The Twelve-Trillion-Dollar Opportunity:

More Women Entrepreneurs, Smarter Economy?
Smart SMEs drive a smart economy
Qatar Business Incubation Center (QBIC), and its role in developing Qatar’s private sector

LeanStartup vs. LeanScaleup

QAR 1.9 Million invested = QAR 6 Million revenue generated
We need more women entrepreneurs in our economy
How would you describe a “smart economy”? 

– has a high quantity of transactions and turnover;
– seethes with new enterprises;
– feels favourable to human interests, so it generates intellectual property and creative works;
– is broadly diversified and strongly interconnected, which helps it remain resilient and robust through new events;
– informs policy and regulatory bodies which help it adapt to evolving conditions.
Benefits of having working women in your economy
What is the twelve-trillion dollar opportunity??
The MENA region’s struggle with economic growth, and how women can change this
The economy is a function of human interaction and transaction
How women work and what they need in the workplace
Introducing Leapfrogging, and how it works around the world
The Arab world is predicted to have 7% above the global average for internet penetration by 2018
Why don’t we become the entrepreneurial and employment hub for women
Strengths for working women in the GCC:

- government policies towards diversified economies and greater employment,
- a continuing hydrocarbon income (for the moment),
- excellent internet penetration,
- strong female leadership and examples.
A feminine-friendly economy = smarter economy