

HOW **WOMEN** **ENTREPRENEURS** ARE USING SOCIAL TO GO GLOBAL FROM **LATIN AMERICA**



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About GIF

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The Global Innovation Forum logo, featuring the words "Global Innovation Forum" in a blue, sans-serif font. A thin orange arc is positioned above the word "Innovation".

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Introduction

Women entrepreneurs are critical drivers of future economic growth and innovation for the economies of the Asia Pacific Economic Cooperation (APEC) forum.

Enabled by the internet, women in the Asia-Pacific are engaging globally to strengthen their local businesses and communities and to overcome the challenges they face founding and growing a business.

Increasingly, social media platforms play a crucial role in facilitating their global journeys.

This report explores the surprising variety of ways that women entrepreneurs and innovators in the Latin American APEC economies (Chile, Mexico and Peru) utilize social media platforms to go global in support of APEC Chile 2019.

A Brief History of Social Media

For the purpose of this report, we define social media tools broadly as internet-based applications that enable users to exchange ideas, create and share their own content, and discover and participate in online social communities.¹ These networks uniquely facilitate online social “communities of practice”² around shared interests and goals, which offer a range of public and private benefits to students, professionals, businesses and citizens.

Today’s platforms have roots in the 1990s when Usnet, an early public access network, helped enable the first online communities of practice around topics from library management to bands like the Grateful Dead.

The 2000s marked the advent of modern social media networks with the launch of services like Friendster (2002), Myspace (2003), Facebook (2004), Orkut (2004), Reddit (2005), YouTube (2005), Twitter (2006), Pinterest (2009), WhatsApp (2009), Instagram (2010) and Snapchat (2011).

Collectively, these, in conjunction with specialized networks like 21 Buttons, GitHub, GoFundMe, Goodwall, LinkedIn, Tripadvisor and Vero, have become so ubiquitous that, increasingly, internet users are social media users.

Globally, ninety-eight percent of digital consumers use social media platforms. In Mexico, 100% of survey respondents reported using social media and maintained an average of 10.4 different social media accounts.³

How social enables global social good: Spotlight on Goodwall

Based in Geneva, Switzerland, social networking platform Goodwall is the leading professional development network for young talent, guiding the next generation as it navigates the future of learning and earning.

Mexico-based high school students Donaxi Madrigal Salazar and Nadia García credit Goodwall, which connects high-achieving students and professionals with universities, employers and peers, with helping them discover Yale's elite Young Global Scholars program.⁴ After completing the program, they were able to showcase their experience and network with other YYGS alumni via Goodwall's social platform. "This has been one of the most gratifying and amazing experiences in my life," Nadia wrote on her Goodwall page.⁵

Separately, Noelia Kleinfercher, a teenager based in Chile, teamed up with Stephanie Páramo, a student at Academia Cotopaxi in Quito and other ambassadors on Goodwall to raise money to help victims of the April 16, 2016 earthquake in Ecuador. The teens utilized the networks they built on Goodwall and social crowdfunding platform GoFundMe to raise more than US\$16,000.⁶

How social enables global from Latin America

Entrepreneurs and innovators from Latin America use social media in a variety of different ways to enable their global journeys.

Students from across Latin America can fundraise for a good cause through apps like Goodwall and GoFundMe; professionals can expand their networks, communicate and collaborate via tools including LinkedIn, Slack and WhatsApp; and micro-brands can build a global customer base over platforms such as Instagram, Pinterest and Youtube.

More broadly, social media increases the visibility of companies and contributes to their ability to engage globally. In a study by the Mercatus Institute of U.S. firms, businesses on Facebook are more likely to export (6.75%) compared to firms in general (4.33%).⁷

Social media platforms offer free and low-cost ways to reach consumers and create global communities of practice, which improves

brand awareness and promotes customer engagement and loyalty.

These platforms also enable innovators and entrepreneurs to mobilize global communities to advance social good, conduct research and connect with new opportunities, as the examples in this report demonstrate.

Dig Deeper

The six women profiled in this report describe the various ways that they are using social to go global from Chile, Mexico and Peru, along with the challenges they face as women in business building and scaling their companies. The entrepreneurs also highlight the importance of government programs and policies to help them start their business and succeed globally.

These entrepreneurs can serve as powerful examples to encourage more women and girls to turn their ideas into realities and participate in the global digital economy.

MARÍA IGNACIA NÚÑEZ

MINKA

Chile

Women's accessories made with industrial scraps by women in vulnerable communities.

Founded in 2012, Minka seeks to empower at-risk women through fashion, design, and accessories. Co-Founders Ignacia and Andrea Núñez were inspired by the skills of the women they met while volunteering in prisons.

Minka uses fabrics and scraps that are discarded by other companies to create their jewelry, hair accessories and more. Headquartered in Santiago, Chile, the company has grown to a team of 18, including 12 artisans and six design and marketing staff.

While the majority of Minka's sales are domestic, they are beginning to expand their global reach. This year they began a new project with American-based Rebel Nell, which Ignacia says is like a sister company to Minka. "We will begin selling 50 products with them in Detroit," explained Ignacia.

Minka launched its e-commerce store in 2015, which Ignacia said they use to sell mainly to Chilean customers. In order to fulfill orders from customers abroad, the team set up an Etsy store with the goal of selling to the United States, Canada and Europe.

The Minka team uses a suite of social media tools, including Facebook, Instagram, Pinterest, Twitter and YouTube, to amplify their story and brand globally.

"Instagram is most important -- it is where our customers are always connected to see more about the brand -- it's like the backstage of the brand," said Ignacia, who has more than 30,000 followers. Most visits to the website are a result of Facebook Ads. Ignacia noted they mainly use Facebook for advertising and found it more efficient than other marketing tools.

"We use YouTube to share videos to educate about the mission and the process of Minka," she noted. The videos show the artisans that work with Minka and give customers more information about how the pieces are created. They also emphasize how purchases benefit Minka's community of artisans -- some of whom are in local prisons.

"The biggest challenge is finding a tool or way to share something that tells the whole story," explained Ignacia. At the moment, they rely on different platforms to tell different aspects



of their story – certain ones to explain how things are made, others to highlight the social impact of their work, and still others to market their products.

She also adds that the time and resources to manage the different channels is significant and difficult with a small team. “We are always looking for new tools and ways to balance helping with sales versus sharing the social aspect of the goods.”

“Instagram is most important -- it is where our customers are always connected to see more about the brand -- it’s like the backstage of the brand.”

Starting a business at 23 in Chile posed its own challenges, forcing Ignacia and her sister to convince people that they were serious business owners. She would tell people that, “I’m a young woman, but I’m not joking.”

Ignacia said she has since learned “the code” for communicating in business settings, but recalled that, when she was first starting out, men could be disrespectful.

“There are lots of tools and programs for entrepreneurs,” said Ignacia, but added that there is still room for improvement. When they were starting out, Minka was awarded funds from the Social Innovation Prototypes Fund and Flexible Assignment Social Subsidy (SSAF), a flexible seed fund created by the Government of Chile for incubators to distribute to entrepreneurs.

ProChile has great resources for businesses that are going global, including funds and connections for startups, but Ignacia says their process can be cumbersome and that it was difficult to connect with representatives, in particular when she was in the United States to work on expanding her business. Her wish? “They have to be more available, and they need to understand the importance of their role to small businesses in Chile.”

JAVIERA GUTIÉRREZ

MUNANI

Chile

Healthy and innovative food products based on Chilean endemic algae.

Chile-based Munani was founded in 2014 with the goal of creating innovative seaweed products with a positive social and environmental impact. Founder Javiera Gutiérrez described that, “we make food products with endemic seaweed of Chile, working with alliances of fishermen and of fair trade and sustainable fishing.”

The traditional business model for harvesting seaweed involved a number of intermediaries. “In the end, the final product that would get to the consumer would be the original price [of the seaweed] multiplied by 29,” explained Javiera.

Munani revolutionized this process by eliminating the intermediaries and working with the communities of fishermen to extract the seaweed and help with processing. Munani’s business model eliminated intermediaries and increased the value of the product to the fisherman and, in turn, their earnings.

Headquartered in Santiago, the core team at Munani is made up of five individuals.

The team also works with several seaweed collectives throughout Chile, including alliances in La Región del Maule and Los Rios.

“We are trying to communicate the value of seaweed and the business model we have through social media.”

“Even though we have a lot of seaweed in Chile and Latin America, people do not eat it much,” noted Javiera, “and for that reason we want to get [Munani] to international markets.” The Munani team had planned to expand globally last year, with a full export plan ready to go, but decided to pause and focus more time on R&D and developing products to be more impactful in international markets.

Javiera has her sights set on the United States and Asia as priority regions to expand their global presence, but cautioned that the



cultural differences will take some time to navigate. Her goal is to get Munani's chips into a chain of mini-markets, potentially starting on the West Coast of the United States.

Javiera and her team rely on social media to dispel a common misconception about seaweed in Chile and to educate adults and kids about the value of their products and business.

"We are trying to communicate the value of seaweed and the business model we have through social media," said Javiera. Instagram is one of the most important platforms in building their brand and communicating with their audience about their edible seaweed products, including their origin, nutritional value, the positive social and environmental impact of their company and, most importantly, the fact that their products taste good.

Analytics is another aspect of social media that the Munani team is using to better understand its customers, but Javiera says

it is "something we should be doing more intensively." The team is working to develop a plan to more effectively manage and use this information.

Munani has seen strong adoption by brick-and-mortar stores including Cencosud, but "selling through social media and internet platforms is still not as strong as we would like it to be," said Javiera. She notes it is an area where they see lots of potential. The biggest challenge is acquiring the knowledge to use the tools and finding the resources within a small team that can devote time to learning and managing the platforms.

As a woman entrepreneur and business owner, Javiera notes one of the challenges is the fact that the business world in Chile has been mostly dominated by men. She observed that women are increasingly taking the reins of entrepreneurship in Chile and that is inspiring for her.

Munani has received multiple grants from the Chilean government since they started, including a current project they are working on with an investor to develop a scaling strategy. "We received a lot of help from the Chilean government," said Javiera, "mainly because of the social nature of our business."

Javiera gives high marks for the changes that the Chilean Government has made to its programs focused on entrepreneurship over the past year. "They are trying to create a strategy which allows companies that have been supported by the government to finally take off and be able to grow on their own," she explained.

CARMELINA RAMÍREZ

KARZI ACCESORIOS

Mexico

Artisan accessories, whose objective is to enhance Mexican art through the international distribution of their crafts.

Located in the city of Pachuca in the state of Hidalgo, Karzi seeks to promote the use of handmade accessories and garments inspired by Mexico's art and culture.

Carmelina Ramirez founded Karzi to emphasize the value of talented artisans in Mexico in crafting unique, culturally-important clothing and accessories.

She credits social media with enabling customers in Mexico and around the world to discover her small company. "Without a doubt, Facebook has been the platform that has made us known, and thanks to this platform we were able to grow our small business," she noted.

Carmelina emphasized that social media platforms helped Karzi tell the story of the particular value of her products and the artisans who make them. "In our social platforms, we place great emphasis on transmitting our philosophy of fair trade, respect for the craftsmanship of each of our employees and cordial treatment for our customers and craftsmen," she said.

She has started the process of engaging in

global markets, making social commerce sales mainly to Mexicans living in the United States and Europe using Facebook and payment solutions like PayPal or Western Union. Customers can go online, see photos of garments and jewelry on Karzi's Facebook page, communicate with Karzi over Messenger, customize pieces to ship abroad and pay with online payment tools.

Carmelina sees the potential of global markets to boost Karzi's business further. At the moment, however, Mexico's market is largely responsible for supporting the growth of the business.

Like other digital-first brands around the world, Karzi faced a challenge getting their products physically in front of customers.

"Our products are characterized by being 100% handmade and this makes our customers want to see the products in person, feel the textures, try the fabrics, see the colors," Carmelina observed. She decided to open a physical store to improve the customer experience with her brand.

Carmelina noted that social marketing tools have played an important role in reaching new customers and driving them to Karzi's physical showroom.

In addition to their showroom, Karzi operates a clothing workshop and maintains a network of women artisans throughout Hidalgo, employing 17 people across the state.

Her team relies on Whatsapp to communicate and a suite of other global technologies, including PayPal, mobile bank card apps, email, and Google Maps, to run her business and serve local and international customers.

Carmelina counseled that small businesses should use free platforms that allow you to reach potential customers and to take a good look at international markets. "Analyze carefully the international markets you want to reach in order to offer products that meet the quality that is required in different countries and above all that they fulfill the taste of customers from other parts of the world," she advised.

Challenges around tariffs and customs clearance remain key concerns as Karzi looks to expand its own international footprint. She cautioned that postal services can lose or mistreat packages, and that tariffs can be high for customers, who are not willing to pay them. Lowering tariffs would allow Karzi to reduce the production and sales costs of their products, she said.

More broadly, Carmelina notes that she faced challenges starting a business in Mexico as a young woman. One of the biggest challenges she faced was reaching communities far from Pachuca, where there were safety concerns or where it was difficult to access very marginalized villages.

She also noted access to bank and government financing can be difficult to secure as a woman. "There are government financing programs that allow resources to be used for equipment or growth of companies; however, the process is tedious if you do not have the necessary knowledge, which makes it difficult for anyone, especially indigenous people, to access them," she observed.

Carmelina urged governments to generate creative strategies to enable more entrepreneurs to discover their support programs and to promote economic incentives and export promotion programs to help small businesses reach international markets.



CLAUDIA DE HEREDIA

KICHINK

Mexico

E-commerce platform connecting over 45,000 merchants with global customers.

“We founded Kichink because we believe e-commerce is able to democratize the tools to thrive in the economy. In the same way the internet democratizes information, we believe that e-commerce can do that to help people make money,” explained Claudia de Heredia, Co-Founder and COO of Kichink.

Based in La Condesa, Mexico, the company employs approximately 50 people and empowers over 45,000 merchants in Mexico through its e-commerce platform.

“Overseas markets are 20 percent of our sales,” said Claudia, “and the most important market for us is the United States, making up roughly 30 percent of all international sales.” Argentina, Colombia and Chile are other key markets for Kichink’s merchants. Claudia also sees potential in Asia, but notes that the sheer distance of those markets makes it difficult.

Kichink has been able to grow organically since it was founded in 2013 thanks to social media. “We have relied on social media – not only our social media channels, but our merchants’ social media as well,” Claudia shared.

For example, Mexico City-based Xamania Eco-skincare uses Instagram, Pinterest, Facebook and Twitter to advertise products on its website, which utilizes Kichink’s marketplace and technology.

“We have relied on social media -- not only our social media channels, but our merchants social media as well.”

Facebook and Instagram have been most important to Kichink’s marketing and ability to grow its global community. “We have different strategies for our different social media channels – Facebook, Instagram and Twitter – and it depends not only on the type of product, but also on the audience” they are trying to target.

“LinkedIn has been vital to us for hiring

purposes,” she said, adding that the best hires they have made are either through an existing employee referral or through LinkedIn.

Social media tools play an important role in Kichink’s communication with its merchants, global customers and internal team.

The company uses Whatsapp as a customer support channel, which enables personalized support to different merchants, including delivering alerts about promotions that they should push over their own social media channels. For customer support, Kichink is working to incorporate Whatsapp with artificial intelligence, because “it would otherwise not be manageable.”

“We also use social media channels to promote merchant acquisitions,” Claudia

explained. Through platforms like Facebook and Instagram, Kichink can talk about the benefit of their model, how cheap it is for merchants to manage their e-commerce, and how efficient it is to sell online.

Kichink has won eight grants from the National Institute of Entrepreneurs in Mexico and is expanding its global presence, but Claudia notes that as a woman entrepreneur it has not always been easy to grow her business, observing that chauvinism lingers in Mexico. “I have had challenges with merchants, leaders of industries and investors taking me seriously.”



AMPARO NALVARTE

Culqi

Peru

Fintech startup simplifying payments in Latin America.

Founded in 2013, Peruvian based startup Culqi is working to simplify payments in Latin America and empower entrepreneurs and businesses to improve their results through technology.

While at university, CEO and Co-Founder Amparo Nalvarte and her classmate (and Co-Founder) Nicolas di Pace noticed a problem in Latin America: Most transactions were conducted in cash and online businesses were losing out on sales. “Our goal is to democratize [payments] technology and open new channels for companies to grow,” she explained.

Culqi focuses on simplifying the payment experience for the user, resulting in improved sales conversions for digital merchants and e-commerce businesses.

The platform connects customers with different payment gateways, allowing businesses to simplify the payment experience and provide a wider array of trusted options. Culqi also takes pride in offering a solution that is developer-friendly, making it easy for companies to incorporate and adapt its

service into different platforms.

The company, which employs 40 people, has been growing rapidly in Peru and is on track to expand to Chile, Colombia and Bolivia, enabled by a seed round of funding.

“We have found and worked with developers on different social media channels, like Facebook and Github.”

“We saw how in the United States and EU payments were simple and how the challenges we face here in Peru are the same across Latin America,” Amparo shared.

She highlighted that Bolivia is especially important to her company’s regional expansion as, “it is a small country and we can be one of the first doing online payments there.”

Social media has been an integral part of Culqi's growth. "We have found and worked with developers on different social media channels, like Facebook and Github," said Amparo.

In particular, she called out the role of Github, a platform that enables users to host, develop and collaborate on open-source software projects, as a critical social network for developers. Culqi's team can share their API, and enable others to view their products and to engage their brand.

Amparo also highlighted the role of tools like Facebook and Instagram for educational purposes, where her team posts a range of tutorials relevant to their community. For instance, "we use them to explain about protecting against fraud in e-commerce," she said. More broadly, these platforms "allow us to highlight who we are and what we are doing," Amparo explained.

"The biggest challenge for a startup is receiving capital - both for men and women founders," highlighted Amparo. Amparo said that it is difficult to balance the need to raise capital while continuing to build the company

and maintaining a cohesive team.

Startup Peru has been a great resource for Culqi, who has received a number of awards thanks to their programs. The team is now looking to apply for a new round of support as they begin their global journey. Amparo says it can be a bit of a chicken and egg situation when it comes to qualifying for the funds to go abroad. The program requires startups to have a certain level of revenue, yet startups are often looking to go global to do just that.

In addition to capital, information is key when taking a company global. "We were supposed to be in 3 countries this year," Amparo said, highlighting difficulties accessing information about the markets as a key reason for postponing. She noted that resources to help understand new markets is essential in order to connect to the ecosystem and shorten the time it takes to be up and running.



IORELLA TORRES

ONHelp

Peru

Peruvian platform that allows anyone to donate to an NGO project of their choice through digital volunteering.

Peruvian startup ONHelp allows any person or company, including universities and NGOs, to fund charity projects, without needing money.

Headquartered in Lima, Co-founder and CEO Fiorella Torres leads a team of seven individuals. The company transforms hours into money that are accumulated after clicking on “Donate” on its website and from any device (laptop, CPU or smartphone).

Through ONHelp’s web page, a digital volunteer can sign in using Facebook or Gmail. Once logged in, a small part of the unused computing power of the volunteer’s device is utilized by ONHelp to obtain cryptocurrencies. You can use your device without any problems and it is totally secure. The cryptocurrencies are then converted into local currencies through exchange platforms to fund the charity projects.

ONHelp is currently working to support two NGO projects: One to install chlorination systems in Peru and another to provide an adequate quality of life to abandoned puppies in Chile.

These social projects are accessible by the web platform from anywhere in the world.

“There is not much of a donation culture in Latin America,” explained Fiorella, who said there is a potential market in Europe, Canada and the United States where that culture is more prevalent. ONHelp is currently focused on Lima and Santiago, in places and projects that urgently need help. Fiorella added that “it is very easy to be global because we don’t have to physically be there.”

ONHelp uses different social platforms to connect with volunteers to educate them on how the platform works and how they can fund charity projects by donating hours.

“To communicate with our data volunteers, our B2C channel, we mainly use Facebook and Instagram,” shared Fiorella. “People that go to our webpage and want to help can learn more about the different projects and about how to donate,” she added.

Fiorella says they have begun using LinkedIn to pursue a B2B strategy, using the platform to connect with fundraising organizations and

“It is very easy to be global because we don’t have to physically be there.”



larger companies that have shared corporate social responsibility goals.

YouTube videos linked to their website offer up more detail and background on how digital volunteering works and the team behind the concept.

The ONHelp team is able to gain valuable feedback from the different social media platforms. Using Google’s data analytics, Fiorella and her team have been able to learn about how many people visit their website from social media platforms, how much time they spend on the site, and which projects are most popular.

Other tools provided by social media platforms “allow us to know a little bit about our customers and viewers like how many impressions we get or reactions to certain posts,” Fiorella shared.

Fiorella sees dissemination of the project, lack of knowledge of cryptocurrencies and regulatory matters being the biggest challenges going forward. “We have to be as transparent as possible,” Fiorella noted, to explain clearly to governments and users how

ONHelp functions as they anticipate potential future regulations.

Government programs, like Start-Up Chile, have been key to ONHelp’s success. Fiorella said her participation in Startup Chile’s the S Factory (TSF) program for female entrepreneurs helped mitigate some of the challenges women entrepreneurs face growing a business on their own. “The moment you start looking for more funds, it becomes very hard as a woman,” she added.

While Peru has a similar program, Fiorella explained that it is not as dynamic as the Chilean program, it takes a long time to disburse funds and doesn’t open its doors to entrepreneurs from other economies.

“Start-Up Chile is a top accelerator of Latin America because they have opened the doors to the world,” Fiorella explained, adding that they give startups street cred and access to its strong network, contacts and funds.

Takeaways

The Many Ways Entrepreneurs and Innovators Utilize Social Networks

The experiences of these entrepreneurs, along with other evidence, suggest a variety of ways that social media can help innovators succeed globally:

Improving Marketing and Brand Awareness

Social media platforms offer free and low-cost ways for consumers to discover and interact with companies. According to one survey, forty-two percent of consumers use social media to research products to buy, and a quarter of adults under 34 years old surveyed say they would be more likely to purchase a product that receives positive feedback on social media.⁸ In Chile and Mexico, according to another survey, 40 percent of internet users indicate a YouTuber recommendation influenced a purchase.⁹ Maria Ignacia Nunez, Founder of Minka in Chile, highlighted the important role of Instagram in sharing information about the brand. With customers always connected, it is an easy place to connect and offer a “backstage view of the brand.”

Increasing Global Visibility

Social networks create global communities of practice that connect entrepreneurs, innovators and citizens to partners, funders, peers and opportunities. Fiorella Torres of Peruvian-based ONHelp explained how, thanks to social media platforms and other digital tools, it is “very easy to go global” since

you don’t need a physical presence.

Engaging in Social Commerce

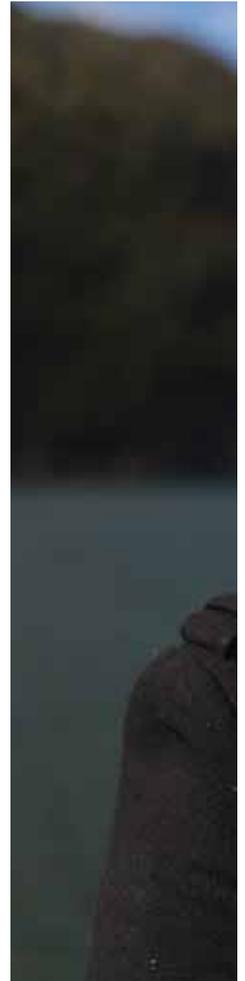
For years, social media channels have been used informally by some small businesses to facilitate online sales directly. Carmelina Ramirez described how she uses the Facebook page for her company, Karzi, as a platform to sell her unique clothing and accessories to global customers. Today, social commerce tools are becoming even more robust, with companies including Pinterest and Instagram adding options to purchase from posts directly using their app or page, aiming to further reduce the friction associated with converting users into buyers.

Boosting Hiring Outcomes

Social professional networks like LinkedIn rank first as the source of quality job hires, in front of internet job boards and employee referrals according to one survey.¹⁰ Claudia de Heredia, Founder of Mexico-based e-commerce platform Kichink, flagged that LinkedIn has been one of their key sources of quality hires.

Enhancing Customer Service and Team Communications

Every business profiled in this report mentioned Whatsapp as a primary tool for internal communication, and many used to provide support to customers. Businesses also use Facebook Messenger and other





online social apps to communicate internally or to improve customer service. In Peru, one survey suggests that more than 80 percent of employees who use social media at work do so to communicate with co-workers or clients.¹¹

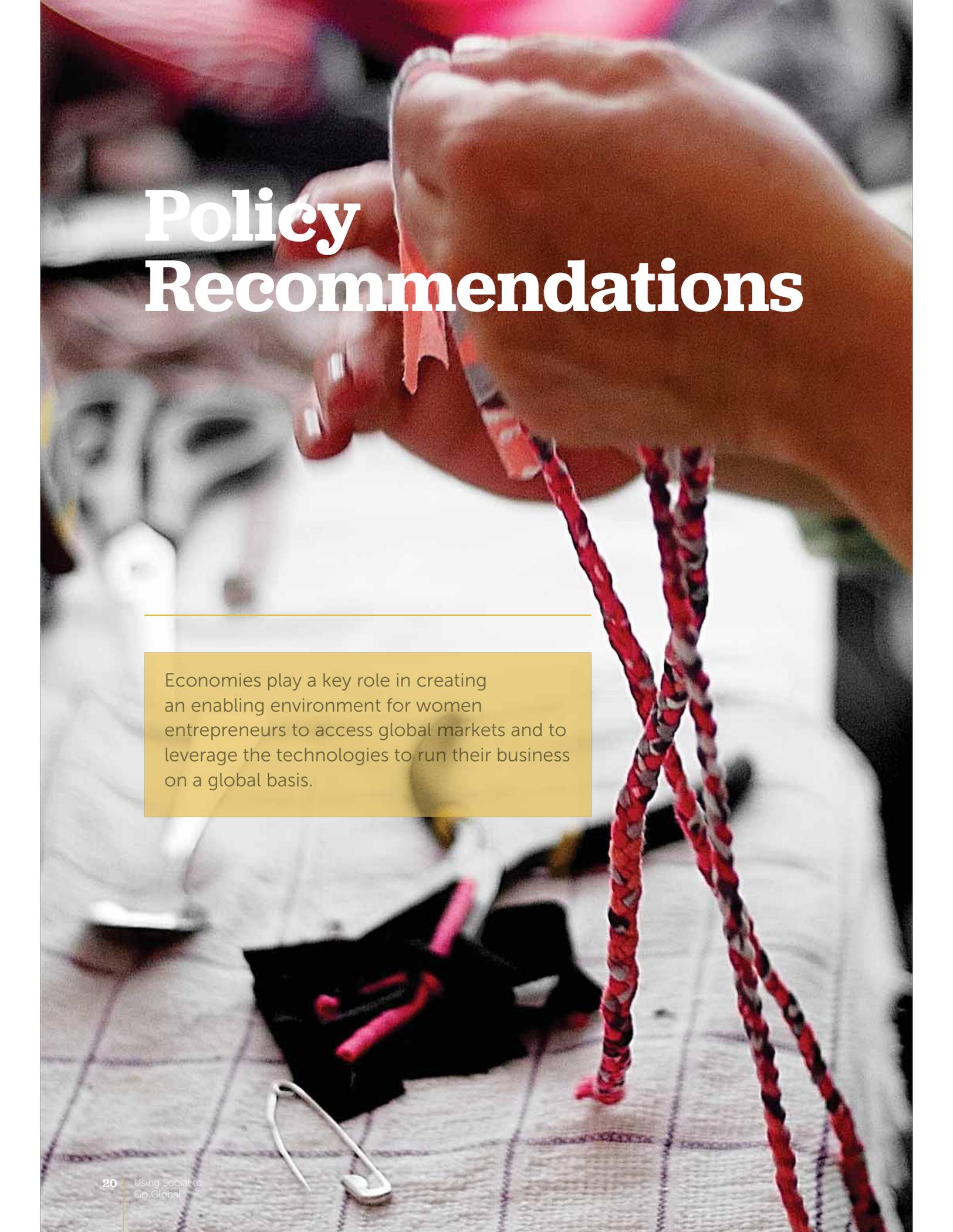
Advancing Social Good

Social networks like Facebook, GoFundMe and Goodwall permit entrepreneurs to innovate and mobilize to advance social good. Fiorella Torres, Founder of Peruvian-based ONHelp, connects with digital volunteers globally in order to support NGO projects - including to provide clean water to communities in Peru.

Conducting Research and Analytics

Social media can also be used for research purposes. For example, researchers combined data from the Center for Disease Control and Twitter to reduce forecasting errors for the flu by 17-30%. Social media trends can also be used to locate and respond to natural disasters, which can provide critical information for citizens and reduce emergency service response times.¹²





Policy Recommendations

Economies play a key role in creating an enabling environment for women entrepreneurs to access global markets and to leverage the technologies to run their business on a global basis.



1. Rules to ensure access to the global digital economy.

Public policy should enable an open internet, cross-border data flows, business and consumer choice of preferred web-based services and applications, as well as promote interoperable regulatory regimes for cybersecurity, consumer protection and privacy.

2. Non-discriminatory access to technology:

Economies should maintain non-discriminatory market access for global technologies to enable businesses and consumers to access their choice of services. Small businesses rely on an entire ecosystem of digital tools, including social media tools, payments, logistics, cloud storage, telecommunications, and other digital services, to access global markets and run their business on a global basis. (Students, researchers, consumers and citizens rely on these technologies as well.)

3. Policies that facilitate women's and men's equal access

to tools, opportunities and resources offered by economies and that prioritize support for women-owned business' full participation in global markets.

4. Innovative practices and programs to support startups and small businesses

as they internationalize. Economies around the world maintain trade promotion programs, digital skills training, and initiatives aimed specifically at helping entrepreneurs and women-owned businesses, but these programs vary in their scope and effectiveness. In addition, many entrepreneurs are unaware that such programs exist. Economies should further develop resources for trade promotion, digital skills training and startup and small business promotion, and make them more accessible to entrepreneurs.

APEC can serve as a catalyst to drive consensus around these critical policy areas in Chile 2019 and beyond. Economies should prioritize work to enable women's global entrepreneurship throughout APEC, including by:

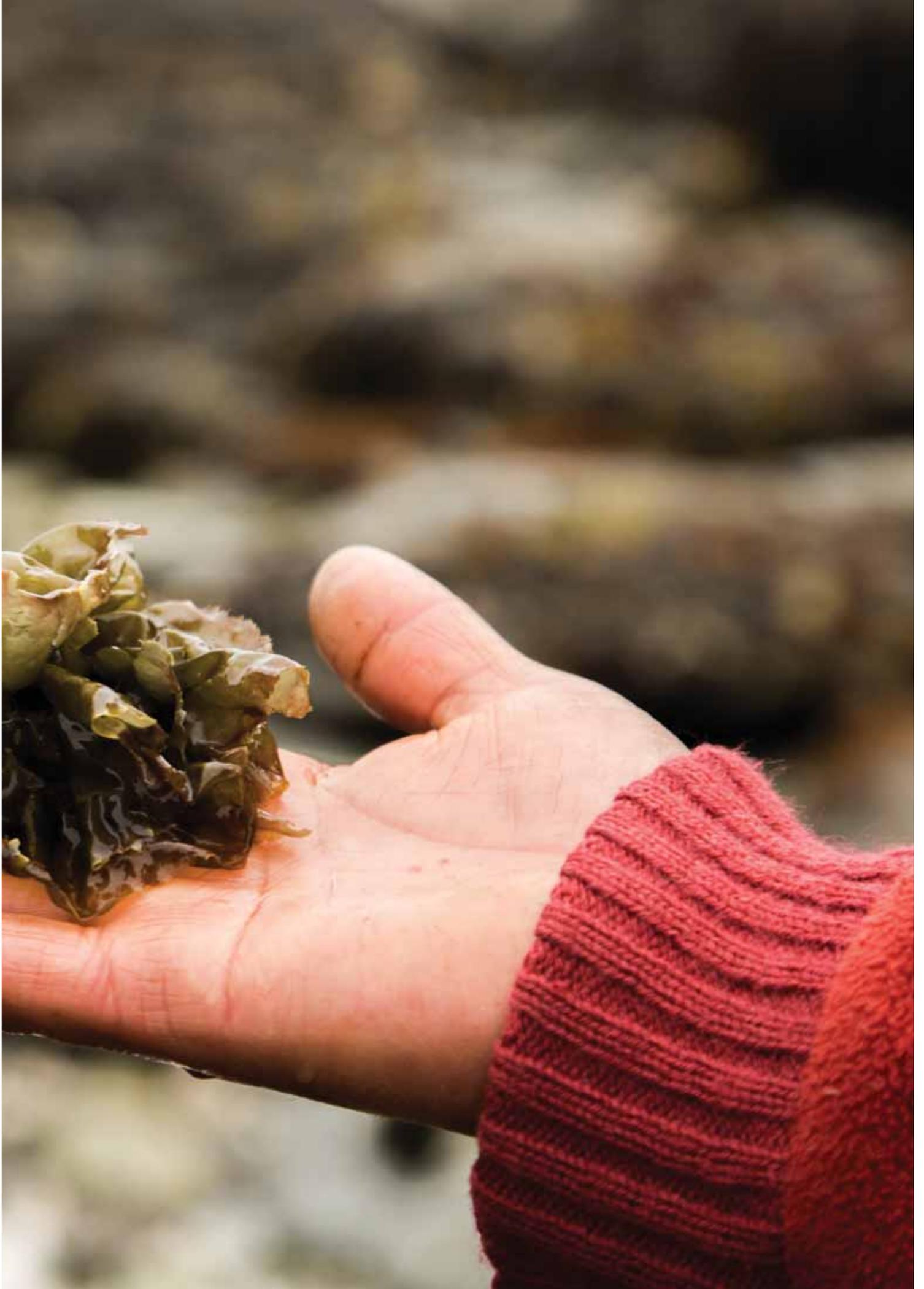
1. Further developing future APEC workstreams to facilitate digital trade;

2. Building out APEC Pathfinder Initiatives, including the Pathfinder on a Permanent Customs Duty Moratorium on Electronic Transmissions, the Pathfinder on Building Blocks for Facilitating Digital, and the Pathfinder to enhance supply chain connectivity by establishing a baseline de minimis value;

3. Exploring new opportunities for APEC's Small and Medium Enterprises Working Group (SMEWG) to conduct workshops and share experiences of women entrepreneurs and the role of digital trade in the success of small businesses. In addition, the SMEWG has a unique opportunity to facilitate an exchange among economies about the best practices for trade promotion and startup programs to enable women's entrepreneurship and SME access to the global economy;

4. Ensuring future host economies continue to prioritize enabling women entrepreneurs, small businesses and digital trade, including by building on Chile 2019 tracks including Digital Society and Women, SMEs and Inclusive Growth.





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Pictures

Cover (from left to right): KARZI, Munani, ONHelp, Kichink, Minka, Culqi
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