

# WEVentureScope

## Overview

Over the past decade, policymakers and private sector leaders have recognized the importance of women's economic empowerment as an underutilized driver of productivity and economic growth. In response to this growing recognition, the *WEVentureScope*<sup>1</sup>, developed by the Economist Intelligence Unit and sponsored by the Multilateral Investment Fund (MIF), will be the first attempt to benchmark the specific attributes of the entrepreneurial environments where women operate in Latin America and the Caribbean. The overall goal of this analysis is to understand the factors influencing women entrepreneurs in starting and growing their businesses. The results can be used to identify and eliminate barriers, as well as expand opportunities in the marketplace.

Business Environment	Capacity and Skills
<ul style="list-style-type: none"> <li>● Women's legal ability to interact with the public and private sector</li> </ul>	<ul style="list-style-type: none"> <li>● Existence of public and private programs offering microenterprise technical support</li> </ul>
<ul style="list-style-type: none"> <li>● Women's ability to manage, own, inherit, and control property</li> </ul>	<ul style="list-style-type: none"> <li>● Existence of public and private programs offering SME technical support</li> </ul>
<ul style="list-style-type: none"> <li>● Vulnerability to corruption</li> </ul>	<ul style="list-style-type: none"> <li>● Networks/mentorship</li> </ul>
<ul style="list-style-type: none"> <li>● Security risk</li> </ul>	<ul style="list-style-type: none"> <li>● Educational levels</li> </ul>
<ul style="list-style-type: none"> <li>● Costs of doing business</li> </ul>	<ul style="list-style-type: none"> <li>● Entrepreneurial attitudes and skills perceptions</li> </ul>
<ul style="list-style-type: none"> <li>● Supporting policies for microenterprises and SMEs</li> </ul>	<ul style="list-style-type: none"> <li>● Access to technology</li> </ul>
<ul style="list-style-type: none"> <li>● Public and private supplier-diversity initiatives</li> </ul>	
Access to Finance	Social Services
<ul style="list-style-type: none"> <li>● Ease of financing</li> </ul>	<ul style="list-style-type: none"> <li>● Availability, affordability and quality of childcare and eldercare services</li> </ul>
<ul style="list-style-type: none"> <li>● Building credit histories</li> </ul>	<ul style="list-style-type: none"> <li>● Maternity and paternity leave</li> </ul>
<ul style="list-style-type: none"> <li>● Availability of financing programs for microenterprises and SMEs</li> </ul>	<ul style="list-style-type: none"> <li>● Access to healthcare</li> </ul>

1. Women's Entrepreneurial Venture Scope

Commissioned by



Multilateral Investment Fund  
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The index will assess the environment for supporting and growing women's businesses, from micro businesses to small and medium-size firms. The index will be a dynamic quantitative and qualitative benchmarking model, constructed from over 25 indicators, that measures: the business environment, access to finance, capacity and skill-building opportunities, and the presence of social services.

The index will include:

- A set of qualitative and quantitative indicators that influence women's business growth in Latin America and the Caribbean
- An interactive map that presents overall scores
- A list of country ranks and scores by indicator
- The ability to compare multiple countries simultaneously
- A report with country profiles and key findings about country differences

To increase the relevance and depth of the study, an expert panel was convened, bringing together a group of senior-level specialists in gender and entrepreneurship. The panel featured representatives from academia, government, development institutions, and the private and non-profit sectors, and their comments and insights will be incorporated into the design of the research presented in the index. The provisional indicator list that resulted from the peer panel is shown in the table on the first page and is subject to change pending data availability.

The first edition of the *WEVentureScope* will be launched in early 2013 at the Inter-American Development Bank. *The WEVentureScope* will have a dedicated website, which will provide users with an interactive tool that will allow them to weight various components of the index according to their particular interests.