



Women's World Banking

Tom Jones

## **Barriers Women Face**



**Digital and  
Financial  
Literacy**



**Access to  
Mobile  
Phones**

## **Fundamental Truths About Women**



**Convenience**

**Confidentiality**

**Security**

## **Fundamental Truths About Women**



**Convenience**

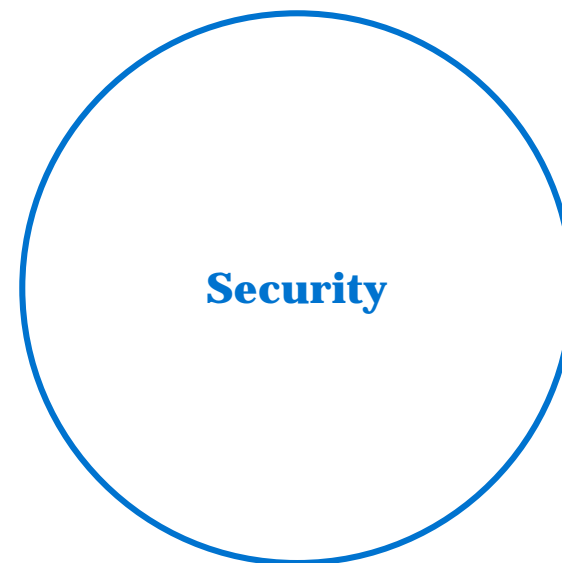
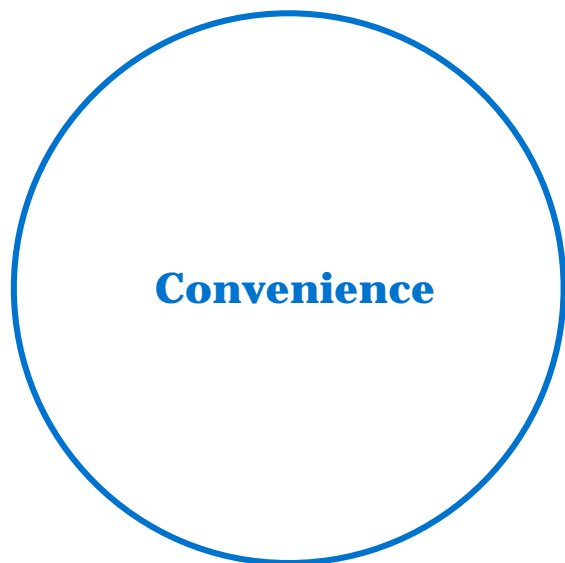


**Confidentiality**

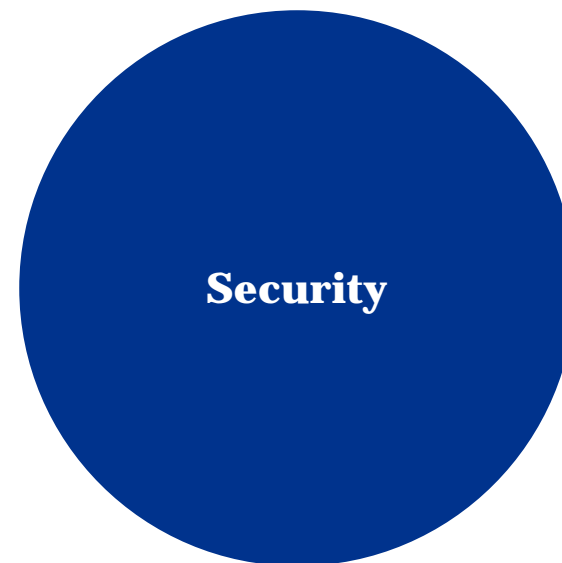
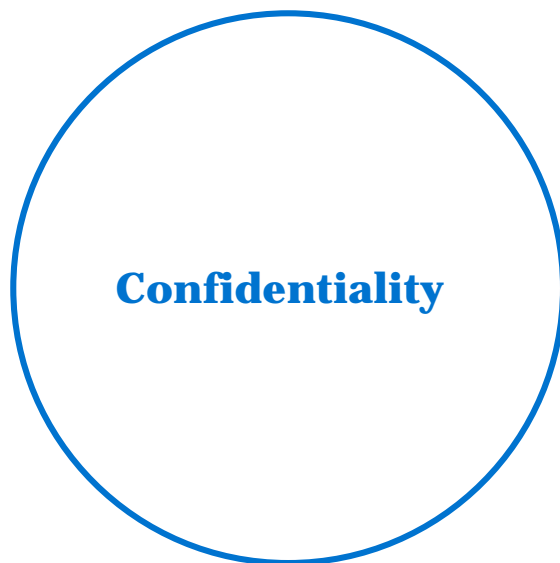
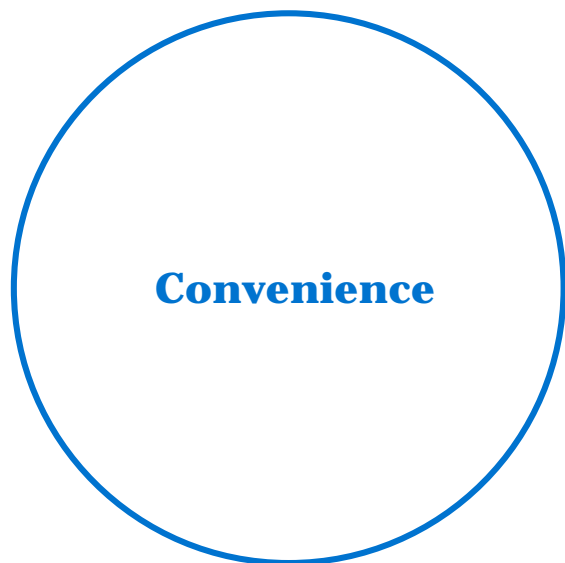


**Security**

## **Fundamental Truths About Women**



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**Acquisition isn't the holy grail**

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**It isn't rocket science**

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**Learn from your elders**

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**Don't Forget  
about 50% of  
your Potential  
Market**

A circular frame containing a close-up of hands weaving on a loom. The hands are positioned to manipulate a bundle of threads, with a vibrant green thread being prominent. The background shows a colorful, patterned fabric with red, blue, and yellow floral motifs. The text "Gender Diversity Works" is overlaid in the center of the circle.

**Gender  
Diversity  
Works**

A circular frame containing a close-up of hands weaving on a loom. The hands are positioned to manipulate a bundle of threads, including a prominent teal thread. The background shows a colorful, patterned fabric with floral and geometric motifs in red, blue, yellow, and green. The text "Design for the Digital Journey" is overlaid in the center of the frame.

**Design for the  
Digital Journey**



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