

# CiTi launches free Women in Business programme

On 7 April, the Cape Innovation and Technology Initiative (CiTi) will launch the free 'Women in Business' (WIB), as a 10-week programme to help participants develop robust tech strategies, as well as gain useful insight into using digital tools that improve their business practices.



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The initiative, which is jointly sponsored by the City of Cape Town, is part of a venture to empower female entrepreneurs by giving them access to workshops, mentors and tools that will enrich their knowledge of tech and business strategies, as well as enhance their practical business skills.

A number of industry experts will take the stage as guest speakers throughout the programme, such as Hayley Grey from Forge Technologies, Gillian Geldenhuys from 2D Mobile and Chantelle Bowyer from METIS Online Marketing. Topics covered will include Developing a Tech Strategy, Project Management, Financial Strategy, Trends and IT tools, and Digital Marketing, to name but a few.

## Criteria

Women, who wish to be considered for the programme, should meet the following criteria:

- Been the CEO or founder of their own business for no less than a year
- Be using technology in their businesses and must have a desire to learn more
- Have a desire to implement a tech strategy in their business
- Preferably have a least one other staff member

According to the Gender-Global Entrepreneurship and Development Index (GEDI) conducted in 2014, South Africa is still behind many countries in terms of workplace equality. Certain economical conditions, as well as traditional stereotypes, not only make it difficult for more female entrepreneurs to emerge, but to prosper as well.

Dylan Kohlstädt, CEO of Shift One Digital and WIB programme co-facilitator for the second year running, says, “As a small business owner, who is also a mother of two children, I understand the demands placed on women to do it all. While female entrepreneurship is on the rise, there is still a big gap between the number of male versus female-run businesses. The Women in Business programme provides a platform for women to network and share war stories, as well as learn vital tech skills in order to grow their businesses.”

As one of Africa’s oldest tech incubators, CiTi is well positioned to house this ten-week programme, which will guide women business owners in assessing and applying the relevant tech tools to their businesses. Innovation programme manager, Michelle Matthews, says that they are excited about what is in store for the women who join the programme.

“Statistically, businesses that use software and apps to support sales, marketing, data collection and productivity are likely to experience faster growth, both in size and revenue, which is why we believe in empowering women entrepreneurs with an effective tech strategy. We look forward to sharing tips, tools and techniques that will boost these businesses.”

For more information, go to [www.citi.org.za/women-in-business](http://www.citi.org.za/women-in-business), call +27 (0) 21 409 7000 or email [nobuzwe@bwb.org.za](mailto:nobuzwe@bwb.org.za).

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