Business and Leadership for Women in Technology Course
Coordinated by Planet Mogul and the International Trade Centre
EQUALS: Areas Of Action

ACCESS
Achieve equal access to digital technologies

SKILLS
Scale participation in ICT learning and skills

LEADERSHIP
Empower women as ICT leaders, creators and entrepreneurs

RESEARCH
Ensure an evidence-based approach towards achieving the Partnership goals
Our Goal

To create an unstoppable global movement where women and girls are equal participants in the digital technology revolution.
# BUSINESS & LEADERSHIP FOR WOMEN IN TECH

A 10 series course in support of the EQUALS Leadership Coalition

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Session 1: Women's Economic Empowerment and Entrepreneurship in a Digital World

Presenters

Beatriz Manetta
CEO
Argent Associates and Asociar LLC

Avis Yates Rivers
CEO
Technology Concepts Group International
Women's Economic Empowerment and Entrepreneurship in a Digital World

Avis Yates Rivers, CEO
Technology Concepts Group International
• Best career option
• Had developed a real aptitude for and love of sales
• Didn’t want to go back into corporate or work for a competitor
• Was willing to take the risk
• Confident in my abilities
• Was very marketable
Corporate Life

- 11 years at Exxon
- 3 internships
- Hired permanently upon graduation
- Promoted every 18-24 months
- Worked in many departments and subsidiaries
- Last 5 years sold early technology in midtown and downtown Manhattan
- Exxon sold the division Dec. 1984
### Who We Are

- **Executive Profile**
  - Global Headquarters: Somerset, NJ
  - Approximately 20 employees
  - $41 million - revenue
  - Global reach – North America, Asia Pacific and expanding into EMEA
  - Diverse expertise in working across multiple industries
  - Ranked #3 in Fastest Growing Women Owned/Led Businesses in 2017 by Women Owned Small Business
  - Over 30 years of experience and expertise in driving down the cost of IT for our customers

### Core Expertise

- Tail Spend Management
- Software Licensing Optimization
- Equipment Leasing & Financing
- Telecom Expense Management (TEM)
- Integrated IT Procurement
Advocacy

- Increased utilization of minority and women-owned businesses
- Equity and civil rights
- Increased participation of girls, women and people of color in technology
Advocating for Diverse Businesses
Author, Speaker & Thought Leader

- First book published in 2017
- Over 2,000 copies sold
- National spokesperson for NCWIT
- Global speaker for corporations, tech conferences, non-profit organizations etc.
- India, Singapore, Prague in 2018
My Why

- Equity, justice and fairness
- Technology can level the playing field
- Help close the pay gap
- Generate wealth in under-served communities
- Reduce unemployment
- Bring back hope
- Help women of color who have limited access to technology
- Diversity of thought leaders to better problem solving and innovation
Are You an Entrepreneur?

Are you trying to drive innovation everyday?
What is your Business Model?
A business model describes the rationale of how a company creates, delivers, and captures value.
The 9 Building Blocks

- Customer Segments
- Value Propositions
- Channels
- Customer Relationships
- Revenue Streams
- Key Resources
- Key Activities
- Key Partnerships
- Cost Structure
For whom are you creating value?

Who are your most important customers?

What value are you delivering to these customers?

What problems are you solving?

Why you?
Examples of ‘Value’

- Getting the job done
- Price
- Cost reduction
- Risk reduction
- Accessibility
- Design
- Convenience
BUILDING a Better Business
Women's Economic Empowerment and Entrepreneurship in a Digital World

Driving industry evolution through innovation

Betty Manetta, President & CEO
Argent Associates
Argent Associates by the Numbers

- Argent Associates, Inc. founded
- Specializing in ecosystems integration, security, deployment, virtualization and supply chain tracking
- Global flexible workforce
- Technology Patents
- Million dollars available for financing
- Billion dollars in assets managed
- ISO9K/14K/18K & R2 Certified & Business Solutions
- Supplier Awards since inception (IWEC award)
Argent Profile

Divisions & Services:
- Logistics: VAR, Intelligent Supply Chain Services
- IT integration and In-Building Wireless Solutions
- Tech End-of-life Cycle Management and Energy Solutions
- Technologies Integration & Smart Cities IoT Solutions
- Software Development, Cloud M2M/IoT Platforms

Facilities & Resources: CA, FL, GA, MI, NJ, NY, and TX
MWBE Certified (Hispanic & Woman): WBENC/ NMSDC
How the Pieces Fit
What is Digital Transformation?

• Digital transformation refers to the changes associated with the application of digital technology in all aspects of human society.

• Digital transformation may be thought as the third stage of embracing digital technologies:
  • Digital competence → digital usage → digital transformation; with usage and transformative ability informing digital literacy.

• The move from physical to digital
What is Driving Digital Transformation?

• More than a technology investment, it’s a mindset shift
• Consolidating your environment into a handful of core platforms to manage key areas of business (sales, financial transactions, HR information)
• Need for advanced and new use cases: telemedicine & remote surgery, remote training utilizing virtual reality, Cyber factories
Roadblocks to Digital Transformation
The rule of three

• It’s all about people and mindset
• **Three steps in transformation**
  • Get buy-in from your users
  • Ensure there’s executive alignment
  • Don’t hang your managers out to dry
• **Three steps in successful implementation**
  • Create a clear vision
  • Don’t try to boil the ocean
  • Focus on people, speak to your audience
• **Three signs you’ve transformed**
  • Content that drives itself
  • Content that speaks to those that need it
  • Content transforms in appearance
Now are you ready to transform?

Use this SWOT Analysis Template to guide you and your team.

What are we looking for when we do this? The result you want to achieve is a way to have a favorable economic impact on your bottom line.
### Performance Analysis - Strengths

- What does your company do well in?
- Where do you have a competitive advantage?
- How strong is the core of your organization (people, processes, etc.)?

### Performance Analysis - Weaknesses

- Where do you need improvement as an organization?
- Where are you at a competitive disadvantage?
- Are you lacking key team members or processes in your core business?

### Performance Analysis - Opportunities

- Where do you see opportunities in your core business?
- What services could you begin to provide?
- What competitors are weak in process and staff areas where you are strong?
- Can you go after their clients?

### Performance Analysis - Threats

- What market conditions exist to challenge your current business?
- Is your core business in danger of becoming obsolete or replaced with new technologies? If so, are you developing strategies to counteract these changes and offer revised services?
- What other potential problems exist?
Presenter Contact Details

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www.equals.org
EQUALS BUSINESS & LEADERSHIP COURSE FOR WOMEN IN TECH

HAVE YOU SIGNED UP?

Learn how to make the best pho bowl

Women's Economic Empowerment & Entrepreneurship in a Digital World
31 October 2018

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Foundations of Leadership
28 November 2018

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Turning an Idea into a Tech Business
19 December 2018

#EQUALSinTech