In Mexico, Pro Mujer partnered with Fondation CHANEL to provide underserved women access to microcredit services, financial literacy workshops, and basic healthcare screenings, enabling them to become financially independent, healthy, and self-confident.

Fondation CHANEL is supporting Pro Mujer in Mexico to expand its services to women living in remote areas in three low-income communities around Mexico City: Iztapalapa, Tultepec, Ecatepec, Xochimilco and Montevideo.

At the end of the project, Pro Mujer will:
- Increase access to microcredit services for 6,000 women in three underserved areas in Mexico City.
- Improve access to economic resources and entrepreneurship opportunities.
- Increase the number of women who report their living standards and self-esteem has improved over the course of the project.
- Improve women’s overall health in each community, through preventive healthcare and screenings (Body Mass Index (BMI) measurements, hypertension tests, diabetes screening).

JP MORGAN

Learning from Failure: Strengthening Women-led Microenterprises in Mexico

- In Mexico, Pro Mujer partnered with J.P. Morgan to leverage learnings on the main failures of micro-entrepreneurship, based on research conducted by the Failure Institute on PM’s previous project in 2017, “Empowering Women’s Entrepreneurship in Mexico”.

- Pro Mujer and J.P. Morgan aim to reduce the number of two of the four causes of failure reported by The Failure Institute:
  1. The impact of relocation on entrepreneurs with limited networks
  2. Insufficient business training, especially on Finance & Strategic planning

- The project seeks to improve the lives of 250 women entrepreneurs from two Pro Mujer Centers, in both Tultepec and Jardines de Morelos (Ecatepec), both located in the metropolitan area of Mexico City, while benefiting their children and families.

- The key components of the program are:
  1. In partnership with FUNDES, Pro Mujer will provide business development training to 250 clients, with a focus on finance and strategic planning.
  2. 50 women from this group will receive individual support (in their business) from a FUNDES consultant.
  3. 250 women entrepreneurs will be connected to existing local and national networks to expand their contacts and client base, using social media.
Early stage impact-investing

- New Ventures Group (NVG), with support from USAID and in partnership with Pro Mujer, launched VIWALA, a new non-bank financial institution for high-impact early stage small and growing businesses (SGBs) in the “missing middle”. The overarching goal of VIWALA is to finance early-stage SGBs with significant social and/or environmental impact in Mexico, offering them a new flexible financing mechanism that makes it easier for them to access financing.

- Under VIWALA’s investment framework, a key secondary focus of VIWALA is to apply a gender lens throughout the investment process and to catalyze economic gains and empowerment for women and girls. VIWALA will channel a significant portion of investments to high-impact businesses that are women-led and/or focus on gender impact. Through VIWALA’s example, the group aspires also to pave the way for further gender lens investing throughout Latin America.

- Of the 130 social entrepreneurs who were identified and accelerated, 30 entrepreneurs were trained on financials, of which eight women-led entrepreneurs were funded through Viwala.

Expanding women’s access to health services

- In Mexico, Pro Mujer partnered with CIMIGEN (Maternal and Child Research Center of the Birth Study Group) to expand women’s access to health services in Mexico’s Iztapalapa and Tláhuac areas. CIMIGEN also trained Pro Mujer health personnel, including workshops on important health issues.

- In Mexico, Pro Mujer partnered with FUCAM (Fundacion para el Cancer de Mama) to conduct awareness campaigns on breast cancer detection, through mammograms and ultrasounds. The services were delivered via FUCAM’s mobile vans throughout Xochimilco and San Cristobal regions, bringing the services directly to Pro Mujer beneficiaries.
Partnership for New Health Information System and Patient Apps

After a successful pilot of ClickMedix in Peru, Pro Mujer continues to advance its partnership in Mexico, in order to create a new health information system and a series of digital patient applications.

ClickMedix is an all-in-one, mobile-powered disease management platform that delivers high-quality end-to-end client care to improve client outcomes. The system has been deployed in 21 countries in Africa, Asia, Latin America, and North America, serving 500,000+ clients (with 2M+ to be added in 2019) addressing a variety of diseases, including primary health concerns and chronic health concerns such as diabetes, heart disease, cancer, and other diseases requiring ongoing management. The platform can screen clients for risks, connect with diagnostics devices & services, build up client registries, and track clients over time to ensure longitudinal health monitoring and management, address disease relapses, as well as facilitate adherence to clinical treatment guidelines.

As a result of Pro Mujer’s employee innovation contest, Pro Mujer designed and built a diabetes prediction tool to be launched through Pro Mujer’s existing mobile application, “Pro Mujer en Tus Manos”. Thank you to Lenny Sanhueza, Health Manager in Bolivia for the idea of a virtual health assistant!

Pro Mujer will monitor patient adoption and satisfaction with this tool, allowing us to detect diabetes risk at a fraction of the cost of our traditional basic screening model.