

2019 ANNUAL REPORT



ZIMBA WOMEN

Influencing change in market access



It's that time of the year where we take the opportunity to reflect on the year that was. It's hard to believe that 2019 is already coming to a close. It's true what they say "time flies when you're having fun" and fortunately here at Zimba Women, we are passionate about what we do and what we can achieve with hard work. We are constantly innovating; finding ways to improve our existing solutions, while creating new solutions to meet clients evolving needs and to ensure Zimba remains at the forefront. This year saw Zimba Women achieve numerous, monumental milestones. This included the establishment of another division of valuable team members (Cynthia and Melisa) helping the organization to cater to its mission on a broader level.

As well as increasing our regional presence in East Africa, Zimba Women has further expanded its presence across the globe by participating at numerous events and expos. The company participated at WGDP OPIC Launch in Addis Ababa, Ethiopia, the Global Entrepreneurship Summit, the Hague Holland and the Caux Forum in Geneva, Switzerland

Although there have been many significant achievements over the past years; one of the biggest recognitions we received this year was the Women in Tech Award for our support to women entrepreneurs using technology platforms, business training and mentorship. This prestigious award was a testament to our vision, talent and hard work over the past 4 years; where Zimba Women has been instrumental in driving increased productivity for many women owned SME's using technology. We are now just weeks out from 2020 and myself and the team are excited about everything the coming year has in store.

On behalf of myself and all of the team at Zimba Women, I would like to take this opportunity to thank all of our clients and partners for their continuous support and we wish everyone a very Merry Christmas and a safe and happy 2020.

SHERIFAH TUMUSIIME

Co-Founder and CEO , Zimba Women



Participants during the Women in Tech Workshop hosted together with Refactory under NEF's Africa Science Week



"We embrace all businesses at all stages of growth because we recognise the fact that the ecosystem is big enough for all of us to feed from each other hence creating sustainability" -
Peace Kuteesa, Co-Founder Zimba Women

Zimba Women is a flagship project of Zimba Group; which is an IT solutions provider specializing in the provision of technical and software solutions for Small and Medium Enterprises.

We are working to create opportunities for women to actively, safely and fairly participate in the economy by providing access to skills and training for women. We believe that a full and robust economy depends on equal participation of women.

Additionally, our business development training enables better production efficiency, wider networking opportunities and stronger business leadership and team development. Therefore Our work is structured around four areas;

- Digital Platform: Providing a digital platform to connect women entrepreneurs to markets.
- Conducive Environment; Building conducive environment for entrepreneurs
- ICTs in Business: Promotion adoption and use of Information and Communication Technology tools in business
- Economic Empowerment Support: Supporting economic empowerment for women owned and women led enterprises through knowledge sharing

We are working to establish a socio-economic conscious business environment that includes full support of women entrepreneurs that could potentially bring millions out of poverty and reduce an alarming gender income gap seen on the African continent. Women are the corner stone of African economic development and are currently under represented.



Our Vision

To be the leading women's e-commerce provider in Africa by 2025 with over 5,000,000 merchants fully equipped with business, IT and marketing skills with over 50,000,000 customers to support them.

Our Mission

To enable the empowerment and development of women entrepreneurs in Africa by providing cross-cutting e-solutions and technology to provide affordable market accessibility and capacity building.

Our Values

Creativity & Diversity: Discovering and nurturing new ideas and innovations and consistently soliciting diverse perspectives.

Commitment to community & Ubuntu: Recognizing that everyone has a responsibility for the welfare of others.

Legacy: Building lasting value.



WHAT WE HAVE BEEN UP TO

Networking after our Panel discussion on Education for the 4th Industrial Revolution hosted together with Davis College, Rwanda



Women in Tech Web Design Workshop together with Refactory, Laboremus Uganda, under NEF'S Africa Science Week



Our last session on Mentorship and Sponsorship which was part of the Funzi six months Follow up program for women in business which addressed topics including Operations and Strategy, Legal aspects of business, Negotiation, leadership among others.



Hosted our first-ever cocktails and conversations event. It was successful and we plan to do it annually.



Training on leadership and building trust together with Smart girls facilitated by Lindsay Putnam and Amy Newcomb from Dartmouth College in the US

Earlier this year in May, we emerged the winners for the Women in Tech Challenge under entrepreneurship for our support to women entrepreneurs using technology platforms, business training and mentorship after being listed among the top 3 finalists with three other women-led organizations from the Australia and the UK. The Women in Tech Challenge is a platform that recognizes initiatives that have helped improve diversity and promote women empowerment in STEM.



Our COO Peace Kuteesa receiving the Women in Tech Award in Paris, France.

OUR PROGRESS



	Women Reached	Businesses Impacted	Girls Mentored	Events
2018	15,850	759	232	38
2019	16,000	820	300	46

ZimbaWomen is working to create opportunities for women to actively, safely and fairly participate in the economy by providing access to skills and training for women. We believe that a full and robust economy depends on equal participation of women. Through our programs, we increase the participation of women in the economy and help them gain skills needed to take on greater leadership roles in business and entrepreneurship.

THE TEAM THAT MADE THIS YEAR SUCCESSFUL.

OUR TEAM



Sherifah Tumusiime

Sherifah is the CEO of Zimba women. She is a fiery entrepreneur and independent thinker. Sherifah is in charge of developing a business strategy for the company She is a member of the Cherie Blair Foundation Mentorship Program and a 2015 Mandela Washington Fellow



Peace Kuteesa

Peace is the Co-Founder of Zimba Women. She has 10 years experience in security, encryption and internet safety and is a good resource in management of Zimba Mart business and ensuring the security of online transactions.



Mary Helda Akongo

Mary is the Operation and Programs Manager at Zimba Women. She is a recipient of the 25 under 25 award by Internet Society. She ensures ongoing programmatic excellence, rigorous program evaluation, and consistent quality of administration, operations, communications, and systems.



Melisa Joyce Nsibirwa

Melisa holds a Bachelor's degree in Information Technology. She is currently the Operations Associate at Zimba Women. Her professional interests focus on education, technology, socio-economic empowerment and other related development issues.



Cynthia Kyotungire

Cynthia is the Technology lead at Zimba Women. She holds a BSc in Software Engineering from Makerere University, Uganda. She has passion for building women in businesses using technology. She strongly believes in Innovation, Creativity and Entrepreneurship as key pillars in solving developmental challenges. Her passion is training women and equipping them with skills in a bid to unlock their potential.

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