

# Women In Tech

## COHORT 5 LAUNCH

### EVENT PROGRAMME

**DATE:**
**TIME: 10.00 A.M – 11.45 A.M**

Master of Ceremony: Diana Mutua, PR & Communications Manager, @iLabAfrica, Strathmore University

TIME	DESCRIPTION
10.00 a.m.-10.05 a.m	Introduction to Women in Tech: <b>Regina Mukiri, Head, Sustainability, Kenya &amp; AME, Standard Chartered Bank</b>
10.05 a.m. - 10.10 a.m.	Welcome Remarks: <b>Dr. Joseph Sevilla, Director @iLabAfrica, Strathmore University</b>
10:10 a.m -10:20 a.m	Opening Remarks: <b>Kariuki Ngari, MD &amp; CEO, Standard Chartered Bank Kenya &amp; East Africa</b>
10:20 a.m -10:30 a.m	Keynote Address & Official Launch: <b>Ms Nadia Ahmed Abdalla – Chief Administrative Secretary, Ministry of ICT, Innovation &amp; Youth Affairs</b>
10:30 a.m -10:35 a.m	Video: Reflections from Women in Tech Alumni
10:35 a.m -11:20 a.m	<p>Panel Session: <a href="#">Promoting women owned businesses through global trends</a></p> <p><b>Moderator: Jaine Mwai</b>, Chief Information Officer, Standard Chartered Bank Kenya</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>&gt; <b>Carole Kariuki</b> - CEO, Kenya Private Sector Alliance (KEPSA)</li> <li>&gt; <b>Mercy Kimalat</b> - CEO, Association of Startup and SMEs Enablers of Kenya (ASSEK)</li> <li>&gt; <b>Joyce Kibe</b> - Head, Corporate Affairs, Brand &amp; Marketing, Kenya &amp; East Africa, Standard Chartered Bank</li> <li>&gt; <b>Louisa Gathecha</b> - Founder, Bottle logistics East Africa Limited</li> <li>&gt; <b>Naom Monari</b> - Founder, Bena Care Ltd</li> </ul>
11:20 a.m -11:30 a.m	Questions & Answer Session
11:40 a.m - 11:45 a.m	Application Video & Closing: <b>Regina Mukiri, Head, Sustainability, Kenya &amp; AME, Standard Chartered Bank</b>

## WOMEN IN TECH PANEL SESSION BRIEFING

### Context

The various issues of discussion will bring forth the need for women to elevate their businesses to focus on these emerging trends. The discussion will focus on the recovery of women businesses from the effects of covid, the rise of internet media and content creation, gender diversity through women-led businesses and green economy. This collage of themes are important in ensuring the elevation of women owned businesses in the spate of global dynamism.

The conclusions from the discussion will bring forth the opportunities available to female entrepreneurs and the solutions necessary for the women entrepreneurs to flourish in a post-covid context.

### Discussion Snapshot:

1. Advancing internet media, gender diversity and green energy through supporting women owned tech businesses.
2. Highlight emerging economic opportunities for women owned businesses in Kenya post Covid.
3. Outline tangible solutions to scale the impact of women owned businesses in the entrepreneurial ecosystem.
4. Highlight on support from Standard Chartered

### Key Questions:

1. Which are the emerging trends from women-led businesses post- covid and startups? **Carole Kariuki and Mercy Kimalat**
2. How is gender diversity being accelerated in women owned businesses? **Carole Kariuki**
3. What new trends are emerging in terms of green energy among women owned businesses in Kenya? **Louisa Gathecha**
4. What areas of improvement are needed in this collage of themes (internet media and content creation, gender diversity) with women businesses? **All Panelists to respond**
5. What emerging economic opportunities can women entrepreneurs explore? **All Panelists to respond**
6. How can technology boost and scale start-ups (give examples)? **Naom Monari, Louisa Gathecha**
7. How can Women entrepreneurs rise above and break bias that impact them? **Mercy Kimalat**
8. What key challenges / bias limit women and how can we break the bias?
9. What additional support does the Bank offer Women in Tech - Employee Volunteering, Revolving Fund, Debt Financing, Mentorship by Standard Chartered Bank by **Joyce Kibe**
10. The event moderator will also read/take questions from the audience for the panel moderator to invite the panelists to respond.

### Resources:

- > <https://data.unwomen.org/publications/covid-19-gender-assessment-kenya>
- > <https://datareportal.com/reports/digital-2021-kenya>
- > <https://financesonline.com/entrepreneurship-trends/>
- > [https://www2.unwomen.org/-/media/field%20office%20africa/attachments/publications/2021/11/20211206\\_un%20women\\_green%20jobs\\_report\\_eng%20webpages.pdf?la=en&vs=4318](https://www2.unwomen.org/-/media/field%20office%20africa/attachments/publications/2021/11/20211206_un%20women_green%20jobs_report_eng%20webpages.pdf?la=en&vs=4318)
- > <https://pesquisa.bvsalud.org/global-literature-on-novel-coronavirus-2019-ncov/resource/pt/covidwho-1160416>
- > <https://www.internationalwomensday.com/>
- > <https://www.unwomen.org/en/digital-library/publications/2020/04/policy-brief-the-impact-of-covid-19-on-women>
- > <https://www.worldbank.org/en/topic/sme/finance>