



WEntres

Economic Freedom through Entrepreneurship

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Content

- Motive
- Concept
- Challenges
- Proposed Solution
- Social Value
- Design and Implementation



Motive

- According to various studies, business experts have agreed that the world needs to support the development of women entrepreneurs ^[1] It also emphasises on economic freedom of women.
- Entrepreneurship will help women to get economic freedom which in turn uplifts their social status in the society.
- A strong woman means a strong economy and a strong society.
- My motive is to build a strong society by making women strong.



Concept

- Economic freedom through entrepreneurship is the concept.
- Provide one-stop solution to women for entrepreneurship to gain economic freedom.
- Address all the major challenges faced by women while starting new business.



Challenges for Women Entrepreneurs



Less Networking



Limited Funding



Lack of Mentoring

Challenges for Women Entrepreneurs

Less networking

- Difficult to access resources require for entrepreneurship due to minimum networking.
- Less time to network due to family and other responsibilities.
- Hence, difficult to get in touch with people which is the key factor in starting any business.



Challenges for Women Entrepreneurs

Limited Funding

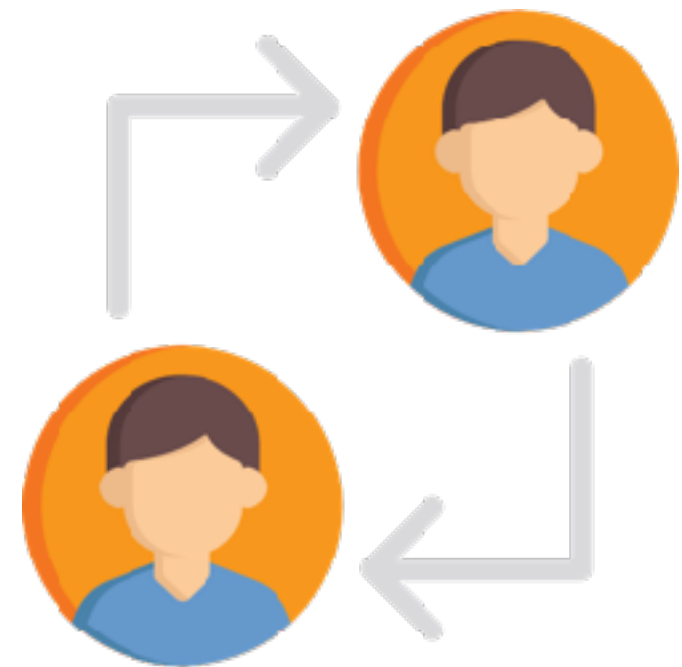
- No property on their name resulting in poor economic freedom.
- Fail to get funding from any financial institutions.
- Hence, cannot start any business.



Challenges for Women Entrepreneurs

Lack of Mentoring

- Not aware of the other women entrepreneurs they can look up to and learn from.
- Women entrepreneurs often know from experience how challenging it is to start up and establish an enterprise.
- No mentoring from other women entrepreneurs make them unaware of the real situation.





PROPOSED SOLUTION

Proposed Solution

One stop solution for Women Entrepreneurs



Idea/Discussion Forum



Peer to Peer Funding



Mentoring

Proposed Solution

Idea/Discussion Forum

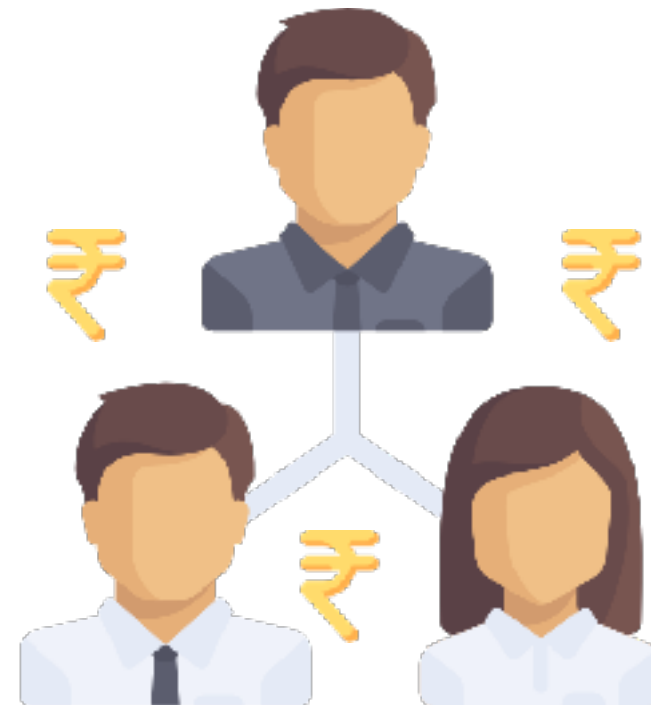
- Online forum to discuss ideas.
- Women can be a part of the network and they can submit their ideas to the forum.
- All other members can discuss their views about the idea submitted and can like/upvote the idea.
- Based on the upvotes/likes, the idea is qualified for funding.



Proposed Solution

Peer to Peer Funding

- Blockchain based peer to peer crowdfunding solution to raise funding for the validated idea.
- Funding for women by women.
- Network of enthusiasts women entrepreneurs will be formed and blockchain/smart contract based peer to peer crowdfunding solution to raise money.



Proposed Solution

Mentoring

- Systematic mentoring programs by fellow women entrepreneurs to educate other women who wants to start her own business.



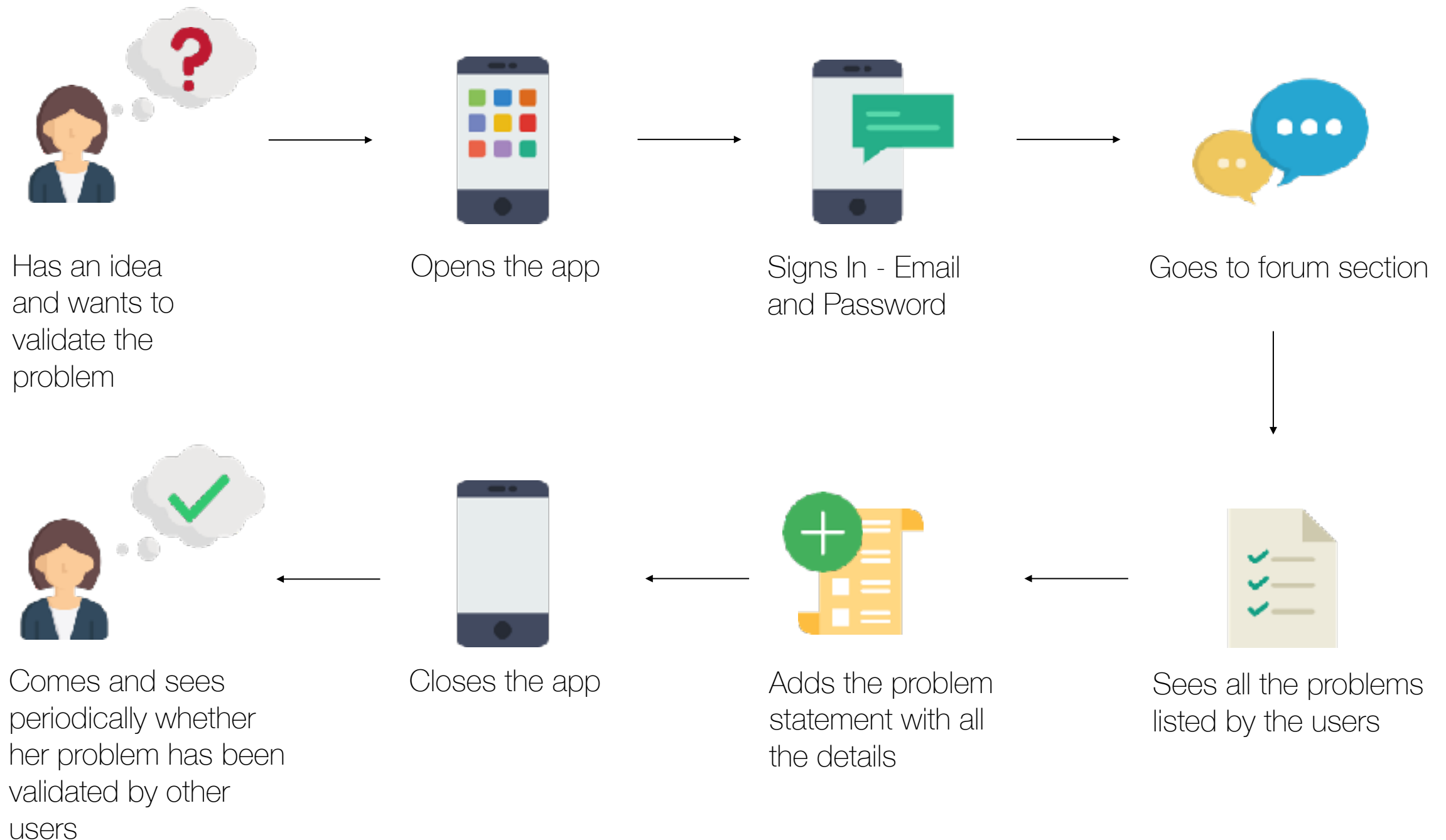
Social Value

- Economic upliftment of women.
- Improvement in social status of women.
- Better networking amongst community.
- Journey towards strong society.



User Scenarios

Problem Validation



User Scenarios

Funding



User's idea is validation and wants funds for execution



Opens the app and goes to my profile



Sees a list of ideas submitted by her



Selects the idea the needs funding and starts campaign



Other users who see potential in the idea fund the idea



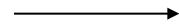
In return of that, users get tokens depending on the amount funded

User Scenarios

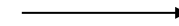
Mentorship



User idea is validated and funded



Needs to start the idea implementation



Thinks of getting mentorship from an experienced person



Goes to the app and sees all the available mentors



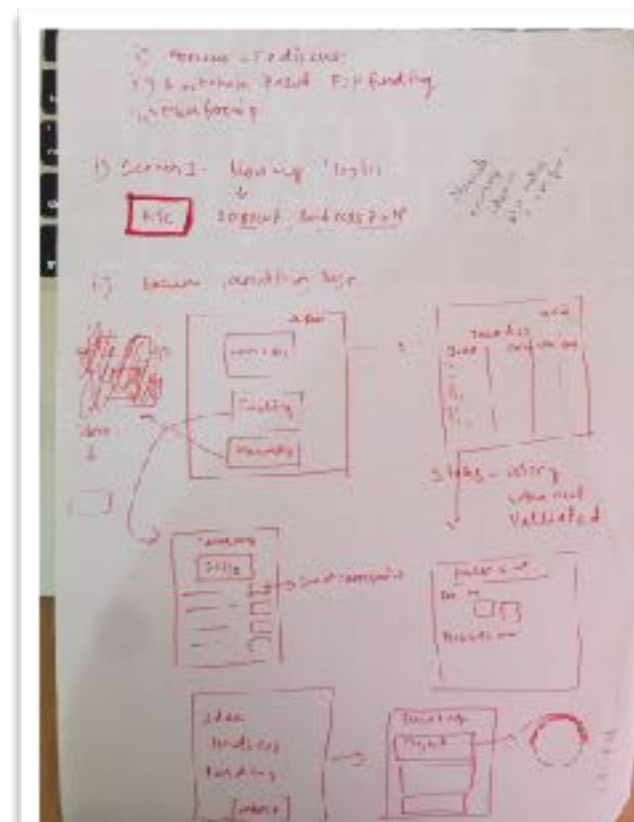
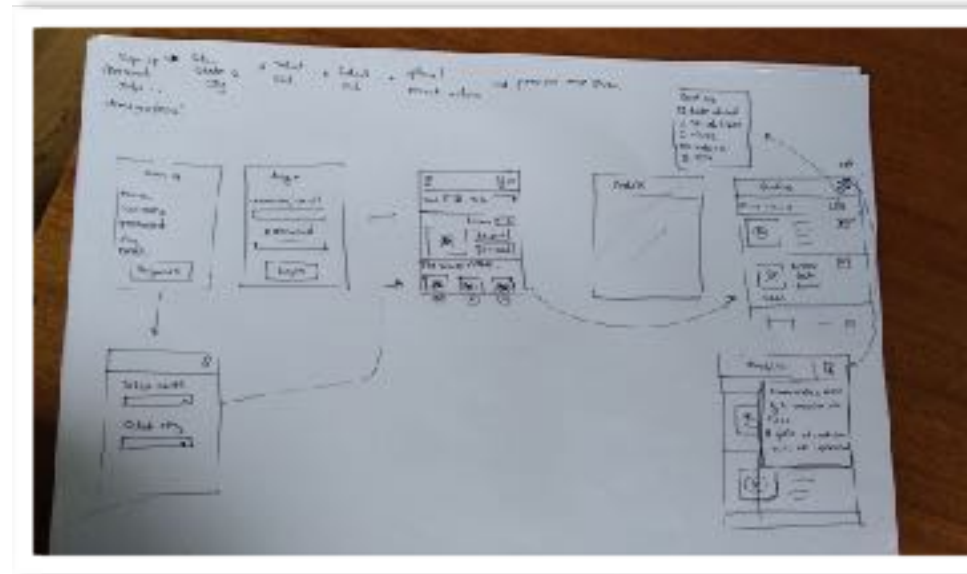
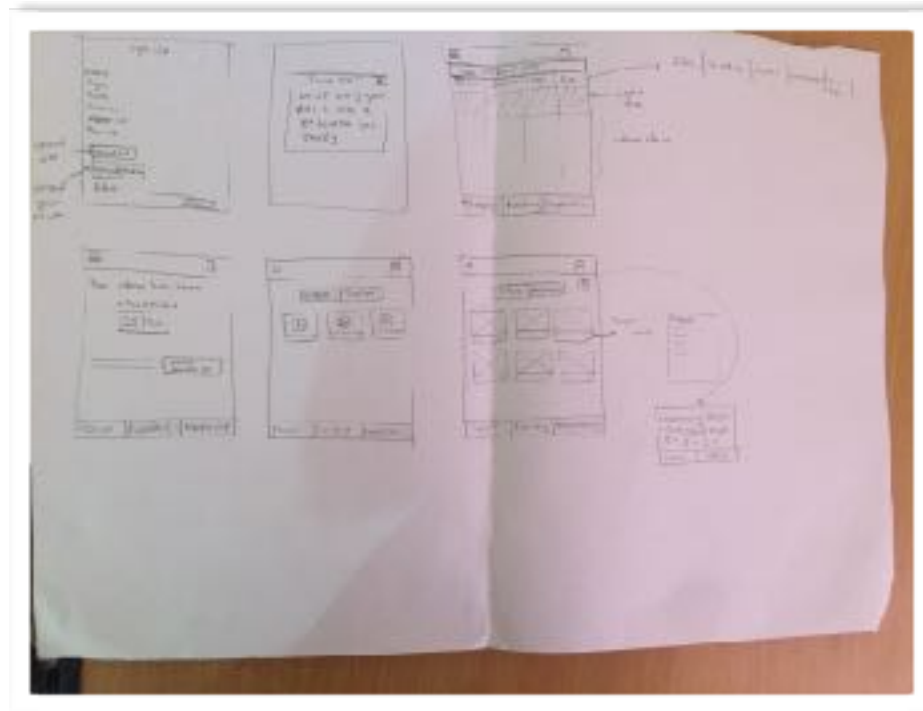
Likes one mentor and requests for mentorship



Depending on the availability of the mentor the request is accepted or denied

Design and Implementation

- Wireframes



Design and Implementation

- Final Design : <https://projects.invisionapp.com/share/DTG9V5WPJSB#/screens>



Implementation

Technologies used :

Backend : Node.JS

Database : MongoDB

Blockchain network : Hyperledger

Frontend : Ionic Framework for hybrid application development

Backend for Idea Forum :

1. API to submit idea : This API is used to submit the idea
2. API to show idea : This API shows all the ideas in tabular format
3. API to upvote : This API is used to upvote any idea.

Backend for Blockchain crowdfunding :

1. API to create Project : This API is used to create project for funding
2. API to contribute : This API is used to make contribution to project
3. API to check rewards : This API is used to find out contribution and rewards

Backend for Mentorship :

1. API to list mentors : API is used to list mentors
2. API to add mentors : API is used to add new mentor



References

[1] <https://www.inc.com/margarita-hakobyan/why-the-world-needs-more-women-entrepreneurs.html>