

We consolidated a community of women leaders engaging in high-impact entrepreneurship.

In 2020, **USAID** and **Mastercard** built a partnership to support women-led entrepreneurship. With the joint objective of contributing to the economic empowerment of more women in Latin America and building on the reputation and experience of the global Start Path program, we identified opportunities to build stronger entrepreneurship ecosystems in developing countries.

Thus, **Start Path Empodera**, an acceleration program for high-growth potential ventures led by women in fintech, digital financial inclusion, and technologies for trade expansion, was launched in 2021. The program was tailored to the specific needs of the 40 ventures accelerated through four Start Path Empodera cohorts between 2021 and 2022.

Start Path Empodera was conceived as a platform for growth, heightening the visibility of ventures taking part in the program and providing them with knowledge, specialized mentoring, access to capital flows, and connections with new opportunities to scale.

A global look at Start Path Empodera:



The leadership of **USAID** and **Mastercard** was crucial to the consolidation of the program, the connection with allies who enabled the delivery of knowledge and high-value tools, the network of mentors who contributed to the growth of the selected enterprises, the personalized support offered to each of the women who were part of the program, and the delivery of grants to enhance the growth of the accelerated businesses.

Partners

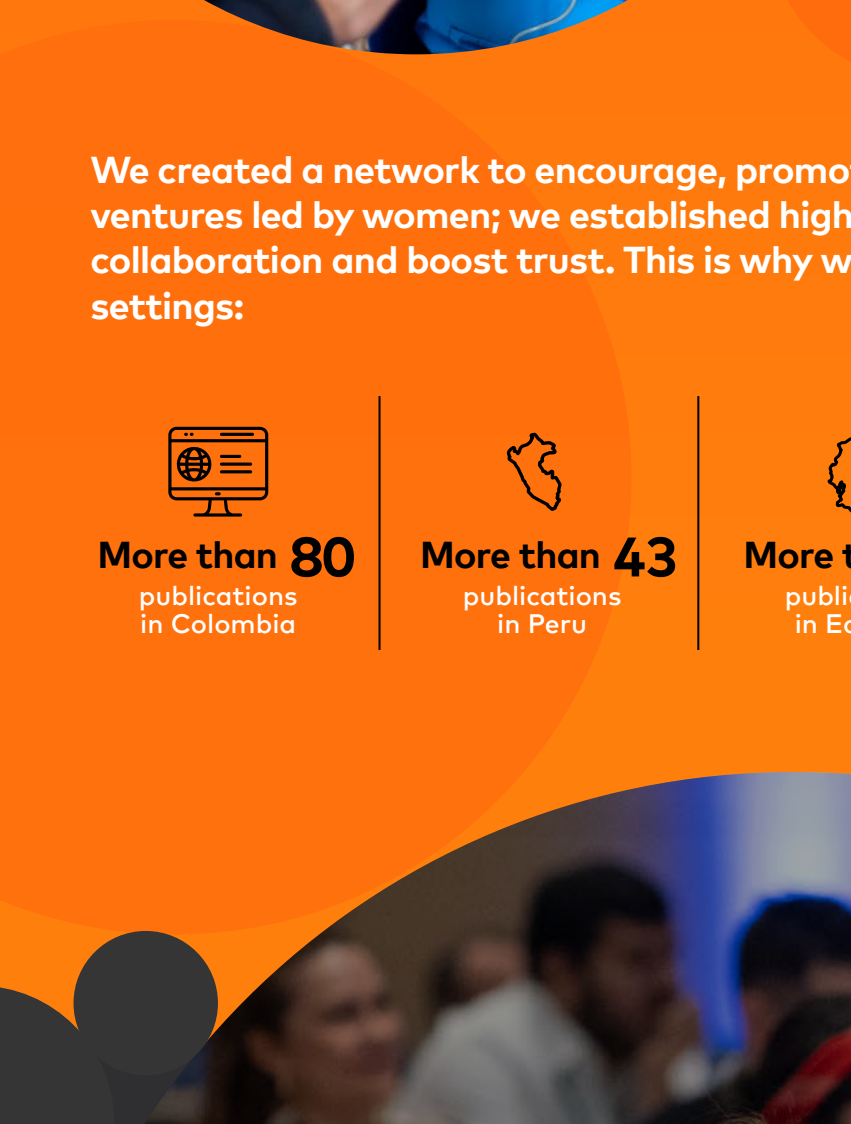


The acceleration process:

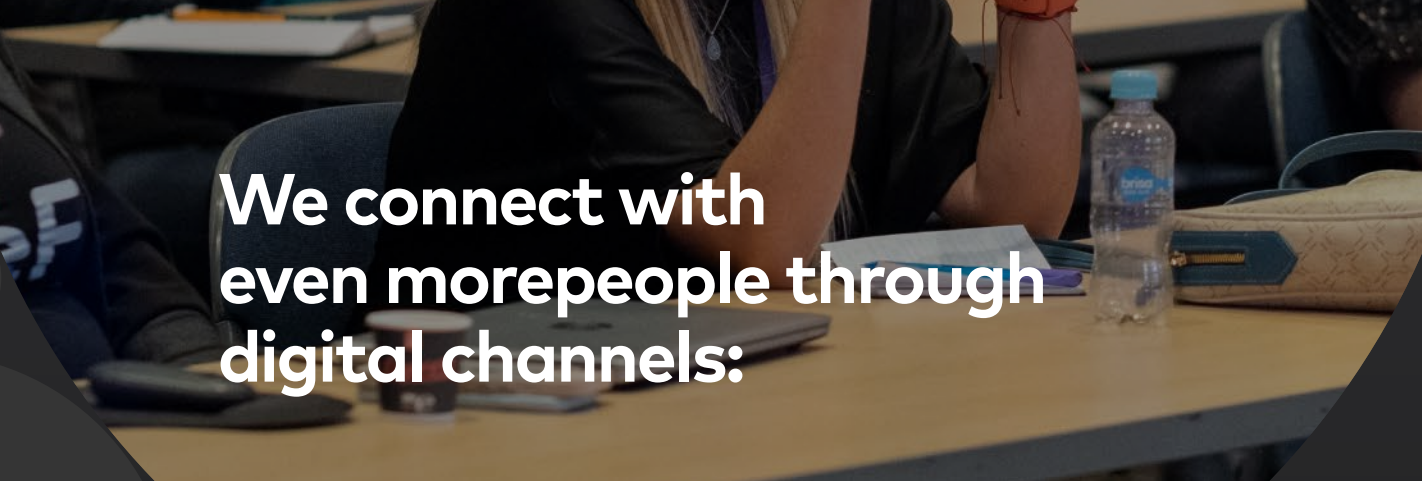
Preparation: Planning, relationship building with strategic allies, and production of communications materials.	Call for proposals: Dissemination of program information through the media, social networks, and strategic allies within the ecosystem.
Selection: Application form review and screening Pitch competition Selection of finalists	Program kickoff: Analysis of each of the selected companies Weekly meetings with Mastercard leaders Assignment of mentors aligned with ventures' growth needs

Workshops: Strategy and business modeling for ventures Sales process Jumpstart Entrepreneurial finance with the raising of capital GTM's sales and customer acquisition strategy Commercial business operation - cost/expense management Marketing - messaging and content, branding/Storytelling Women's leadership	Closing: Session to honor the participants' journey through the program
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Some statistics about the enterprises that went through Start Path Empodera:



We created a network to encourage, promote, and make visible entrepreneurial ventures led by women; we established high-value relationships that stimulate collaboration and boost trust. This is why we shared this story in various settings:



We connect with even more people through digital channels:



Community connection spaces:

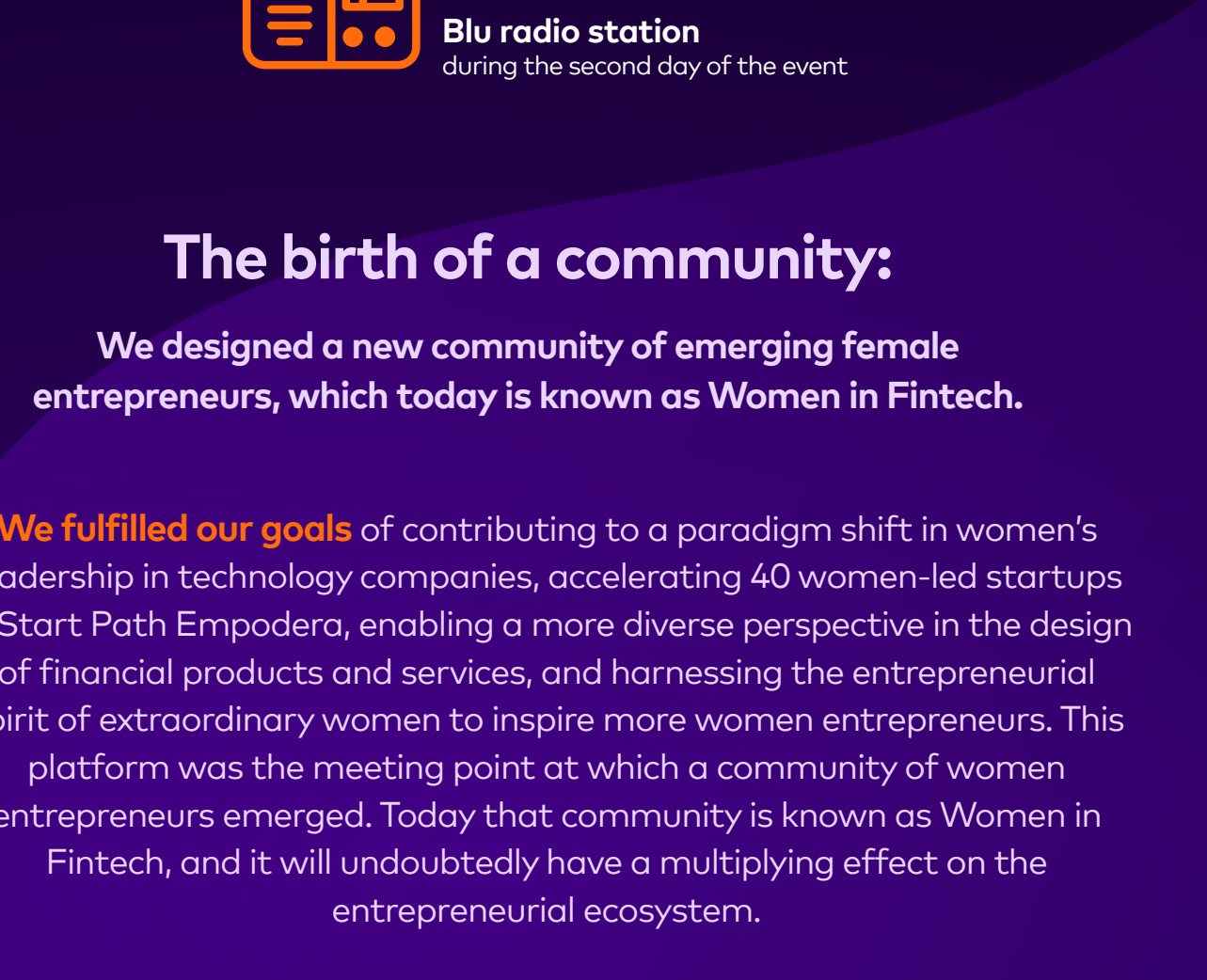


We concluded the program by connecting the business ecosystem with the ventures that are changing the future of the region.

DEMO DAY

Start Path Empodera:

An exclusive meeting to connect entrepreneurs from the four cohorts of the program with investors, allies, and potential clients.



The birth of a community:

We designed a new community of emerging female entrepreneurs, which today is known as Women in Fintech.

We fulfilled our goals of contributing to a paradigm shift in women's leadership in technology companies, accelerating 40 women-led startups in Start Path Empodera, enabling a more diverse perspective in the design of financial products and services, and harnessing the entrepreneurial spirit of extraordinary women to inspire more women entrepreneurs. This platform was the meeting point at which a community of women entrepreneurs emerged. Today that community is known as Women in Fintech, and it will undoubtedly have a multiplying effect on the entrepreneurial ecosystem.

"Women in Fintech is a community of women that was born thanks to the empowerment that Start Path Empodera gave to several of us women who participated in its cohorts. Today we have been creating an ecosystem around the fintech industry, where we pursue goals of connection, inspiration, and empowerment to further strengthen women in the industry."



Alexandra Mendoza
CEO de Liquitech

Watch Start Path empodera's impact video [here](#).

