



Itaú
Women
entrepreneurs

Results – Women entrepreneurs 2023

Course via WhatsApp

CHALLENGE

Create and offer solutions to inspire, empower and connect women entrepreneurs by providing them with practical knowledge about entrepreneurship and strategic planning.

SOLUTION

With a simple and impactful solution for women entrepreneurs, a WhatsApp course has been developed with content on topics from the entrepreneurial world, broken down into short video classes, each one featuring a different topic, delivered individually and followed by a practical activity.

CLIENT TESTIMONIAL

“I’ve just loved taking this course. It has helped me improve and plan my business. I’m looking forward to getting to work and developing my skills.”

Lidiane de Oliveira Marins Lemos

RESULT INDICATORS

*option FREQUENTLY + ALWAYS

	BEFORE	AFTER	'CHANGE
Do you manage personal finances?*	26%	34%	8
Do you develop result and investment targets and projections?*	27%	40%	13
Do you revisit your financial planning?*	17%	34%	17
Do you talk to your credit agent/ account manager?*	11%	16%	5
Do you feel confident when making decisions about your business?*	45%	57%	12
Do you think your sales will increase?*	60%	70%	10
Did your company make a profit last month?*	39%	56%	17

¹in percentage points



