



## PAGE 3: B. ABOUT YOU

**Q1: Respondent details**

|               |                |
|---------------|----------------|
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**Q2: Country or Customs territory**

UNITED STATES

**Q3: Organization**

Private sector

## PAGE 4: C. ABOUT YOUR CASE STORY

**Q4: Title of case story**

She means business: when women succeed, we all win!

**Q5: Case story focus**

E-commerce development and efforts to bridge the "digital divide".

**Q6: Case story abstract**

She has always been good at something or believed in something. Or just enjoying doing something. Then one day she decided to turn that something into something bigger. To follow her passion. To make things better. Or just be the person she knew she could be. It wasn't always easy. Some days it seemed impossible. But she did it anyway! There are breakthrough moments that define a path. Like the day she made the choice to move her dreams to the front burner. To design her future her way. To become Ms. Opportunity and not a missed opportunity. The day she decided that whatever barriers there were before her, her own courage wasn't one of them. Here is all the business owners who showed us why: when women succeed, we all win.

Some personal testimonies of women from Brazil and Argentina on how the Facebook Innovation Lab helped them develop their entrepreneurial projects. Facebook offers for free entrepreneur courses on how to sell more using social media.

**Q7: Who provided funding?**

Private sector

**Q8: Project/Programme type**

Multi-country

**Q9: Your text case story**

She has always been good at something or believed in something. Or just enjoying doing something. Then one day she decided to turn that something into something bigger. To follow her passion. To make things better. Or just be the person she knew she could be. It wasn't always easy. Some days it seemed impossible. But she did it anyway! There are breakthrough moments that define a path. Like the day she made the choice to move her dreams to the front burner. To design her future her way. To become Ms. Opportunity and not a missed opportunity. The day she decided that whatever barriers there were before her, her own courage wasn't one of them. Here is all the business owners who showed us why: when women succeed, we all win.

Facebook celebrates women who create businesses, carry them forward and contribute resources to help others someday do the same. Because the next successful entrepreneur could be anyone. It could be you.

Some personal testimonies of women from Brazil and Argentina for example on how the Facebook Innovation Lab helped them develop their entrepreneurial projects. Facebook offers for free entrepreneur courses on how to sell more or promote their business using social media.

Please see the videos:

<https://shemeansbusiness.fb.com/?lang=pt%29>

<https://shemeansbusiness.fb.com/es/>

<https://www.dropbox.com/scl/fi/24pahrg7nyzd4e0fomtvo/JOSI%20-%20Especial%20Legendado%20WEB.mov?dl=0&oref=e&sm=1>

<https://www.dropbox.com/s/p4znxx33jlkqltr/Viva%20el%20monte.mov?dl=0>

[https://www.dropbox.com/s/fj4jm2hkrsizot1/FB\\_ROCINHA.mp4?dl=0](https://www.dropbox.com/s/fj4jm2hkrsizot1/FB_ROCINHA.mp4?dl=0)

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**Q10: Lessons learnt**

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