

CHALLENGE
FUND
FOR
YOUTH
EMPLOYMENT

EMPOWER

Her

Supply Side
Report



Table of Contents

Executive Summary	4
Introduction	5
Data collection and analysis	6
AUC Centre for Entrepreneurship & Innovation.....	6
Observations, challenges and opportunities related to women participation.....	6
Bayt AlKhyata.....	7
Observations, challenges and opportunities.....	7
British Council.....	8
Observations, challenges and opportunities	8
Career 180.....	8
Observations, challenges and opportunities	9
Carerha.....	10
Observations, challenges and opportunities	10
Central Bank of Egypt (CBE).....	11
Observations, challenges and opportunities	11
DMZ Cairo.....	12
Observations, challenges and opportunities	12
EGBank MINT Platform.....	12
Observations, challenges and opportunities	13
Embassy of the Netherlands.....	14
Observations, challenges and opportunities	14
EFE-Egypt.....	15
Observations, challenges and opportunities	15
Entreprenelle.....	15
Observations, challenges and opportunities	16
Etijah.....	16
Observations, challenges and opportunities	16
EBRD.....	17
Observations, challenges and opportunities.....	17
Freeziana.....	17
Observations, challenges and opportunities	17
ITIDA.....	18
Observations, challenges and opportunities	18
Nile University.....	19
Observations, challenges and opportunities	19

People Power Inclusion (PPI).....	19
<i>Observations, challenges and opportunities</i>	19
Tiye Angel Investment Network.....	20
<i>Observations, challenges and opportunities</i>	20
Women Economic Empowerment Network (WEN).....	21
<i>Observations, challenges and opportunities</i>	21
Key Findings	22
Cross-Cutting Barriers and Enablers to Women’s Economic Empowerment.....	22
Key Recommendations	24

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Executive Summary

The **Challenge Fund for Youth Employment** (CFYE), funded by the Netherlands Ministry of Foreign Affairs, is a seven-year programme launched in 2019 with a budget of €114 million. Its mission is to generate 230,000 decent employment opportunities for youth aged 15–35 across eleven countries in the Middle East, North Africa, Sahel, West Africa, and the Horn of Africa. With half of these opportunities targeted at women, CFYE places strong emphasis on advancing female participation in the workforce as a driver of inclusive economic growth. In Egypt, three Calls for Solutions have been launched since 2020, with projects required to generate at least 500 jobs, dedicate 50% of them to women, and co-invest alongside CFYE. The Egypt portfolio currently includes 16 Implementing Partners, collectively expected to generate approximately 68,847 jobs with an ambitious female employment target of 58%. This target is particularly significant given that women’s labour force participation in Egypt remains critically low at around 18%, compared to 73% for men.¹

This report contributes to CFYE’s female employment goals by conducting a qualitative mapping exercise of programmes, initiatives, and opportunities that promote women’s empowerment in Egypt. The mapping focuses on two streams—wage employment and self-employment or entrepreneurship—providing a comprehensive view of pathways available to women aged 18–35. The findings reveal that women face cross-cutting barriers including cultural norms, family opposition, childcare responsibilities, and rigid work structures. Internal challenges such as fear, self-doubt, and lack of confidence further limit participation, though mentorship and supportive environments have proven effective in building resilience. Flexible working arrangements and wellbeing initiatives are critical enablers, allowing women to balance responsibilities and thrive both personally and professionally.

The report also highlights significant investment barriers. Many investors hesitate to fund women-led startups due to concerns about commitment and sustainability, while women entrepreneurs are often excluded from male-dominated investor networks. These biases restrict access to capital and growth opportunities, underscoring the need for inclusive investment environments and gender-lens financing. At the same time, skills development pathways such as mentoring, internships, and digital and financial literacy are essential for bridging the gap between education and employment and for equipping women with the tools to succeed as entrepreneurs. Finally, building viable business models grounded in market research, financial planning, and entrepreneurial readiness is vital for ensuring sustainability and long-term success.

Overall, the mapping exercise demonstrates that while barriers remain deeply entrenched, there are clear opportunities to empower women through cultural awareness, supportive structures, inclusive investment, and skills development. By addressing these challenges and leveraging existing initiatives, CFYE and its partners can unlock the untapped potential of women in Egypt, enabling them to achieve economic independence and contribute meaningfully to national growth and social development.

¹ [Breaking Barriers: Boosting Women’s Labor Force Participation in Egypt](#)

Introduction

The Challenge Fund for Youth Employment (CFYE) is a 7-year programme launched in 2019 with a budget of €114 million funded by the Netherlands Ministry of Foreign Affairs. Its overarching goal is to generate 230,000 decent employment opportunities for youth aged 18–35 years across the Middle East, North Africa, Sahel, West Africa, and the Horn of Africa. The Fund currently operates in 11 countries—Egypt, Jordan, Morocco, Tunisia, Senegal, Ethiopia, Burkina Faso, Sudan, Kenya, Nigeria, and Uganda—and has set a target that 50% of these opportunities benefit women, reflecting the importance of women's contribution to economic growth in portfolio countries.

CFYE achieves this by launching Calls for Solutions, inviting private sector companies, civil society, and knowledge institutions to submit proposals that create scalable solutions for youth employment. In Egypt, three Calls for Solutions have been launched since 2020, with the most recent closing in January 2024. The eligibility criteria included:

- ✘ Applications restricted to private sector companies with at least three years of legal operations.
- ✘ A minimum of 500 jobs generated per project.
- ✘ Project durations capped at two years (three years for the first call).
- ✘ At least 50% of jobs generated for women.
- ✘ Minimum project budgets of €400,000, with CFYE co-investment of €200,000.

The Egypt portfolio currently includes eight Implementing Partners (IPs), with seven more undergoing due diligence from Call 6. Collectively, these projects are expected to generate approximately 67,000 jobs, with a female employment target of 59%—an ambitious goal given Egypt's current female labour force participation rate of only 18%.

This assignment contributes to CFYE's female employment targets by adopting a different approach than traditional studies that focus primarily on barriers. Instead, it emphasizes mapping opportunities in the Egyptian context that promote and encourage women's economic empowerment. The objective is to conduct a comprehensive qualitative mapping exercise to scan and evaluate existing programmes, initiatives, and opportunities tailored for women aged 18–35. This exercise will focus on two broad streams of employment:

- ✘ Wage employment – formal jobs across various sectors.
- ✘ Self-employment/entrepreneurship – opportunities for women to start and run their own businesses.

By systematically identifying mechanisms that contribute to women's empowerment, this mapping exercise will provide insights into the effectiveness of current initiatives and inform future interventions. Ultimately, it serves as a foundational step toward building a more inclusive and supportive environment for women's economic empowerment in Egypt, paving the way for meaningful collaborations that enable women to achieve independence, resilience, and success.





Data collection and analysis

AUC Centre for Entrepreneurship & Innovation

The American University in Cairo launched the Entrepreneurship and Innovation Programme in 2010 to connect academia with market needs, later expanding it into the Centre for Entrepreneurship and Innovation (CEI) in 2015. CEI's mission is to empower communities and foster entrepreneurship through programmes funded by international and local partners, capacity building, business development services, and student engagement in competitions and events.

Operating across Egypt, CEI targets startups and university students across all sectors. Its initiatives include venture mentoring, hackathons, and women-focused programmes such as Rabeha, which reduces the gender gap in entrepreneurship through partnerships with UN Women, UNIDO, and the National Council for Women, and the Diversity & Inclusion Programme, which helps banks better serve youth- and women-led SMEs.

CEI plays a pivotal role in strengthening Egypt's entrepreneurial ecosystem by providing resources, networks, and tailored support, with a strong emphasis on women's economic empowerment.

Observations, challenges and opportunities related to women participation

Barriers to women's participation in the Rabeha programme were minimal. In fact, the initiative has attracted strong interest over time, largely due to its growing reputation and the involvement of multiple partners. The main challenge has been sustaining participant commitment. To secure 25 active participants per cohort, CEI typically enrolls 35–40 women, anticipating that some will withdraw because of family obligations and domestic responsibilities.

Several gaps remain that hinder women entrepreneurs from achieving long-term success. Many participants create products based on personal skills or interests, but these offerings often lack relevance to market demand, highlighting the need for stronger product–market fit. Sustainability is another concern, as women frequently juggle multiple roles, making it difficult to maintain their

businesses without adequate support systems. Confidence also poses a barrier, with some women reluctant to ask questions or seek assistance.

Across more than 60 cohorts, CEI has observed recurring interest in sectors such as handicrafts, agribusiness, solid waste management, and early childhood education services. Looking ahead, CEI is open to collaborating with microfinance institutions to expand access to capital for women entrepreneurs ready to scale their ventures. In addition, the centre can provide valuable resources in research, expert networks, and curated content, as well as connect stakeholders to its pool of trained women entrepreneurs.

Bayt AlKhyata

Established in 2018, Bayt AlKhyata is a for-profit enterprise dedicated to economically empowering Egyptian women, particularly those from rural areas, by equipping them with skills in sewing, fashion design, entrepreneurship, and soft skills. Its mission is to foster social development by creating an inclusive environment that builds confidence, unlocks women's potential, and enables financial independence through self-employment in the garment industry.

Operating in governorates such as Giza, Tanta, Al-Menoufia, Al-Gharbia, Al-Sharkia, and Al-Minya, Bayt AlKhyata primarily targets women seeking to support themselves and their families. Its flagship programme, SEWI, trains women to establish microbusinesses in ready-made garments. Over time, refugees from Sudan, Yemen, Syria, and Côte d'Ivoire have also become part of its customer base, prompting the organization to adapt services to meet their needs.

Through SEWI and related initiatives, Bayt AlKhyata has positioned itself as a key player in promoting women's self-employment and entrepreneurship in Egypt's garment sector.

Observations, challenges and opportunities related to women participation

Women's participation in Bayt AlKhyata programmes is shaped by several social and financial realities. A key barrier is the reluctance to take loans, often due to religious considerations or fear of financial hardship. Family resistance also limits some women's ability to join, while demand for services in governorates such as Upper Egypt remains unmet because of resource constraints.

At the same time, the programmes benefit from strong cultural resonance. Sewing is widely practiced in Egyptian households, and many families already own sewing machines, making it easier for women to apply their training either for personal use or to generate income. The accessibility of Bayt AlKhyata's branches and the practical, assignment-based training approach further enhance participation and skill development.

Gaps remain in providing access to finance so women can purchase equipment and work independently from home. Addressing this need would significantly expand opportunities for self-employment. Observations also highlight emerging trends in the garment sector, including fast fashion, environmentally conscious "green" fashion, and online training for tailors.

Looking forward, Bayt AlKhyata is well positioned to collaborate with NGOs, accelerators, and incubators that focus on women's empowerment and MSME growth. It can also offer technical expertise in the ready-made garment industry and connect partners to its network of trained women, thereby strengthening the ecosystem for women's economic empowerment.



The British Council

The British Council has operated in Egypt since 1938, focusing on education, English language, and culture. Within its cultural pillar, it runs global programmes such as the Creative Economy and Response to Global Challenges. The Creative Economy initiative, introduced in Egypt about three years ago, emphasizes two tracks: strategy and influence, and entrepreneurship and research.

Nationwide in scope, the British Council targets fintech and fintech-enabled startups, while also supporting entrepreneurs in creative industries. Its programmes include education, English training, and cultural initiatives. A notable example is the Creative Maker programme, implemented annually by Gemini Africa, which builds the capacities of creative entrepreneurs and sets a target of fifty percent female participation, though it is not exclusively women focused.

Through these initiatives, the British Council contributes to strengthening Egypt's creative and entrepreneurial ecosystem, with a particular emphasis on inclusivity and global collaboration.

Observations, challenges and opportunities related to women participation

Women often face cultural and geographical constraints that limit their ability to engage fully in these programmes. A lack of awareness about available opportunities—whether in capacity building or financing—further restricts participation. Beyond these barriers, significant gaps remain in business and commercial skills. Many women equate proficiency in a craft or profession with the ability to establish a viable enterprise, which underscores the need for training in areas such as business management and financial literacy. The absence of comprehensive research on the creative economy, particularly its contribution to GDP and women's role within it, also hampers effective policy and programme design.

Several factors can enhance the success of women's empowerment initiatives in this sector. Awareness campaigns and word-of-mouth promotion are essential to broaden outreach. One-to-one mentoring provides tailored guidance, ensuring sustainability and relevance to individual contexts. Continuous networking and stronger connections to investment opportunities are equally critical for long-term impact.

Although the creative industry in Egypt is still relatively new and requires further study, promising trends are emerging. In addition to the well-established handicrafts sector, women are increasingly making strides in gaming, literature, and publishing. The British Council is well positioned to support this growth by leveraging its global network and UK expertise, offering resources and knowledge that can strengthen women's participation and leadership in creative industries.

Career 180

Founded in 2018, Career 180 has grown into one of Egypt's leading EdTech and recruitment platforms, serving as a comprehensive "one-stop shop" for youth employment. With a strong digital presence, the platform has partnered with over 600 clients—including multinational corporations such as IBM, Microsoft, Vodafone, and PepsiCo—and provides more than 200 recorded courses to a user base of over 110,000 learners across the MENA region. Its primary audience is young professionals aged 18–30, particularly those between 18–25, seeking white-collar jobs across diverse sectors.

The company places strategic emphasis on programmes that qualify and hire youth, with a special focus on women's empowerment. Internally, Career 180 prioritizes hiring women, employing a large percentage of female trainers—many of whom are mothers or divorced women—while offering flexible and remote work arrangements to accommodate diverse needs. This approach stems from the founder's recognition of the financial struggles faced by women due to economic dependency.

Career 180 currently runs two major women-focused initiatives. The Women Economic Empowerment (WEE)-Rabeha project, funded by UN Women and supported by the Government of Canada, provides professional training and career counselling to help women secure decent employment. The Digital Egypt Pioneers Initiative (DEPI), funded by the Ministry of Communications and Information Technology, equips youth with advanced technological and freelancing skills, with Career 180 serving as one of the implementing partners.

Through these initiatives, Career 180 has positioned itself as a key player in advancing youth employment and women's economic empowerment in Egypt and beyond.

Observations, challenges and opportunities related to women participation

Career 180 identifies the lack of childcare support and flexible work arrangements as major barriers to women's economic empowerment, particularly in wage employment. New mothers often struggle to re-enter the job market due to the demands of child-rearing, which can force extended career breaks and hinder both professional progression and financial independence. Addressing this gap is seen as critical to creating more equitable opportunities for women.

Another challenge lies in the startup ecosystem, where women entrepreneurs frequently encounter discrimination in securing investments. Despite their growing participation, biases and prejudices continue to limit access to funding and resources essential for scaling businesses. These barriers are reinforced by societal norms, economic dependency, and insufficient support structures, especially for women balancing work and family responsibilities.

In the freelancing space, Egyptian women face intense competition from international freelancers, particularly those from countries such as India who often offer lower rates or free services to build their profiles. This dynamic makes it difficult for local freelancers to compete. Compounding the issue, Egypt has occasionally been blacklisted on certain freelancing platforms due to concerns about commitment and quality of deliverables, further restricting opportunities for Egyptian women.

Despite these challenges, Career 180 has observed strong interest and participation from women in its training programmes. Initiatives such as the Women Economic Empowerment (WEE)-Rabeha project and the Digital Egypt Pioneers Initiative (DEPI) have successfully enrolled large numbers of female participants, underscoring women's eagerness to acquire new skills and enter the workforce, particularly in technology and freelancing. Career coaching and one-on-one mentoring have proven to be critical components of these programmes, ensuring that women receive tailored guidance and support.

Emerging trends highlight growing demand for problem-solving skills in the technology sector and for roles such as virtual assistants. To build on these opportunities, Career 180 is exploring collaborations with organizations that provide childcare services or advocate for corporate policies supporting working mothers. Its focus on freelancing and digital skills training positions it to help women secure high-paying freelance jobs that offer both flexibility and independence. The organization is also open to partnerships that enhance its offerings through needs assessments, and it is willing to contribute trainers, mentors, speakers, and outreach resources to strengthen collective efforts in women's economic empowerment.



Carerha

Founded as an innovative Ed-Tech platform, Carerha is dedicated to advancing women's economic empowerment and promoting inclusive workplaces across Egypt. Its vision is to bridge gender gaps and foster diversity, equity, and inclusion (DEI) by equipping women with the skills and knowledge needed to succeed in both careers and entrepreneurial ventures. The platform primarily targets women aged 19 and above, especially university and institute graduates, and operates across all sectors.

Carerha supports women's inclusion through three main interventions. B2C courses provide employability training and personalized career coaching to help women set goals and overcome professional challenges.

B2B services assist companies in implementing DEI strategies, identifying and hiring female talent, and ensuring access to diverse candidate pools. Community events, such as the annual Carerha Summit and Carerha Job Fair, create spaces for networking, knowledge sharing, and connecting women with potential employers.

By combining training, corporate services, and community engagement, Carerha has positioned itself as a comprehensive platform for women's empowerment, offering sector-agnostic programmes tailored to the diverse needs of its audience.

Observations, challenges and opportunities related to women participation

A key barrier for women is limited financial capacity, as the relatively high cost of B2C courses discourages some from enrolling. To address this, Carerha is exploring a "Learn Now, Pay Later" model. However, challenges remain since many women lack credit cards or sufficient financial literacy, which could create additional liabilities. Scheduling is another obstacle, particularly for mothers balancing childcare responsibilities. Carerha has attempted to mitigate this by tailoring course timetables—for example, offering "Mom Comeback" sessions in the mornings when mothers are more available.

Several gaps have been identified that hinder women's empowerment. In entrepreneurship, women often struggle to secure funding or even identify where to access it. In wage employment, continuous upskilling is essential, especially for mothers and caregivers returning to the workforce after extended breaks. Persistent wage gaps and promotion disparities between men and women remain, with married women facing even greater disadvantages. Certain fields—such as supply chain, sales, trade marketing, and customer development—continue to be male-dominated, limiting women's advancement. Entrepreneurs also require ongoing mentoring, consultancy, and financial management training, while freelancing opportunities remain less accessible to women compared to men.

The success of Carerha's programmes lies in their responsiveness to women's needs and the emphasis on career coaching. Participants value the sense of community fostered through offline meetups, which provide belonging and peer support. Carerha's model aims to complete the cycle by not only qualifying and hiring women but also offering continuous coaching and engagement after employment.

Emerging trends highlight significant gaps in wage and self-employment fields such as sales, supply chain, and customer development. In entrepreneurship, there is a growing shift toward local businesses that are tech-enabled, combining offline and online presence. For women in technology, areas such as e-commerce, artificial intelligence, data analysis, UI/UX design, and product management are gaining traction.

Partnerships and collaborations present further opportunities. For B2C courses, partnerships with banks could ease payment options for women, particularly freelancers. For B2B programmes,

collaborations with transportation services such as Uber and Careem could enhance safe mobility. Carerha is also eager to participate in meetups with other organizations implementing women's empowerment programmes, offering access to its pool of trained women, as well as trainers, mentors, and outreach resources to strengthen collective impact.

Central Bank of Egypt (CBE)

The Central Bank of Egypt established its FinTech & Innovation Department to strengthen Egypt's financial technology ecosystem and position the country as a regional FinTech hub. In March 2019, it launched the first integrated FinTech and innovation strategy through the FinTech Hub.

Key programmes include:

- ✘ **FinYology (FinTech for Youth):** Launched in 2020 with the Egyptian Banking Institute, this initiative raises awareness among university students through training, hackathons, and competitions. It has successfully introduced FinTech curricula at institutions such as BUE, AUC, Nile University, NGU, and the Arab Academy.
- ✘ **Digital Academy:** Targets graduates and entrepreneurs, offering a six-month online course in collaboration with EBI and CFTE (London). The programme provides a comprehensive view of FinTech and specialization options in AI in finance, open banking, or payments.
- ✘ **Incubators and Accelerators:**
 - **FinTekrs:** A six-week pre-accelerator supporting entrepreneurs and startups, with notable participation from women and a focus on ventures outside Cairo.
 - **Accelerate'ha – Women for Women in FinTech:** An acceleration programme designed specifically to equip women entrepreneurs with FinTech solutions to grow their businesses.

Operating nationwide and sector-agnostic, the CBE's FinTech initiatives primarily target startups and entrepreneurs, with select programmes directly supporting women's economic empowerment.

Observations, challenges and opportunities related to women participation

Women face several barriers to participating in programmes implemented by the FinTech Department. These include limited digital financial knowledge, fear of pursuing "growth" due to multiple personal responsibilities, lack of awareness about available opportunities, and the perception among banks and financial institutions that investing in women carries high risk, often linked to doubts about their commitment levels.

Key gaps must be addressed to enable women entrepreneurs and founders in the FinTech space. Many small women-led businesses still rely on cash payments and do not recognise the value of FinTech-enabled solutions for sustainability and growth. Awareness campaigns are needed to highlight the importance of adopting digital financial tools. Women entrepreneurs, particularly in rural and remote areas, often lack knowledge of existing financial services, face trust issues with banks, and have limited access to formal financial systems. Financial literacy is another challenge, as small business owners sometimes struggle to separate personal and business spending. Women also benefit most from customized, one-to-one mentoring and require wellbeing workshops to help balance family responsibilities with business commitments. In addition, access to investor networks, experts, and decision-makers remains limited, with funding gaps more pronounced for women entrepreneurs compared to men.



Successful elements of women's empowerment programmes include partnerships with financial institutions, banks, and FinTechs. The FinTech Department has facilitated digital matching services, offering startups neutral advice on which bank products best suit their needs, thereby addressing trust issues. Mentorship and guidance from female leaders within the CBE have also proven valuable.

Emerging trends in the FinTech sector, highlighted in the Egypt FinTech Landscape 2023 Report, show that only 29% of 177 startups have female co-founders, and just 2% of startups and payment service providers are fully women-led. In-demand skill sets include business development, customer service, IT development, product management, and finance. Employment opportunities are concentrated in lending and alternative finance, payments and remittances, and accounting and expense management.

Looking ahead, the FinTech Department seeks collaborations with other entities to organize competitions and hackathons, partner with academic and training organizations to upskill women, and develop matching programmes between startups and financial institutions. It also aims to work with ministries and development organizations on women's empowerment projects. Through these efforts, the department can provide women entrepreneurs with access to training, mentorship, incubation, and funding opportunities in FinTech and FinTech-enabled sectors.

DMZ Cairo

Launched in August 2021, DMZ Cairo is a sector-agnostic tech incubator operated by the Universities of Canada in Egypt. It serves as the Egyptian branch of Canada's globally recognized DMZ incubator. Since its establishment, DMZ Cairo has supported more than 30 startups through tailored programmes that provide one-on-one mentorship, peer-to-peer learning, expert-led workshops, networking opportunities, and equity-free funding. Its flagship initiative, the DMZ Incubator Programme, is an eight-month annual programme designed to equip founders with the skills, resources, and connections needed to accelerate their ventures.

Observations, challenges and opportunities related to women participation

Women face several barriers to engaging fully in DMZ Cairo's programmes. A lack of awareness about the hybrid and personalized nature of the incubator limits participation, while restricted access to professional networks and the challenge of balancing family responsibilities with entrepreneurial commitments further constrain involvement. Time management remains a significant obstacle, particularly for women founders juggling multiple roles.

To address these gaps, women entrepreneurs require customized business and technical mentoring, as they thrive in one-to-one support settings. Wellbeing workshops are also essential to help founders balance personal and family responsibilities with business demands, ensuring the sustainability of their ventures. Access to investor networks, experts, and decision-makers is another critical need, as women often struggle to secure visibility and funding opportunities.

Observations from the first two cohorts reveal that female founders are more concentrated in creative industries, though a growing number are beginning to explore innovative technological solutions, albeit in smaller proportions.

EGBank – MINT Platform

Established in 1981, EGBank has steadily grown into a stable institution with a diverse portfolio. In 2015, market research revealed Egypt's youthful demographic, with over 35% of the population under 29. To meet the needs of this segment, the bank launched MINT, a platform dedicated to youth employability and entrepreneurship.

MINT operates on two levels: entrepreneurial support through the MINT Incubator and financial literacy initiatives such as MINT Squad and MINT Ambassadors, targeting high school and university students. While sector-agnostic, MINT places emphasis on tech-enabled ventures and integrates gender considerations across its programmes. Its women-focused initiative, Femmelancers, equips female freelancers with the skills needed to succeed in the digital economy.

Observations, challenges and opportunities related to women participation

Women's participation in MINT programmes faces several barriers. Cultural perceptions of the innovation and technology sector often discourage women, particularly in Upper Egypt, where societal norms make sustained involvement difficult. Creative industries are seen as more accessible due to lower perceived risk and greater flexibility, though women's representation in innovative tech ventures remains limited. Investor bias further compounds the challenge, as stereotypes about women's ability to balance personal and professional responsibilities lead to reduced access to capital and perpetuate the gender gap in entrepreneurship.

Commitment levels present another obstacle, especially in the Femmelancers programme. While initial enthusiasm is high, engagement often declines over time, particularly in online sessions. This issue is more pronounced in Upper Egypt, where women face additional pressures and responsibilities. Logistical challenges, such as securing suitable spaces for training, also hinder participation, with university campuses being the only venues large enough to host sessions but requiring difficult-to-obtain security approvals.

Despite these challenges, several success factors have emerged. Networking opportunities, particularly those facilitated through partnerships with organizations like Entprenelle, have proven invaluable for female entrepreneurs. Emerging trends highlight women's growing involvement in translation, social media moderation, and coding in Upper Egypt, as well as fashion and accessories in the Delta region. Inclusive sectors such as e-commerce (e.g., *The Baby Garage*) and SaaS (e.g., *Bonbell*) also show promise for women-led ventures.

Looking ahead, MINT seeks collaborations to close the gender gap in its programmes. Plans include launching a women-focused accelerator in partnership with Entlaq, emphasizing business development, access to finance, and ICT. Additionally, a FinTech accelerator targeting post-MVP startups is under development, offering further opportunities for women to expand their presence in the sector.





Embassy of the Netherlands

The Embassy of the Netherlands in Egypt has been an active supporter of women's economic empowerment, entrepreneurship, and inclusive development. Through funding, partnerships, and technical expertise, the Embassy plays a catalytic role in strengthening programmes that promote gender equality and sustainable growth. Its interventions often focus on building local capacity, fostering collaboration among stakeholders, and creating opportunities for women to participate more fully in the economy.

Observations, challenges and opportunities related to women participation

Despite strong progress, several challenges continue to hinder women's participation in economic empowerment initiatives. A key barrier is the sustainability of funded projects, as many programmes struggle to maintain impact once donor support ends. Reaching women in rural and marginalized communities also remains difficult due to limited infrastructure, cultural constraints, and lack of awareness about available opportunities. These factors often prevent women from accessing training, finance, and networks that are critical for business growth.

Another challenge lies in bridging the gap between policy and practice. While gender equality is widely promoted, implementation at the grassroots level is uneven, leaving many women without the support structures needed to balance family responsibilities with entrepreneurial or professional commitments.

Opportunities, however, are significant. The Embassy's diplomatic influence allows it to convene diverse stakeholders—government, private sector, NGOs, and academia—to drive systemic change. By leveraging its global networks, the Embassy can provide access to expertise, funding, and international best practices. Partnerships that focus on inclusive finance, digital skills, and market access have the potential to expand women's participation in both traditional and emerging sectors.

The Embassy of the Netherlands is well positioned to continue shaping Egypt's women's empowerment ecosystem by fostering collaboration, supporting innovative programmes, and ensuring that gender equality remains a priority across economic development initiatives.

EFE-Egypt

Education for Employment-Egypt (EFE-Egypt) is part of the global EFE network, dedicated to bridging the gap between education and employment. Since its establishment, EFE-Egypt has focused on equipping youth with practical skills, internships, and career coaching to prepare them for the labor market. Its programmes emphasize employability, entrepreneurship, and job placement, with a strong commitment to supporting women's participation in the workforce. By partnering with private sector companies, EFE-Egypt connects graduates to meaningful employment opportunities while promoting inclusive economic growth.

Observations, challenges and opportunities related to women participation

Women face several challenges in accessing EFE-Egypt's programmes and the broader labour market. Cultural barriers and employer hesitancy to hire women remain significant obstacles, particularly in conservative communities where traditional roles limit women's ability to pursue careers. Family responsibilities also restrict women's availability, making it difficult to commit to full-time employment or training programmes.

Another challenge is the mismatch between women's skills and market demand. Many women graduates lack exposure to practical, job-ready skills, leaving them underprepared for competitive sectors. Employers often perceive hiring women as a risk, reinforcing gender stereotypes and perpetuating the employment gap.

Despite these barriers, EFE-Egypt has observed strong interest and participation from women in its training and job placement initiatives. Women are eager to acquire new skills and enter the workforce, especially in emerging fields such as digital services and entrepreneurship. Career coaching and tailored mentoring have proven critical to women's success, offering guidance that builds confidence and ensures sustainability.

Opportunities lie in expanding partnerships with companies willing to adopt flexible work arrangements and inclusive hiring practices. By strengthening collaborations with the private sector, EFE-Egypt can create pathways for women to access decent jobs and overcome cultural barriers. Additionally, scaling digital training programmes offers women greater flexibility, enabling them to balance family responsibilities while building employable skills.

EFE-Egypt's role as a connector between education and employment positions it as a vital actor in advancing women's economic empowerment in Egypt.

Entreprenelle

Founded as a social enterprise, Entreprenelle is dedicated to empowering women through entrepreneurship training, mentorship, and networking. Over the years, it has reached thousands of women across Egypt, equipping them with the skills, confidence, and resources needed to launch and grow businesses. By focusing on accessibility and grassroots engagement, Entreprenelle has become a key player in Egypt's entrepreneurial ecosystem, particularly in supporting women-led ventures across diverse sectors.



Observations, challenges and opportunities related to women participation

Women face several challenges in fully benefiting from Entreprenelle's programmes. Access to finance remains a major barrier, as women entrepreneurs often struggle to secure funding due to investor bias and limited networks. Cultural and societal expectations also restrict women's ability to dedicate time and resources to their businesses, particularly in conservative communities where family responsibilities take precedence.

Another gap lies in business development skills. Many women entrepreneurs are highly skilled in their craft but lack the commercial knowledge needed to achieve product-market fit and scale their ventures. Confidence is also a recurring issue, with some women hesitant to seek mentorship or ask for support, which can limit their growth potential.

Despite these challenges, Entreprenelle has observed strong enthusiasm and participation from women across its programmes. Networking opportunities and mentorship have proven to be critical success factors, helping women build confidence and connect with investors, experts, and peers. The organization's grassroots approach ensures inclusivity, reaching women in both urban and rural areas.

Emerging trends highlight women's growing interest in creative industries, e-commerce, and tech-enabled businesses. Opportunities exist in expanding partnerships with accelerators, incubators, and financial institutions to provide women with greater access to funding and tailored support. By leveraging its extensive network and proven track record, Entreprenelle is well positioned to continue closing the gender gap in entrepreneurship and fostering sustainable women-led enterprises.

Etijah

Etijah is a leading Egyptian NGO focused on youth development and community empowerment. Its programmes span training, mentorship, and social development initiatives, with a strong emphasis on inclusion and supporting women's participation. By working at the grassroots level, Etijah engages directly with communities to build capacity, enhance employability, and foster entrepreneurship among young people, particularly women in underserved areas.

Observations, challenges and opportunities related to women participation

Women's participation in Etijah's programmes is often constrained by cultural norms and societal expectations, especially in rural and marginalized communities where traditional roles limit their ability to pursue training or employment. Limited financial resources and lack of awareness about available opportunities further restrict access. Women also face challenges in balancing family responsibilities with professional development, which can reduce their ability to commit fully to long-term programmes.

Another gap lies in the sustainability of interventions. Many women benefit from short-term training but struggle to translate these skills into lasting employment or entrepreneurial success without ongoing support. Access to finance, mentorship, and networks remains limited, leaving women unable to scale their ventures or secure stable jobs.

Despite these challenges, Etijah has observed strong interest and engagement from women in its initiatives. Tailored training, mentorship, and community-based approaches have proven effective in building confidence and ensuring relevance to local contexts. Women particularly value one-on-one guidance and peer support, which help them overcome barriers and sustain participation.

EBRD

The European Bank for Reconstruction and Development (EBRD) is a key international financial institution supporting private sector development and inclusive growth in Egypt. Its programmes focus on providing access to finance, training, and mentorship for entrepreneurs, with a strong emphasis on women-led businesses. By combining financial resources with technical expertise, EBRD helps women entrepreneurs strengthen their business models, expand market access, and integrate into formal financial systems.

Observations, challenges and opportunities related to women participation

Women entrepreneurs face several barriers in accessing EBRD's programmes and the wider financial ecosystem. Limited awareness of financial products and services, coupled with low levels of financial literacy, restricts women's ability to leverage available resources. Cultural norms and societal expectations often discourage women from pursuing entrepreneurial ventures, particularly in rural areas where trust in formal banking institutions remains low. Investor hesitancy is another challenge, as women-led enterprises are frequently perceived as higher risk, limiting their access to capital and growth opportunities.

Gaps also exist in business development skills. Many women entrepreneurs excel in their craft but lack the commercial and technical knowledge required to scale their businesses. Access to networks of investors, mentors, and decision-makers remains limited, leaving women isolated from opportunities that could accelerate their ventures.

Despite these challenges, EBRD programmes have demonstrated strong potential to empower women. Tailored training and mentorship have proven effective in building confidence and equipping women with practical skills. Partnerships with local banks and NGOs have expanded outreach, enabling more women to access finance and support services.

Emerging trends highlight women's growing interest in sectors such as e-commerce, digital services, and creative industries. Opportunities lie in scaling financial inclusion initiatives, expanding digital literacy programmes, and strengthening collaborations with local institutions to reach underserved communities. By leveraging its international expertise and resources, EBRD is well positioned to continue closing the gender gap in entrepreneurship and fostering sustainable women-led businesses in Egypt.

Freeziana

Freeziana is an online platform dedicated to empowering women entrepreneurs by providing access to markets, networking opportunities, and e-commerce solutions. It focuses particularly on creative industries and handicrafts, helping women showcase their products to wider audiences and connect with potential buyers. By leveraging digital tools, Freeziana enables women to overcome traditional barriers to market entry and expand their businesses beyond local communities.

Observations, challenges and opportunities related to women participation

Women entrepreneurs engaging with Freeziana face several challenges. Access to finance remains limited, with many women struggling to secure funding to scale their businesses. Gaps in business and commercial skills—such as marketing, financial management, and product development—also hinder growth. Additionally, cultural barriers and limited digital literacy restrict some women from fully utilizing e-commerce platforms, particularly in rural areas where awareness of online business opportunities is low.



Despite these obstacles, Freeziana has observed strong interest from women in creative industries, especially handicrafts, fashion, and accessories. The platform's digital model provides a valuable opportunity for women to reach new markets, build visibility, and generate income while maintaining flexibility to balance family responsibilities. Networking opportunities and peer support further enhance women's confidence and ability to sustain their ventures.

Emerging trends highlight women's growing involvement in online retail and tech-enabled businesses. Opportunities lie in expanding training programmes to strengthen digital literacy, marketing, and financial management skills. Partnerships with financial institutions could also improve women's access to credit, while collaborations with NGOs and accelerators could provide mentorship and consultancy support.

By combining market access with capacity-building, Freeziana is well positioned to continue empowering women entrepreneurs and fostering inclusive growth in Egypt's creative economy.

ITIDA

The Information Technology Industry Development Agency (ITIDA) is Egypt's primary government body supporting the growth of the ICT sector.

Its mission is to foster innovation, entrepreneurship, and digital transformation by equipping startups and SMEs with the tools, training, and resources needed to thrive in a competitive global market. ITIDA plays a central role in advancing Egypt's technology ecosystem, offering incubation, mentorship, and funding opportunities, while also promoting women's participation in tech-enabled ventures.

Observations, challenges and opportunities related to women participation

Women face several barriers in fully engaging with ITIDA's programmes. Limited digital literacy and technical skills remain significant challenges, particularly among women in rural areas who have less exposure to ICT training. Cultural norms and societal expectations also discourage women from pursuing careers in technology, where long hours and intensive commitment are often perceived as incompatible with family responsibilities. Access to finance and investor networks is another gap, as women-led startups frequently struggle to secure funding compared to their male counterparts.

Despite these challenges, ITIDA has observed growing interest from women in technology-driven entrepreneurship. Women are increasingly participating in areas such as e-commerce, digital services, and software development, reflecting a shift toward more inclusive engagement in the ICT sector. Tailored mentorship and capacity-building programmes have proven effective in building confidence and equipping women with practical skills to compete in the digital economy.

Opportunities lie in expanding digital literacy initiatives, particularly those targeting women in underserved communities. Strengthening partnerships with accelerators, universities, and private sector actors can provide women with access to advanced training, mentorship, and investor networks. ITIDA's role as a national leader in ICT development positions it to drive systemic change by integrating gender considerations into its programmes and ensuring women have equal access to resources and opportunities.

By leveraging its institutional capacity and global partnerships, ITIDA can continue to close the gender gap in Egypt's technology ecosystem and empower women to play a more prominent role in innovation and entrepreneurship.

Nile University

Nile University is a leading non-profit research institution in Egypt, dedicated to advancing education, innovation, and entrepreneurship. Through its academic programmes and specialized centres, the university supports startups and SMEs by providing training, mentorship, and access to research resources. Nile University plays a pivotal role in fostering innovation-driven entrepreneurship, with initiatives that encourage students and graduates to develop business ideas, engage with industry, and contribute to Egypt's knowledge economy.

Observations, challenges and opportunities related to women participation

Women's participation in Nile University's entrepreneurship programmes faces several challenges. Awareness of available opportunities remains limited, particularly among female students who may prioritize academic commitments over entrepreneurial pursuits. Cultural expectations and family responsibilities also restrict women's ability to dedicate time to business development, while access to investor networks and funding opportunities is often more constrained for women-led ventures.

Other gaps related to women entrepreneurship include the need to digital, financial and legal/regulatory literacy, in many times this illiteracy is based on fear of venturing into these areas. Access to practical step-by-step on the ground knowledge with a "what to do step by step and where to go" guide for women has been cited as a dire need.

Despite these challenges, Nile University has observed growing interest from women in entrepreneurship and innovation. Female students and graduates are increasingly participating in training and mentorship programmes, particularly in technology-enabled sectors such as e-commerce, data science, and product design. Tailored mentoring and one-on-one coaching have proven effective in building confidence and ensuring sustainability.

Opportunities exist in strengthening partnerships with accelerators, investors, and industry leaders to provide women with access to funding, networks, and advanced training. Expanding outreach and awareness campaigns can also encourage more female students to engage with entrepreneurship initiatives. By leveraging its academic foundation and research capacity, Nile University is well positioned to empower women innovators and entrepreneurs, bridging the gap between research and commercialization.

People Power Inclusion (PPI)

People Power Inclusion (PPI) is an international NGO that works to promote financial inclusion, entrepreneurship, and social development, with a strong focus on empowering women and youth. In Egypt, PPI implements programmes that provide training, mentorship, and access to financial services, aiming to strengthen women's economic participation and support sustainable community development. By combining grassroots engagement with international expertise, PPI helps women entrepreneurs build resilience, expand their businesses, and integrate into formal financial systems.

Observations, challenges and opportunities related to women participation

Women's participation in PPI programmes is often hindered by limited financial literacy and lack of awareness about available financial products. Many women entrepreneurs, particularly in rural and marginalized communities, continue to rely on informal cash-based systems and are hesitant to adopt digital or formal financial solutions. Cultural norms and family responsibilities further restrict women's ability to commit fully to training or entrepreneurial ventures, while access to investor networks and markets remains limited.



Another challenge lies in sustainability. While short-term training builds skills, women often struggle to maintain momentum without ongoing mentorship, consultancy, or access to finance. Confidence and risk aversion also play a role, with some women hesitant to scale their businesses or engage with formal institutions.

Despite these barriers, PPI has observed strong interest from women in entrepreneurship and financial inclusion initiatives. Women value tailored, one-on-one mentoring and thrive when support is customized to their personal and business needs. Wellbeing workshops and peer networks have proven effective in helping women balance family responsibilities with business commitments, ensuring long-term sustainability.

Opportunities exist in expanding partnerships with banks, microfinance institutions, and digital platforms to improve women's access to credit and financial services. Strengthening collaborations with local NGOs and community organizations can also enhance outreach to rural women. By leveraging its international expertise and grassroots presence, PPI is well positioned to scale its impact, foster inclusive financial systems, and empower women entrepreneurs across Egypt.

Tiye Angel Investment Network

Launched in 2019 under the USAID SEED project in partnership with Malaikah, UNDP, and TIEC, the Tiye Angel Investment Network is Egypt's first angel investment network dedicated to building a pool of women investors and supporting women-led startups. The network provides mentoring, training, and investment readiness programmes to help female founders access finance and scale their businesses. Tiye also promotes gender lens investing, a concept largely unfamiliar in Egypt, aiming to raise awareness among investors and ecosystem enablers about the unique challenges faced by women entrepreneurs.

Observations, challenges and opportunities related to women participation

Women entrepreneurs face persistent barriers in securing investment. Many investors remain hesitant to fund women-led startups, fearing discontinuity due to family obligations. In some cases, investors even seek male partners to ensure business continuity. This bias reflects broader cultural barriers and contributes to the limited pipeline of women-led startups. Encouraging women angel investors is equally challenging, as most investors seek security and increasingly shift toward venture capital or syndicate fund models.

Macroeconomic conditions further complicate the investment landscape. High inflation, currency depreciation, and broader economic instability in Egypt have created a difficult environment for startups in general, with women disproportionately affected. Data from the *Gender Gap in Startup Investment 2022* report highlights the disparity: of 482 startups that raised \$2.4 billion in the first nine months of 2022, only 38 were founded by women, securing just 2% of total funding. The ecosystem remains male-dominated, making it harder for female founders to access capital and networks.

Despite these challenges, opportunities are emerging. The number of female entrepreneurs and women-led startups has grown in recent years, particularly in technology and social impact sectors. Local and international investors are beginning to recognize the untapped potential and financial returns of investing in women. Tiye Angels is uniquely positioned to capitalize on this momentum by equipping startups with investment readiness skills, fostering dialogue on gender lens investing, and building a new generation of women angel investors.

Emerging trends show women gradually entering tech-enabled sectors such as HealthTech, EdTech, FinTech, and E-Commerce. While progress is slow, these industries present significant growth opportunities for female founders and investors alike.

Women Economic Empowerment Network (WEN)

The Women Economic Empowerment Network (WEN) was established to strengthen the ecosystem for women entrepreneurs in Egypt by providing capacity-building, mentorship, and networking opportunities. WEN focuses on equipping women with the skills, confidence, and resources needed to launch and grow businesses, while also advocating for greater access to finance and inclusive policies. By fostering collaboration among stakeholders—including NGOs, investors, and accelerators—WEN plays a pivotal role in advancing women's participation in entrepreneurship and economic development.

Observations, challenges and opportunities related to women participation

Women entrepreneurs face persistent barriers in accessing finance and investment. Cultural stereotypes and investor bias often discourage funding for women-led ventures, with many investors questioning women's ability to balance business and family responsibilities. This lack of confidence in women's continuity creates a significant gap in the entrepreneurial ecosystem.

Another challenge is limited access to networks of mentors, investors, and decision-makers. Women entrepreneurs frequently operate in isolation, without the connections needed to scale their businesses or secure strategic partnerships. Capacity gaps also exist in areas such as financial management, business development, and investment readiness, leaving many women underprepared to pitch to investors or expand into new markets.

Despite these challenges, WEN has observed strong enthusiasm among women entrepreneurs to acquire new skills and engage with the ecosystem. Tailored training and mentorship programmes have proven effective in building confidence and preparing women for fundraising. Networking opportunities and community engagement are highly valued, creating a sense of belonging and peer support that sustains women's participation.

Opportunities lie in expanding gender-lens investing, a concept still underdeveloped in Egypt. By raising awareness among investors and financial institutions, WEN can help increase the pool of capital available to women-led startups. Emerging trends also highlight women's growing involvement in tech-enabled sectors such as FinTech, EdTech, HealthTech, and e-commerce, which present significant growth potential. Strengthening collaborations with accelerators, angel networks, and development organizations can further enhance women's access to finance, mentorship, and markets.

Through its advocacy and capacity-building efforts, WEN is well positioned to close critical gaps in Egypt's entrepreneurial ecosystem and empower more women to lead sustainable, scalable businesses.





Key Findings

Cross-Cutting Barriers and Enablers to Women's Economic Empowerment

1. **Cultural and societal barriers:** Women's access to jobs, businesses, and empowerment programmes is often restricted by cultural norms and family opposition, with spouses or parents fearing shifts in household power dynamics. These barriers discourage women from working outside the home and limit their independence, underscoring the need for awareness initiatives and efforts to challenge deep-rooted beliefs to promote gender equality.
2. **Commitment levels and balancing family/domestic responsibilities:** Balancing childcare, household duties, and programme requirements creates significant challenges for women, often reducing focus and leading to burnout. Without support, women struggle to commit fully to empowerment initiatives. Providing childcare services, flexible scheduling, and tailored resources can help women manage responsibilities and engage more effectively.
3. **Self-confidence, fear, and self-awareness:** Fear of failure, rejection, and lack of confidence often prevent women from seizing opportunities or taking risks in their careers. However, participation in training and mentorship programmes helps women build skills, recognize strengths, and overcome self-doubt. Supportive environments that celebrate achievements are key to fostering resilience and growth.
4. **Flexible working arrangements:** Rigid 9–5 work models exclude many women who need flexibility to balance family responsibilities. Hybrid schedules, part-time roles, and remote work options ease re-entry into the workforce, helping organizations retain talent while expanding opportunities for women outside Greater Cairo, particularly in technology fields where relocation is often a barrier.
5. **Wellbeing and personal wellness:** Women's success depends on self-confidence, resilience, and holistic wellbeing, including mental health, emotional strength, and work-life balance. Initiatives that provide mentorship, coaching, and wellness resources empower women to manage stress, pursue opportunities, and thrive. Investing in wellbeing benefits individual women while fostering a more inclusive and diverse workforce and entrepreneurial ecosystem.

Gender Bias in Investment and Capital Access

1. **Investors' fear of women entrepreneurs:** Many investors hesitate to fund women-led startups due to concerns about women's commitment and fears they may abandon their ventures because of family obligations. This perception of uncertainty around sustainability limits investment opportunities for female founders. Addressing these biases requires mentorship, support, and resources that demonstrate women's long-term potential, while also highlighting the diversity and innovation they bring to the business world.
2. **Access to capital and investors:** Women entrepreneurs face significant barriers in accessing capital and investor networks, often excluded from male-dominated circles or the so-called "boys' club." This lack of access restricts their ability to scale businesses and compete fairly. Promoting gender diversity in investor networks, expanding mentorship and networking opportunities, and fostering inclusive investment environments are essential steps to ensure women can secure funding, grow their ventures, and contribute meaningfully to the economy.

Skills and Pathways for Women's Empowerment

1. **Mentoring & career coaching:** Personalised one-to-one mentoring and career coaching are essential for women's professional growth, whether as entrepreneurs or job seekers. Tailored guidance helps women build confidence, develop skills, and navigate challenges more effectively, while also fostering accountability and motivation. These relationships provide safe spaces for women to explore aspirations, overcome obstacles, and access networks and opportunities that support career transitions and entrepreneurial success.
2. **Internships:** Internships are a critical bridge between academic learning and workplace realities, exposing young women to industry practices, professional expectations, and career pathways. While not all internships lead directly to employment, well-designed programmes with meaningful on-the-job training provide valuable insights into career preferences and help graduates transition more smoothly into the workforce.
3. **Digital, financial, and business literacy:** Strong digital, financial, and business literacy skills are vital for women entering the job market or running businesses. Digital proficiency enhances employability in technology-driven environments, while financial and business management skills enable entrepreneurs to make informed decisions, manage cash flow, and access capital. Building confidence in engaging with financial institutions empowers women to secure funding, achieve independence, and contribute to economic growth, making these skills foundational to long-term success.

Foundations for Sustainable Entrepreneurship

1. **Viable business models:** For women entrepreneurs, building viable business models that address genuine market needs is essential to long-term success. Beyond passion and expertise, running a sustainable business requires market research, identifying target customers, assessing competition, and defining a clear value proposition. Mastery of business fundamentals—such as budgeting, pricing, cash flow management, and financial planning—equips women to make informed decisions and navigate entrepreneurial challenges effectively. Equally important is assessing personal readiness and commitment to entrepreneurship,



ensuring alignment between goals, strengths, and aspirations. Empowering women with these skills and knowledge enable them to evaluate opportunities realistically, build sustainable ventures, and pursue entrepreneurship with confidence and clarity.

Key Recommendations

Cross-Cutting Barriers and Enablers to Women's Economic Empowerment

- ✘ Launch awareness campaigns and workshops targeting families and communities to challenge restrictive norms.
- ✘ Engage men and family members as allies in women's empowerment initiatives.
- ✘ Promote role models and success stories of empowered women to shift perceptions.
- ✘ Provide accessible childcare services linked to empowerment programmes and workplaces.
- ✘ Introduce flexible scheduling and hybrid participation models in training and employment.
- ✘ Integrate confidence-building modules into training programmes.
- ✘ Expand mentorship opportunities that celebrate achievements and encourage risk-taking.
- ✘ Create safe spaces for women to discuss challenges and aspirations openly.
- ✘ Encourage employers to adopt hybrid, part-time, and remote work policies.
- ✘ Incentivise companies that implement family-friendly work models.
- ✘ Expand remote work opportunities to bridge geographic gaps, especially outside Greater Cairo.
- ✘ Embed mental health and wellness support into empowerment programmes.
- ✘ Promote work-life balance policies within organisations.
- ✘ Provide coaching and resilience training to help women manage stress and thrive.

Gender Bias in Investment and Capital Access

- ✘ Conduct investor awareness sessions to challenge misconceptions about women's commitment.
- ✘ Showcase successful women-led ventures to build confidence in female founders.
- ✘ Establish mentorship programmes pairing investors with women entrepreneurs.
- ✘ Expand gender-lens investing initiatives and inclusive funding mechanisms.
- ✘ Create women-focused investor networks and angel groups.
- ✘ Facilitate networking events that connect women entrepreneurs with diverse investors.

Skills and Pathways for Women's Empowerment

- ✘ Scale personalized one-to-one mentoring and coaching programmes.
- ✘ Train mentors to provide tailored guidance aligned with women's unique strengths and goals.
- ✘ Build structured mentorship platforms that connect women with industry experts.
- ✘ Partner with universities and employers to design meaningful, skill-based internships.
- ✘ Ensure internships include structured learning outcomes and pathways to employment.
- ✘ Expand internship opportunities beyond Greater Cairo to reach underserved regions.
- ✘ Integrate digital and financial literacy into school and university curricula.

- ✘ Provide specialized training for women entrepreneurs on financial management and investor engagement.
- ✘ Partner with financial institutions to deliver workshops that build confidence in accessing loans and capital.

Foundations for Sustainable Entrepreneurship

- ✘ Offer training on market research, customer targeting, and value proposition design.
- ✘ Provide workshops on budgeting, pricing strategies, and cash flow management.
- ✘ Support women in assessing entrepreneurial readiness through coaching and diagnostic tools.
- ✘ Establish incubators and accelerators that focus on building sustainable, scalable women-led businesses.

