Problematic
Effects of COVID on monetary poverty, in female heads of household

The unemployment rate for women exceeds 25%, 10 points above the unemployment rate for men, and the highest in South America. There are currently about 7.1 million unemployed female heads of household in Colombia.

Women are the most disproportionately affected by the pandemic, risking that the progress achieved in gender equality in recent decades will be lost and that the gap in gender inequalities related to work will broaden.

Solution
Provide a comprehensive environment to empower women so that they can reactivate economically whilst meeting their responsibilities with their children. For this, Fundación ROFÉ is developing the Mujeres ROFÉ platform that supports them on four fronts related to their training and preparation to function adequately in the entrepreneurial environment.

Business Model
1. Private resources of companies that want to direct their social responsibility to the training of women heads of households.
2. NGOs and multilateral organizations that want to ensure the reactivation and economic growth of this population.
3. Monthly fee for users of COP$ 20,000 to be part of the platform.

Market
Based on the number of unemployed women, we estimate that approximately 50% have access to mobile devices and connection to the Internet and may be interested in starting their own business, which gives us a potential of 3,500,000 women in Colombia.

Competition
E-learning platforms such as Aprende.org, Capacitarse para el trabajo, SkillsBuild.org, Laboratoria, among others. There are multiple platforms oriented to the training of women, however, we did not find any with a comprehensive approach.

Added Value Mujeres ROFÉ
The ROFÉ management team is entrepreneurial in its nature; ventures and organizational management are our specialty. We have extensive experience with successful virtual programs, working with vulnerable population. We have connections within the private sector, with companies and entrepreneurs, who enrich our approach by sharing their experience.

Impact Model

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<th>Year</th>
<th>Investment (USD $1k)</th>
<th>Impact (# women)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2021</td>
<td>2022</td>
</tr>
<tr>
<td></td>
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<tr>
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