



South-South Series: Empowering and Growing Women-led Business

Session 8: Artificial intelligence for women entrepreneurs

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AI for Women Entrepreneurs: Unlocking Opportunity, Inclusion & Growth

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Why AI Matters for Women Entrepreneurs



Practical Use Cases for Women - Led Businesses

- **AI is transforming how business operate, compete and scale**
- **Enables:**
 - **Automation of repetitive tasks**
 - **Better customer insights**
 - **Improved decision making**
- **Opportunity to level the playing field for women-led businesses**



Barriers & Challenges





Barriers & Challenges

- Limited access to AI education and digital skills
- Cost and infrastructure constraints
- Data privacy and trust concerns
- Gender bias in AI systems



Ethics, Governance & Inclusion



Ethics, Governance & Inclusion

- Ethical AI: fairness, transparency, accountability in how systems are designed and used
- Governance: need for systems that protect data, ensure privacy and instill trust
- Inclusion: diverse representation in AI development to reduce bias and ensure relevance
- Women must participate not only as users - but as designers, leaders and decision makers.



Call to Action - Building an Inclusive AI Future



Call to Action: Building an Inclusive AI Future

- **Invest** in AI education for women entrepreneurs
- **Build** partnerships (public + private + NGOs)
- **Encourage** experimentation and adoption at all levels
- **Create** networks and mentorship opportunities



AI should not widen inequality - it should close it.

And women entrepreneurs must be at the centre of that transformation.



Thank you

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