

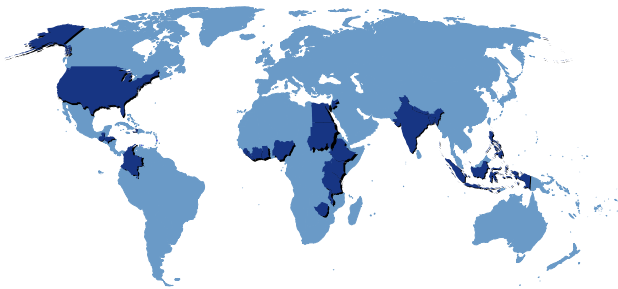


ABOUT OUR FIRM

Strategic Impact Advisors (SIA) is a women-owned global consulting firm with expertise in digital financial services (DFS), digital agriculture, off-grid energy, humanitarian assistance and women's economic empowerment.

Our mission is to provide insightful technical assistance to help people overcome barriers and improve their lives through technology and analysis.

We provide boutique consulting services in emerging markets to donors, implementing partners, the private sector and governments. Our client roster includes organizations such as USAID, GIZ, The World Bank Group, GSMA, WFP and FSD Africa.



SIA team members have provided digital finance and financial inclusion consulting services to donors, implementing partners, the private sector and governments in more than 25 countries over the past 30+ years.

OUR AREAS OF EXPERTISE IN WOMEN'S ECONOMIC EMPOWERMENT



Content Development

We design and facilitate digital financial literacy curriculums specifically catered to women around DFS, entrepreneurship, and the use of digital technology, and train organizations on how to use the content.



Product Design

We help clients design financial products that meet the specific needs of women, backed by research on needs, preferences and usage patterns. We also design roll out and marketing strategies to help launch the products into market.



Research & Analysis

We help clients understand the barriers to women's adoption of DFS and provide recommendations for closing the financial inclusion gender gap. We test and pilot strategies to expand women's access to digital technologies, and help clients analyze the impact on women's lives.



SECTOR: WOMEN'S ECONOMIC EMPOWERMENT

Around the world, we work to advance women's economic empowerment and digital inclusion through research, advisory and technology designed and developed to close the gender gap and transform the lives of women. We also apply a gender lens throughout all of our work.

We look to local market constraints and opportunities to inform the design of our initiatives for women, striving to provide what they truly need to thrive in their roles as entrepreneurs, farmers and household leaders.

RECENT WORK



Deepening Financial and Digital Literacy Among Refugees

World Food Programme (WFP), Uganda, August 2022–October 2022

We supported [WFP](#) in implementing our audio-based digital financial literacy campaign, "[Hey Sister! Show Me the Mobile Money!](#)," under a Bill and Melinda Gates Foundation (BMGF)-funded project in the Nakivale refugee settlement, reaching 44,700 refugees. The goal of this project was to integrate our women's digital financial literacy curriculum as part of WFP's financial and digital literacy training for refugees, aiming to address the persistent gap in financial inclusion of female refugees.



MSME Training: Her Business, Her Future

USAID, DAI, Global, April 2022–December 2022

To increase financial inclusion and digital tool adoption among women-led MSMEs, we developed a curriculum called "Her Business, Her Future." The package includes eight PowerPoint modules on business, digital and financial literacy, and a user guide with instructions on how to use and adapt the curriculum. Material is open source and available in English, French, Spanish and Swahili. This curriculum is an adaptation of Mastercard's "Project Kirana for Women" curriculum. [View materials here.](#)



Women's Economic Empowerment & Financial Inclusion Barriers Analysis

Bill and Melinda Gates Foundation and GRID Impact, Global, November 2021–September 2022

Alongside GRID Impact, we helped the Gates Foundation's Financial Services for the Poor (FSP) team better understand the barriers that prevent women from accessing and using financial services. This work involved researching evidence around the barriers, determining specific segments of women affected by each barrier, and making recommendations on how to address them. [View the microsite.](#)



Smartphone, Smart Business

NetHope/Visa, Ghana, June 2021–April 2022

In partnership with NetHope, we implemented a pilot project to test how reducing or removing the cost of smartphone acquisition can support women entrepreneurs in their businesses. Subsidized packages of smartphones and data plans were provided to 500 urban women micro-entrepreneurs in Ghana. To ensure women were confident and equipped to use mobile services safely, we also preloaded "[Hey Sister!](#)" on the smartphones. Read about the project's learnings [here.](#)