

A photograph of two young women standing outdoors. The woman on the left is holding a baby wrapped in a red, black, and white checkered cloth. Both women are wearing bright yellow dresses and multiple colorful beaded necklaces. The woman on the left has a pained or distressed expression, while the woman on the right looks slightly away with a neutral expression. A green circular graphic containing text is overlaid on the bottom right of the image.

Two mechanisms  
shape women  
entrepreneurs  
beliefs: personal  
experiences and  
stories from others.