



مركز قطر للأعمال
QATAR BUSINESS
INCUBATION CENTER



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