Empowering Women Entrepreneurs through Digital Transformation: Women ICT Frontier Initiative (WIFI DX)

1-3 October 2025, Yerevan Gladzor University, Armenia

BACKGROUND

Supporting women entrepreneurs, particularly those engaged in micro, small, and medium enterprises (MSMEs), in harnessing the potential of digital tools and platforms is of paramount importance. It is a crucial step towards gender equality in the entrepreneurial ecosystem. Women, despite their immense potential, often face systemic barriers and disparities in accessing resources and opportunities. Digital tools and platforms can level the playing field by providing them with accessible and cost-effective means to market their products, access financial services, and acquire the skills necessary to grow their businesses.

The integration of digital tools and platforms into the business strategies of women entrepreneurs can also lead to increased economic resilience and sustainability. Women-owned MSMEs, in particular, are vulnerable to external shocks, such as economic downturns or natural disasters. Digitalization, such as e-commerce and digital marketing, allows for diversification of revenue streams by tapping into other markets. Additionally, digitalization enables better inventory management, cost optimization, and improved customer engagement, all of which are critical for the survival and growth. Supporting women in MSMEs to adopt digital solutions enhances their ability to weather economic uncertainties, thereby contributing to the overall stability and resilience of their businesses.

The Asian and Pacific Training Centre for ICT for Development (APCICT/ESCAP) and the Yerevan Gladzor University are organizing the "Training on Empowering Women Entrepreneurs through Digital Transformation" on 1–3 October 2025. The programme aims to create a pool of implementing organizations and resource persons that can support women entrepreneurs to develop the mindset, knowledge, and skills needed to embrace digital transformation and succeed in the digital economy.

ABOUT THE PROGRAMME

The programme is based on APCICT's Women ICT Frontier Initiative, a flagship programme for women entrepreneurs to utilize digital tools and platforms in their businesses. The training will include the following courses:

- **Foundation Course on Women Empowerment through Business Innovation and Digital Transformation.** This course serves as the cornerstone of the programme and aims to motivate women entrepreneurs to embark on a transformative journey.
- **Data Analytics for Women Entrepreneurs.** This course empowers women entrepreneurs with the ability to derive insights from data, driving informed decision-making.
- **Business Continuity Planning.** This course addresses the need for proactive planning in the face of uncertainties. Business continuity planning will provide knowledge and skills for women entrepreneurs to plan, strategize, and manage crisis situations in their businesses.

TARGET PARTICIPANTS

- The training will be attended by women entrepreneurs, women associations, and potential trainers.

CONTACT

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PROGRAMME

Time	Day 1
8:30 – 9:00	**Registration**
9:00 – 9:30	**Opening Session** **Group photo**
9:30-9:45	*Coffee break*
9:45-12:00	**Session 1: Women Empowerment through Business Innovation and Digital Transformation** This session aims to enhance the understanding of the growing importance of the development and transformation of digital economy, together with opportunities and challenges facing women digital entrepreneurs. (Resource Persons: Irene and Mayette)
12:00 – 13:30	*Lunch*
13:30-15:00	**Session 1 continued** (Resource Persons : Irene and Mayette)
15:00-15:15	*Coffee break*
15:15-17:00	**Session 2: Data Analytics** This session equips entrepreneurs with essential data analytics skills to improve decision-making and business outcomes. It covers key concepts such as descriptive, diagnostic, predictive, and prescriptive analytics, while emphasizing ethical data use and customer protection. Participants will learn to apply data insights to enhance customer development, marketing strategies, and overall business performance. Participants will learn how to collect, analyze, and interpret data to gain insights, improve operations and boost business performance. (Resource Person: Irene)

Time*	Day -2
9:00 – 10:15	**Session 2 Data Analytics continued** (Resource Person: Irene)
10:15-10:30	*Coffee break*
10:30-12:00	**Session 3: Business Continuity Planning** This session introduces the key concepts of Business Continuity Planning, focusing on the importance of having a BCP in place, especially for digital businesses. Participants will learn how to prepare for unexpected crises. Participants will analyze internal and external risks that could affect their business operations. This

	session teaches how to identify potential threats and implement mitigation strategies. (Resource Person: Mayette)
12:00 – 13:30	*Lunch*
13:30-15:00	**Session 3 continued**
15:00-15:15	*Coffee break*
15:15-17:00	**Session 4 Individual activity** Participants will apply what they've learned by creating their own Business Plan using the Business Model Canvas (BMC) taught in Session 1 to apply onto their own business. BMC allows participants to describe, design, challenge, invent and pivot their business model. Selected participants will be presenting and sharing their BMC the next day (Resource Persons: Mayette and Irene)

Time*	Day -3
9:00 – 10:30	**Session 5 : Class Activity : Participants presentation with BMC & Discussion** (Resource Persons: Mayette and Irene)
10:30-10:45	*Coffee break*
10:45-12:00	**Certificate presentations & Closing Ceremony** **Wrap-up & Evaluation** (Resource Persons: Mayette and Irene)
12:00 – 13:30	**Lunch**
13:30 – 15:00	**TOT discussion** (Resource Persons: Mayette and Irene)