



Asia-Pacific  
Economic Cooperation




## **13th ANNUAL MEETING OF THE WOMEN LEADER'S NETWORK - WLN**



### **Roadmap to 2020 - Fueling the Growth of Women's Enterprise Development in the US from 2009 to 2020**

Virginia Littlejohn, Co-Founder, President and CEO



Quantum Leaps

12 May 2008 Arequipa, Peru



### ***About Quantum Leaps, Inc.***

- ◆ Washington-based NGO that helps women-owned businesses grow through access to markets, sharing of best practices, and strategic initiatives that facilitate growth
- ◆ Elizabeth Vazquez, our Executive Director, will describe the work that we are doing to get certified women-owned businesses into the global supply chain

Copyright © 2008 Quantum Leaps, Inc.™ 2



## *Historical Evolution in the USA*

- ◆ Two decades ago, women-owned businesses (WOBs) identified 4 major problems impeding our progress:
  - Poor access to credit
  - Terrible federal data, that made us invisible
  - No education and training targeted to WOBs
  - No organized “voice” to federal policymakers

Copyright © 2008 Quantum Leaps, Inc.™ 3



## *Historical Evolution in the USA*

- ◆ To address these gaps, the National Association of Women Business Owners (NAWBO) organized legislative hearings, wrote legislation, and lobbied for the Women’s Business Ownership Act. It passed in Fall 1988
  - Orchestrated by 3 strategists, and committee of 10
- ◆ Results since then:
  - Equal access to credit
  - Federal census of all WOBs
  - 100+ Women’s Business Centers that do training
  - Creation of the National Women’s Business Council (NWBC) to provide input into federal policymaking

Copyright © 2008 Quantum Leaps, Inc.™ 4



## *Historical Evolution in the USA*

- ◆ Plus - in the past 10+ years - the birth of new WBO organizations to address market niches
  - Networks of women angel investors
  - A venture capital forum, Springboard Enterprises
  - An umbrella group to lobby - WIPP
  - Groups to address the needs of growth-oriented women-owned businesses (WPO, Make Mine a Million, Astia for women in tech and life sciences)
  - A group to help women gain access to corporate markets and supply chains (WBENC)
  - And groups focused on research about women-owned businesses, international trade, federal procurement, etc. - a very rich ecosystem

Copyright © 2008 Quantum Leaps, Inc.™ 5



## *The Road Ahead*

- ◆ After reaching our initial goals, we needed a more ambitious vision, and powerful new goals
- ◆ So Quantum Leaps is developing the Roadmap to 2020, in collaboration with the National Women's Business Council, all major WBO groups, and other key stakeholders
- ◆ The Roadmap is a strategic action plan to fuel the growth of women's enterprise development from 2009 to 2020 - and to overcome the obstacles and gaps that women entrepreneurs still face in the United States

Copyright © 2008 Quantum Leaps, Inc.™ 6



## *The Road Ahead*

- ◆ We will release the Roadmap to 2020 in November 2008, at the 20th anniversary of the WBO Act of 1988 (after the presidential elections). This will take place at the National Press Club, Congress or the White House
- ◆ The Roadmap will include recommendations and strategies for the public sector, academia, WBO groups, corporations, foundations and the media
- ◆ Most importantly, each major women's business organization will have specific areas that they are responsible for implementing between 2009 and 2020
- ◆ A group will oversee implementation of key goals and objectives

Copyright © 2008 Quantum Leaps, Inc.™ 7



## *How We're Developing the Roadmap*

- ◆ The Roadmap builds on many expert roundtables and online fora that Quantum Leaps has organized
- ◆ Sponsors have included IBM, Kauffman Foundation, US Department of Commerce, Stanford University, and the National Women's Business Council



Copyright © 2008 Quantum Leaps, Inc.™ 8



## *How We're Developing the Roadmap*

### ◆ Topics we've studied include:

- Research
- Training
- Market Access
- Technology Utilization
- High-Growth Women Entrepreneurs - and capital to fuel growth
- Return on Investment in Women's Enterprise Development
- Advocacy



Copyright © 2008 Quantum Leaps, Inc.™ 9



## *How We're Developing the Roadmap*

### ◆ New issues will include:

- Clean and Green Businesses
- Innovation, R&D, and Getting More Women into Science and Technology Businesses
- Access to Global Supply Chains, so that women-owned businesses can benefit from globalization
- Businesses Owned by Women of Color
- Getting WBOs onto Corporate Boards
- Creating a Women Entrepreneurial Movement
- And Getting WBOs Engaged with Philanthropy, and Angel and Venture Investments - globally

Copyright © 2008 Quantum Leaps, Inc.™ 10



## *Roadmaps for Other Economies?*

- ◆ We have developed a number of templates, models and processes with the US Roadmap, which could be adapted for other economies
- ◆ We can share these with economies that would like to create a Roadmap of their own, and to greatly accelerate women's enterprise development between now and 2020
- ◆ Elizabeth Vazquez and I will be here for the next 3 days if you want to know more about how we are developing the Roadmap to 2020 for the United States

Copyright © 2008 Quantum Leaps, Inc.™ 11



## *Conclusion*

“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it's the only thing that ever has.”

Margaret Mead, American anthropologist

Copyright © 2008 Quantum Leaps, Inc.™ 12



*Muchas Gracias!*

Virginia Littlejohn, Co-Founder,  
President and CEO  
Quantum Leaps, Inc.  
Tel: 1-202-332-4411  
eMail: [vlittlejohn@quantumleapsinc.org](mailto:vlittlejohn@quantumleapsinc.org)  
[www.QuantumLeapsInc.org](http://www.QuantumLeapsInc.org)

Copyright © 2008 Quantum Leaps, Inc.™ 13