



## PAGE 3: B. ABOUT YOU

**Q1: Respondent details**

Name	Dorothy Githae
Organization	360 Degrees International
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Phone Number	0728424633

**Q2: Country or Customs territory**

KENYA

**Q3: Organization**

Private sector

## PAGE 4: C. ABOUT YOUR CASE STORY

**Q4: Title of case story**

Accelerating Women &amp; Youth Economic Empowerment through Digital Marketing Skills for Entrepreneurs

**Q5: Case story focus**

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

**Q6: Case story abstract**

This project is involved in Accelerating Women & Youth Economic Empowerment in Africa through capacity building & training in Especially Digital Marketing Skills (e-commerce, m-commerce, use of social media) for International Trade & show-casing success stories on video to inspire and motivate other Entrepreneurs.

Very happy to share some of the data and information gathered among the Women & Youth Entrepreneurs trained.  
+254728424633

**Q7: Who provided funding?**

Multilateral organization,  
Other (please specify)  
360 Degrees International/She Trades

**Q8: Project/Programme type**

Multi-country

**Q9: Your text case story**

*Respondent skipped this question*

**Q10: Lessons learnt**

The need to provide training content that is mobile phone friendly to mitigate challenges experienced by Women Entrepreneurs in rural areas with no access to computers

The videos with success stories needed to be converted to low MB short files for ease of view using mobile data

There is still a huge need for capacity building & training on entrepreneurs in Africa. Incubating for longer to support entrepreneurs to market & in-order to translate lessons into immediate/real impact is key

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