



## POWER Pilot: An Accelerator for Women-Led FP/SRHR Startups in Uganda.

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Providing Opportunities for Women in Entrepreneurship & Reproductive Health = **POWER**

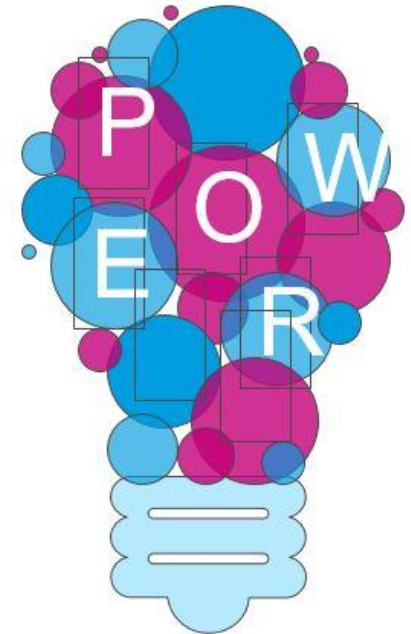


## POWER PILOT - OVERVIEW

**POWER** is a startup accelerator partnership initiative that is funded by DSW and led by our partner, Action for Health Uganda. This nine-month pilot provides training, capacity development, and mentoring for **twelve women entrepreneurs** (18-30) towards the development of sustainable businesses in the fields of family planning and sexual reproductive health and rights (FP/SRHR).

The pilot utilizes DSW's training centre, with training provided by a local organization experienced in female entrepreneurship development. To further support the entrepreneurs, the pilot will develop a **mentorship program** and an **alumni network**. This will ensure that successful graduates have access to ongoing information and services to help expand their businesses.

The pilot will conclude in Feb. 2023, with a **Demo Day** that will showcase these start-up ideas to a wide audience of influencers, media representatives, members of the government, potential investors, and business leaders.



**Project:** POWER (Providing Opportunities for Women in Entrepreneurship and Reproductive Health).

**Timeframe:** 06.2022 – 02.2023

**Partners:** DSW, Action for Health Uganda (A4HU), Capital Solutions Limited.



## POWER PILOT – KEY ACTIVITIES

- Partnership with A4HU in creating an Accelerator to nurture the development of women-owned startups in FP/SRHR.
- Recruitment of 12 local women social entrepreneurs and providing training and mentorship to help them build their startups.
- Increasing the number of innovative startups that expand FP service and product choice to reduce unmet need.
- Strengthening collaboration and networking among different actors by creating a multi-sectorial approach (private, public, and social sectors) to business development.
- Establishing a female-driven mentorship program to assist and guide new entrepreneurs.
- Creating and expanding an alumni network for graduates.
- Developing a Demo Day to raise awareness and build networks.
- Creating job creators – not job seekers – which will impact unemployment.

[VIDEO: Launch of the POWER pilot, Aug. 2022: <https://youtu.be/chnBWq5yl28>]

## FOUR ENTREPRENEURS - ONE SNAPSHOT



**Name:** Joan Patience (25)  
**Startup:** Simply FP App  
**Profile:** An on-demand app that provides accurate information about FP products, contraceptives, and services. It aims to dispel misinformation about FP and counteract harmful cultural beliefs.

- **How:** Using GPS coordinates, the APP enables users to ask questions about FP and receives real-time answers from all health facilities that provide FP information and services.
- **Goal:** My long-term commitment is to change the way sexual and reproductive health is managed in Uganda.

**Name:** Sumayyah Nakimuli Sengendo (27)  
**Startup:** Totler  
**Profile:** Totler is a social enterprise focused on creating social impact for its clients (mothers and babies) and the community at large.

**How:** Our USP is in the provision of SRHR/FP education under the Totler Mother's Campaign. Through educational activities and awareness (e.g. SMS text messages), we prepare our Totler clients (expectant mothers) for childbirth and the postpartum period with SRHR information.  
**Goal:** To develop and help replicate a community-based approach to healthcare by building a network of Totler Mothers.



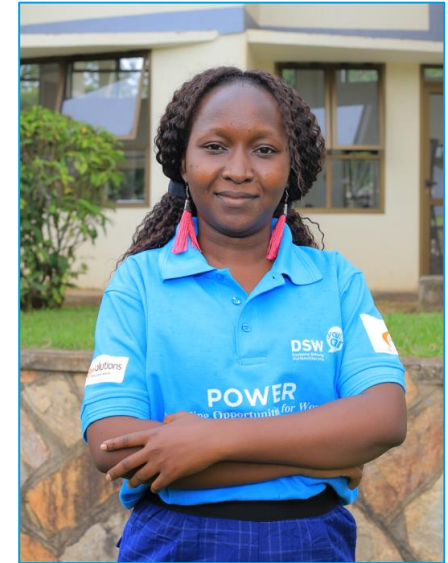
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**Name:** Natukunda Sharon (27)

**Startup:** Green Homeland Initiative (GHI)

**Profile:** GHI supports economically disadvantaged people in rural communities to access clean and affordable solar energy.



**Name:** Florence Nanono (24)

**Startup:** Shetechtive Uganda

**Profile:** Focuses on girls and young women by selling study tablets and laptops via instalments.

**How:** Having an IT background, Rebecca wants to expand her knowledge via this startup to promote gender and digital equality.

**Aim:** In addition to laptops, she will develop digital tools for FP information and access to contraceptives. This will take the form, for example, of a "chat bot" with SRHR audio information in local languages.

**How:** To empower women and youth through urban agricultural practices that are a measure of food security and income generation by integrating SRHR, FP and HIV/AIDS dialogues into agricultural practices and outreach.

**Goal:** To involve all women and youth in environmentally friendly enterprises in Uganda to improve their lives economically.

# MULTI-SECTORIAL APPROACH

The project partners will actively seek to strengthen collaboration and networking among different actors by creating a multi-sectorial approach. To include:

- **Private Sector:** We will be networking individually with established businesses, both from a mentorship perspective, but also a possible funding source. Another aspect of the program includes the involvement of ‘**guest speakers**’ – these are professionals that will be invited to give key discussions to the candidates on areas relating to the program. The pilot Project Officer will work in **mapping businesses and developing contacts** that will be utilised by the program.
- **Academia:** Academic institutions are critical to the tech ecosystem because they represent unique platforms for researching and testing out new innovations, business models and inventions. The Project Officer, will seek out **partnerships with universities and third-level institutions** that can help promote the work of the accelerator, and also the individual enterprises that emerge as a result.
- **Public Sector:** Due to the nature of the health sector initiatives sought after via the accelerator, connections will be established within the public sphere. The level of connection to be made remains to be seen, but will start with a **mapping of the ecosystem** and the opportunities available.





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