty through creating job opportunities; and promote decent work conditions.

# Entrepreneurship development in Jordan

- The initiative and voluntary act of managing risk and assuming responsibility in transforming creativity and innovation to unique products for the purpose of providing effective and efficient solutions to consumers, while achieving long-term profitability and contributing growth to the economy.
- Entrepreneurship at MFW starts with supporting the entrepreneurial women and youth to become productive members; through the promotion of easy access to it's essential financial and NFS services- including funding to:
  - Start their own microbusinesses, or
  - Expand their already established microbusinesses.

# What we do for our entrepreneurs clients

## Business Products

Tadamon

Omomi

Motaqaedat

Tatweer

Intilaqati

## Life Improvement Products

Education

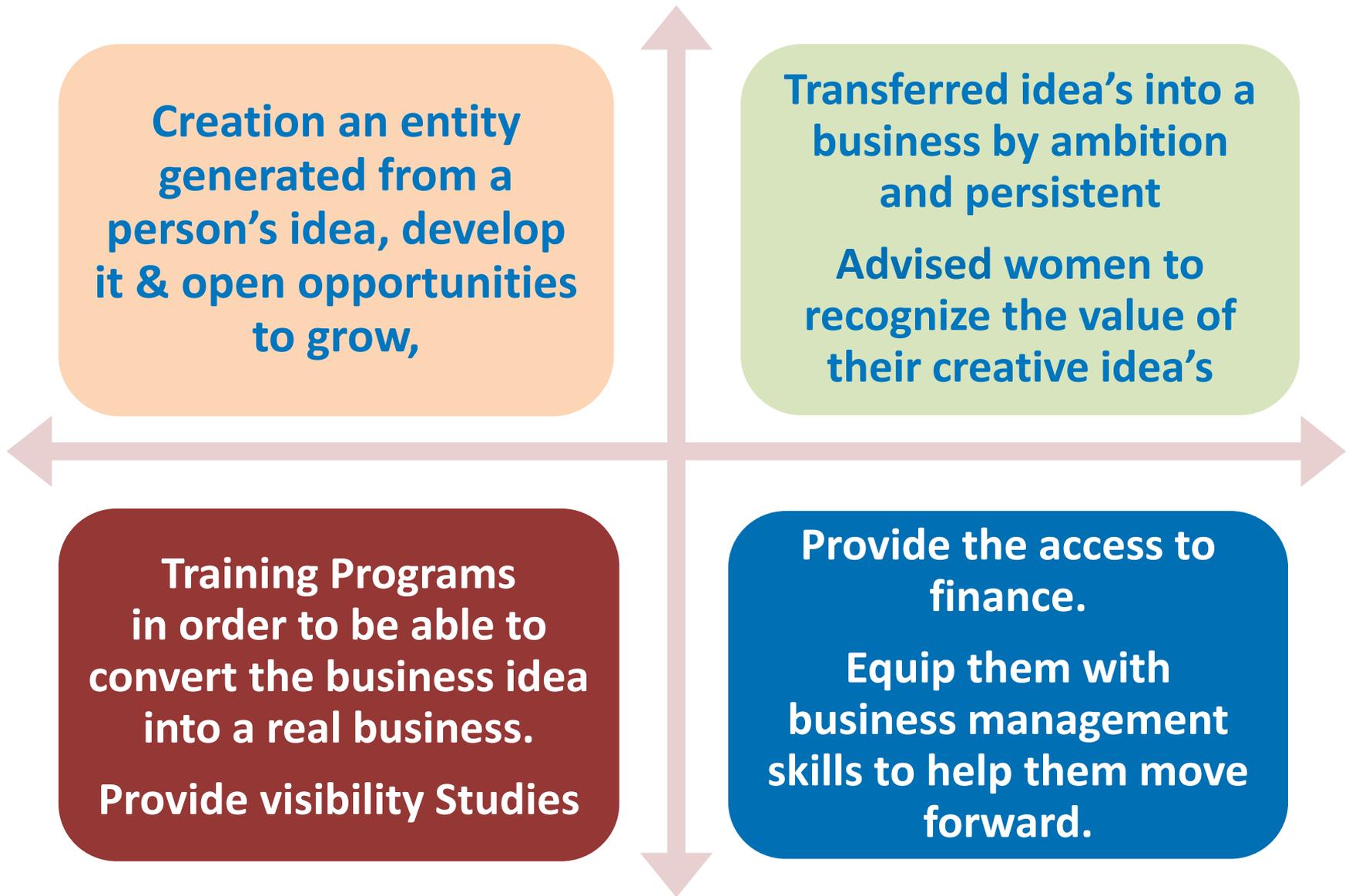
House Improvement

Maternity

- JOD 17M outstanding Portfolio.
- 26K Active Clients.
- Loan Amounts Starting from 900 To 10K JOD
- All Loans Above or Equal 5K are registered projects.

- Launched in 2017
- 1,032 Loan Disbursed
- JD 1,555 mio amount disbursed
- 1,003 active loans with an 813K Outstanding Portfolio

# What we do for our entrepreneurs clients



# What we do for our entrepreneurs clients

## ■ Capacity development / MFW Training programs to Clients.

### Financial Literacy

- Banking Financial Literacy
- Family Budget Management
- Projects Capitalization
- Cost Analysis
- Accounting for Small Projects

### Interpersonal

- Managerial skills
- Characteristics of successful personality
- Innovation and creativity in small projects

### Entrepreneurship

- Acknowledge projects
- Preparing working modules
- Preparing business plan for project
- Entrepreneur skills for small project owner

# What we do for our entrepreneurs clients

## Training session “Entrepreneurship” for clients



# What we do for our entrepreneurs clients

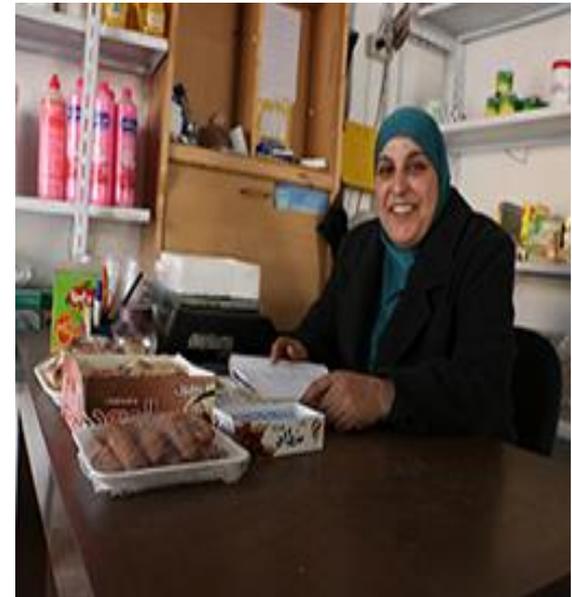
## Our entrepreneur clients



**Tailoring**



**Cooking**



**Mini Market**

# MFW Success Stories

- Lara Aqrabawi, a 33 year old single mother of 3 daughters has been granted JOD 10,000 to start a **Training Center** in a developed, former refugee camp area in the capital city of Amman. Lara holds Master's Degree in Business Administration (MBA), and through this loan from MFW she was able to improve her family's economic and social well-being.
- A mother of three; 34 year old Tala Zawaydeh has been granted JOD 10,000 to open up her own **Shawerma Restaurant** in Northern Jordan and run it with her husband. This micro-start up business project provided her with financial independency, improved her family's living standards and created job opportunities to 4 members from her community.

# Challenges and Issues

Challenges	Solutions
<ul style="list-style-type: none"><li>➤ Entrepreneurship is a new concept to our target groups (un-bankable women)</li><li>➤ Finance is considered as lifeblood of an enterprise youth, and refugees)</li></ul>	<ul style="list-style-type: none"><li>➤ Tailor-made marketing campaigns to address these groups conducted by professional experts who are aware of the special needs of these groups</li></ul>
<ul style="list-style-type: none"><li>➤ Starting a microenterprise from scratch entails high risk</li><li>➤ The Fear of Failure is the top concern of women who launch startups</li><li>➤ Lack of access to technology &amp; infrastructure.</li><li>➤ Products of poor quality</li></ul>	<ul style="list-style-type: none"><li>➤ Non Financial Services</li><li>➤ Training is necessary to develop skills for entrepreneurship</li><li>➤ The modern concept of marketing will create demand</li></ul>
<ul style="list-style-type: none"><li>➤ Women Seeking for Mentors, How to make their businesses sustainable &amp; able to grow, to develop and to compete.</li></ul>	<ul style="list-style-type: none"><li>➤ Create a diverse leadership through targeted mentoring initiatives.</li></ul>
<ul style="list-style-type: none"><li>➤ Capital increase</li><li>➤ Limited access to funding.</li><li>➤ Lack of adequate infrastructure facilities</li></ul>	<ul style="list-style-type: none"><li>➤ Maintain excellent credit history</li><li>➤ Guarantees for rising up of loans</li><li>➤ Demonstrate sufficient cash flow</li></ul>



Thank you