



ElevateHer

A Gender-Inclusive Information and Innovation Platform for Women

DESIGN EQUALITY SUBMISSION



THE CHALLENGE

Problem Statement

Women remain excluded from leadership and economic power not from lack of capability, but lack of access to critical knowledge and informal networks.

Information as Gatekeeping

Women expected to "already know" professional systems despite historic exclusion

Implicit Bias

Leadership and authority stereotypically associated with men

Missing Mentorship

Women lack guidance on advancement and career navigation



Systemic Barriers to Economic Participation

Information Asymmetry

Functions as a gatekeeping tool across education, innovation, finance, and governance

Result: Participation doesn't translate into power or long-term impact

Economic Inequalities

- Higher costs in consumer financing
- Discriminatory lending practices
- Reduced access to credit and assets
- Unfavorable terms in auto and housing markets
- Forced reliance on informal savings mechanisms

Women are excluded not only through overt discrimination, but through systematic denial of information, exposure, and social capital.

WHO WE SERVE

Target Users



Students & Early-Career Professionals

Women with technical skills but limited access to informal networks and unwritten rules



Innovators & Entrepreneurs

Women constrained by information gaps around funding, market access, and business growth



Program Graduates

Women exiting training without clarity on next steps or leadership pathways

Expanding Access and Support



Women Mentors & Leaders

Share experiential knowledge and demystify opaque systems

Educational Institutions

Improve retention, progression, and leadership outcomes for women

Researchers & Policymakers

Generate insights for evidence-based policy and gender-responsive programming

In Practice

The initiative supports women navigating complex financial systems, facilitates mentorship connections, and enables institutions to identify and reduce gender gaps where women disengage due to lack of information or support.

The Solution: ElevateHer Platform

A curated, gender-aware digital platform addressing systemic information gaps that prevent women from translating participation into long-term leadership and economic outcomes.



Relevance & Clarity

Intentionally curated to reflect women's lived realities and sector-specific barriers



Decision Support

Structured around real-world choices at critical transition stages



Actionable Knowledge

Reduces uncertainty and enables informed decision-making



Platform Features



Centralized Information Hub

Aggregates resources on innovation, entrepreneurship, financial tools, and career development



Mentorship & Role Models

Connects users with women leaders across sectors for experiential knowledge



Pathway Mapping

Visual outlines of next steps following degrees, training, or innovation challenges



Community Engagement

Moderated peer discussions and Q&A spaces for collective knowledge exchange



Gap Visualization Tools

Surfaces disparities in participation and outcomes for data-driven program design

User Journey

Before ElevateHer

Woman completes training and searches scattered resources finding unclear information hence loses momentum and confidence

With ElevateHer

01

Completion: Registers on platform

02

Personalization: Fills interests and goals

03

Tailored Paths: Receives recommendations

04

Mentorship: Connects with mentor

05

Action: Takes concrete next steps

This story transforms uncertainty into clearer choices and supports women beyond initial participation.

Impact Statement



Short-Term Impact

Challenges internalized barriers, reinforces confidence and belonging, enables informed decisions



Long-Term Impact

Dismantles belief systems associating leadership with men, disrupts glass ceiling, normalizes women in decision-making



Ecosystem-Level Change

Makes inequities visible, confronts biases, contributes to equitable gender-responsive systems



SDG Alignment & Research Support



SDG 5 Gender Equality

Addresses information gaps limiting women's progression into leadership



SDG 4 Quality Education

Extends education impact through lifelong learning and practical application



SDG 8 Decent Work

Facilitates access to entrepreneurship and income-generating opportunities



SDG 9 Innovation

Promotes inclusive innovation ecosystems with women as visible leaders

Research Highlights

Structural Barriers: Social norms and implicit biases favor men in leadership, limiting women's access to mentorship

Economic Inequalities: Women face discriminatory financial practices ("pink tax") reducing economic participation

Financial Exclusion: In African contexts, women's access to finance and land is constrained by cultural barriers and poverty