

# DIGITAL FUTURE PROGRAM by

WOMEN  
WORK.

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## WomenWork Digital Future Program FAQ

### 1. What is the WomenWork Network?

WomenWork Network is a Kenyan, women-owned, technology-driven company with the pan-African ambition that's focused on the advancement of African women entrepreneurs through digital peer-to-peer communities, knowledge enhancement, and access to capital to improve their chances of success. WomenWork has over 5,000 members, has trained over 2,000 women through 50 business learning sessions (online and in-person), and has attracted strategic partnerships including Facebook and UK Kenya Tech Hub.

Learn more about our impact: <https://womenwork.co.ke/>

### 2. What is the Digital Future Program?

Supported by the United States African Development Foundation (USADF), the Digital Future Program by WomenWork Network aims to support 500 women-owned businesses to digitize their business, make data-driven decisions, and acquire customers and sales online through digital platforms like Instagram, Facebook, WhatsApp, websites and e-commerce sites.

The program offers **successful applicants**:

1. **FREE** training on how to grow your business profile online to secure more customers, generate more sales leads, and ultimately, generate more revenue
2. **FREE advertising credit** because we believe the theory is not enough. Applicants that **complete all training requirements** will be eligible to receive advertising credit to spend on their business on a **first come first serve basis**.
3. Digital Skills training completion **certificate**

The program will run online in three groups at different times:

#### **GROUP 1: Jacaranda Group (Applications are now open and will be closed on 1st June 2021)**

Jacaranda group targets **300 women-owned** micro and small **businesses that are transitioning from offline to online or have very limited social media presence on Facebook, Instagram, WhatsApp, etc.** The training and advertising credit given will help applicants create social media posts to market their business, increase brand awareness, customers and revenue. In this group,

we only accept businesses that are ready to create their business social media accounts or already have an account but don't know how to use it. We **do not** accept applications for businesses that have websites or e-commerce platforms in this group.

### **GROUP 2: Bamboo Group (Applications open in September 2021)**

Bamboo group targets **100 women-owned** small businesses that are service-based but who already have an existing **website** for their business or may need a website for growth. The training and advertising credit given will help applicants drive traffic and sales leads to their websites. We **do not** accept applications for businesses that have e-commerce platforms in this group.

### **GROUP 3: Eucalyptus Group (Applications open in November)**

Eucalyptus group targets **100 women-owned** businesses that sell physical products and already have e-commerce websites. The training and advertising credit will help applicants drive traffic and generate sales leads for their e-commerce website.

### **3. *How can I tell if I'm eligible for the program?***

You are eligible if you meet the following criteria:

- Have a valid National Kenya ID
- Are a female entrepreneur that owns at least 51% of the business
- Have a business that's been in operation in Kenya for at least 6 months
- Have documentation to prove your business exists, we accept these documents:
  - Business registration certificate
  - Trading Permit/Licence
- Have a business that offers physical products or services
- Have a business that **DOES NOT** engage in:
  - Gambling/betting, sex-related industries
  - Drug-related businesses
  - Weapons manufacture & war-related Activities
  - Parastatal or Govt ownership
- Are a member of the WomenWork Network
- Have limited to no digital marketing skills and are unable to afford digital ads and product placement training

**To receive ad credit on a first come first serve basis, you must complete training.**

### **4. *How can I apply?***

The application is quick and free! No application fees are required. To apply for the program, simply follow this link <https://survey.zohopublic.com/zs/UIBU8n> and follow three simple steps:

- 1) Click on **Apply Now** and fill out parts one, two, and three of the application form.

- 2) Ensure that all fields marked \* have been filled out correctly.
- 3) Submit the application form.

To become a member, sign up here: <https://womenwork.co.ke/join-our-network/>

**5. *Does WomenWork Charge any fees during the application and selection process?***

Women work does not charge any fees for application and selection is purely based on the selection criteria earlier stated. Both processes are free and fair.

**6. *How will participants be selected and awarded advertising credit?***

Applications will be assessed on a first come first serve basis. Steps for selection and approval will include:

- Review and screening of submitted applications to determine if you meet the program criteria highlighted above
- Email notification informing of your successful application and selection with a Communication guideline that allows us to stay in touch over the course of our engagement
- Instructions on how to access the Learning Management System
- Provision of a training schedule, and pre-training content and to join a community of fellow learners.

**Be sure to look out for the emails regularly.**

**7. *What kind of technical support will I receive over the course of the program?***

WomenWork will provide technical support, training schedules, quizzes, and updates via a learning management system. You will receive updates and important information via this system and/or via email, phone number, and social media (WhatsApp). You can ask questions directly to support trainers. The support will ensure a seamless compelling learning journey for you.

**8. *Whom can I contact if I have further questions?***

For any further questions and assistance in completing the application, please contact WomenWork Team at [digitalfuture@womenworknetwork.com](mailto:digitalfuture@womenworknetwork.com)

**9. *How can I stay updated about future program opportunities?***

Become a member of the WomenWork Network! The programs are designed to address your needs, to work on your behalf to secure support to help women, like you, not only survive but thrive in Kenya!

Sign up here to get future program updates: <https://womenwork.co.ke/join-our-network/>