

SHE MEANS BUSINESS

شبكة عالمية لرائدات الأعمال

دليل العضوية ٢٠٢٦

She Means Business.
We're here to grow your wealth, and the community around you.

Welcome. You are already one of us.

أهلاً بكِ. أنتِ واحدةٌ منّا.

You’re holding this because you were in the room with us. You travelled. You showed up. You take your business seriously enough to cross a continent for it.

She Means Business is here for what comes after the event. We are a community of over 50,000 women across 20 countries, with African women at the heart of it. Whether you are a market trader, a founder, a career professional or a changemaker, you should be able to grow your wealth, get your business in order, and bring other women in your family and your community with you.

Membership is how you stay with She Means Business.

50,000+
women in the community

20
countries

9
sectors, each with its own community

Doha
headquarters, Servcorp Doha Tower





Members at the Global Women in Business Conference, Doha.

This is She Means Business.

African women are at the heart of She Means Business. We are a community of over 50,000 women across 20 countries, with our headquarters at Servcorp Doha Tower, Doha.

The work shows in the women already here. Judith Ekpe and Martina Daniel, who runs Matty's Footwear, received ₦500,000 grants. Josephine Ojia Charles-Ushie, a cocoa producer, bought production machines for her business. Ruth Etey came with us to Qatar for the Global Women in Business Conference.

She Means Business is how you grow your wealth, and how you bring other women with you: in your family, in your town, and in your work.

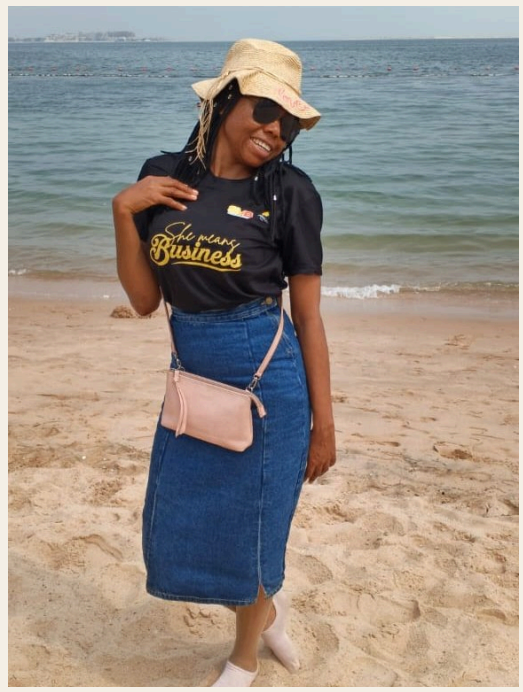
Join us at visitsmb.com, or write to hello@visitsmb.com. If you know a woman who should be here, share this with her.



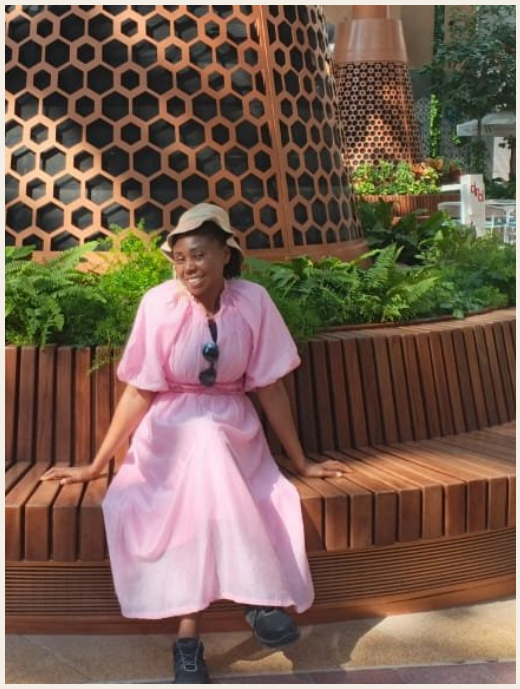
A member at an evening gathering.



Ruth Etey at a network gathering in Doha.



A member in a She Means Business shirt, on a beach.



Ruth Etey in a Doha plaza.



A member on the Qatar experience, 2026.



A member on the Qatar experience, 2026.

We went to Qatar together.

سافرنا معاً إلى قطر.

Meaningful business connections, inspiring conversations, sightseeing and fun. That is how we described our most recent international experience, in Qatar.

This is what membership opens up: travelling with women who take their business as seriously as you do, and coming home with friends and contacts in a new part of the world.







Members on the Qatar experience, 2026. Photographs from @visitsmb.













Come with us next time.

تعالي معنا في المرة القادمة.

If you want to be on the next trip, write to hello@visitsmb.com or visit visitsmb.com. And bring a friend.

Members on the Qatar experience, 2026. Stills from the She Means Business Qatar reel.

عندما تُعلَّم المرأة، ترتقي الأمة.
المرأة ليست ترفاً؛ إنها ضرورة للتنمية.

When you educate a woman, you elevate a nation.

Women are not a luxury; they are a necessity for development.

Her Highness Sheikha Moza bint Nasser, Qatar

صاحبة السمو الشيخة موزا بنت ناصر

We take these words as our starting point. We believe women are central to economic growth, to peacebuilding, and to sustainable development.

Structure, capital and access.

الهيكلة، ورأس المال، والوصول.

MISSION

To give women the tools, the mentorship and the visibility to grow their wealth, and to build businesses that last and are taken seriously around the world.

VISION

To be the leading place in the world for women growing their businesses, building wealth, and leaving something that lasts for the communities around them.





Members on the Qatar experience, 2026.

01 Structure الهيكلة

We sit with you and help you get the business in order: governance, financial systems and record keeping, so you are ready to get funded.

02 Capital رأس المال

We invest directly in women in the informal market, with monthly capital support. We also connect formal businesses to funding through our partners and our accelerator.

03 Access الوصول

We help you meet investors, buyers and decision-makers, in Africa and around the world.

Co-founded by Mary-Collette Kekong.

القيادة والمؤسِّسون



Mary-Collette Kekong is co-founder of She Means Business and the network's Ambassador for Africa. An entrepreneur and investor, she is known to many members simply as "Aunty Kaka".

Members thank her by name, from women who received grants in Cross River State to the delegate who travelled with us to Doha in October 2026.

FOUNDERS

[Additional founder names, when confirmed]

AMBASSADORS

Africa	Mary-Collette Kekong
Europe	Anna Grywit
Caribbean	Shirley McQueen-Roberts

BOARD

Mrs Mary Ephriam	Board Member. Founder, Women in Film and Finance
Mr Christopher Uzoma	Non-Executive Board Member
[Board member]	[Title]

Every member belongs to a sector.

لكلّ عضوةٍ قطاعُها.

Your sector is your working group. This is where your hangouts happen, where the masterclasses are, and where you meet women doing work like yours.

WOMEN IN	المرأة في
01 Film and Finance	السينما والمال
02 Travel	السفر
03 Architecture and Real Estate	العمارة والعقارات
04 Marketing and Distribution	التسويق والتوزيع
05 Education	التعليم
06 Fashion and Beauty	الأزياء والجمال
07 Agriculture and Agribusiness	الزراعة والأعمال الزراعية
08 Technology	التكنولوجيا
09 Health and Wellness	الصحة والعافية

Three ways to belong.

ثلاث طرق للانتماء.

Pick the level that fits your business now. Membership in She Means Business is lifetime, with a yearly renewal of 10% of the tier price.

	BASIC	ELITE CIRCLE	FOUNDERS CIRCLE
	$250 USD · lifetime · open to join then $25 / year renewal (10%)	$1,000 USD · lifetime · by application then $100 / year renewal (10%)	$20,000 USD · lifetime · by application then $2,000 / year renewal (10%)
Distribution rights	2 distributors in 1 country	4 distributors in 2 countries	Distributors in every country where SMB operates
Directory listing	Featured profile in the Global SMB Directory	Enhanced profile in the global member directory	Custom profile page on the SMB website
Business tools	24/7 access to templates, proposals and sales kits	Everything in Basic	Everything in Elite Circle
Learning	Monthly virtual masterclasses	Monthly one-to-one mentorship with a certified business coach	Dedicated brand strategist for 12 months
Business review	Quarterly business health audits	Quarterly business performance reviews	Custom 12-month roadmap built by the SMB executive team
Trade and credit	—	Import goods from China and pay back in 90 days	Credit line worth $20,000
Business setup	—	Guided setup in up to two countries, remote support and documentation	Everything in Elite Circle
Branding support	—	Done-With-You branding and marketing programmes	Executive branding and storytelling campaign, fully managed in house
Media and press	Digital badge and social media spotlights	Featured brand video and interview, press story on the SMB blog and newsletter	Guaranteed PR placements in two top-tier global publications, plus speaking opportunities at SMB events
Assistant support	—	5 hours of monthly virtual assistant support for admin, design or research	Everything in Elite Circle
Events	Invitation to the Annual Networking Summit, plus 10% off SMB events	Free entry to two SMB global summits a year, travel not included	Full sponsorship to one SMB global event, travel and accommodation included

	BASIC · $250 lifetime, then $25 / year	ELITE CIRCLE · $1,000 lifetime, then $100 / year	FOUNDERS CIRCLE · $20,000 lifetime, then $2,000 / year
Campaigns	—	Annual inclusion in the She Means Business Campaign	Annual invitation to the Founders Circle Retreat, a luxury mastermind experience
Leadership access	—	—	VIP access to SMB leadership, advisors and strategic partners
Gifting	—	—	Quarterly premium gift box of tools, books and luxury items
Grants	Access to SMB grants	Access to SMB grants, with priority consideration	Access to SMB grants, with priority consideration and the highest funding ceiling

How membership works.

Membership is a one-time lifetime fee, with a yearly renewal of 10% of your tier price.

Upgrade at any time

You can move from Basic to Elite Circle or Founders Circle at any time. Higher tiers need application approval and availability.

If an application is not accepted

You will receive feedback, and you may reapply once you have worked on the recommendations.

Refunds

A 30-day money-back guarantee for Basic and Elite Circle. Founders Circle cannot be refunded, because the service is personal to you.

Pausing

Elite Circle members may pause for up to three months a year. Founders Circle cannot be paused, because we set aside people and resources for you.

To join or apply, write to hello@visitsmb.com or visit visitsmb.com. If you know a woman who should be here, share this with her.





Members on the Qatar experience, 2026.



REAL ESTATE

Property, bought with care.

عقارٌ يُقتنى بحكمة

Property is still one of the surest ways to hold and grow what you have, and one of the hardest things for many women to buy on fair terms. Through She Means Business, you can see residential and commercial properties that have been checked, and get help so you know what you are buying.

- Property listings in the markets where we work
- Help with how to structure a purchase, outright or in instalments
- Support with documentation, title verification and legal process
- Introductions to trusted developers and agents in the SMB network

CITIZENSHIP BY INVESTMENT

A second passport, by buying property.

جنسيةٌ ثانية عبر الاستثمار العقاري

If you are ready to work beyond one country, Grenada's Citizenship by Investment programme is a route to a second citizenship through qualifying real estate investment. It is one of the most respected programmes of its kind, with visa-free access to a wide range of countries. Grenada also holds an E-2 treaty with the United States, a route most other Caribbean programmes do not offer.

- We walk with you from choosing a qualifying property to submitting the application
- Qualifying real estate investment, held for the required period
- Application prepared and submitted with professional support
- Family members may be included in a single application



EVERY TWO YEARS · DOHA AND OTHER GLOBAL CITIES

Global Women in Business Conference

المؤتمر العالمي للمرأة في الأعمال

13–18 Oct 2026

Doha · the 2026 edition has now closed

This is where you meet people from around the world. You sit face to face with investors, executives and policymakers from Africa, the Middle East, Europe and beyond.

The 2026 edition was a six-day executive conference and international business delegation. Packages covered flights, accommodation, visa and networking. The basic international package was $2,000 USD. Conference partner: ProvidusUnity Bank.

SPEAKERS IN DOHA, 2026

Mary-Collette Kekong
Co-founder, She Means Business

Stephanie Linus
Actress, filmmaker; co-founder, Women in Film & Finance

Mary Ephriam
Founder, Women in Film and Finance

Shirley Elrida Rolanda
CEO, Mount Fore Naturo

Anna Jankowiak
Founder, Grywit

Grace Ofure
CEO, Lifecard Investment

Okonkwo Rachel
Humanitarian and public speaker

Farah Omar
Business coach and investor

Oyeka Amara Kate
Tax expert and tech professional

ANNUALLY · ACROSS AFRICA

African Women in Business Expo

معرض المرأة الأفريقية في الأعمال

13–15 Aug 2026

Calabar, Cross River State, Nigeria

Our gathering for women across Africa. The most recent edition, in Calabar, brought together over 1,000 women entrepreneurs and awarded grants to more than 300 of them.

Theme: “From Africa to the World — Preparing Women for Global Opportunities.” Organised with the Cross River State Government and the Office of the First Lady. We will announce the host city for the next edition when it is confirmed.

MONTHLY · IN YOUR REGION

Sector Hangouts

Every sector meets each month, in its own region. Hangouts are smaller than the large events, and more practical: a room of women doing similar work, talking about what is actually happening in the market. Once you join, you are in your sector’s hangout.

EACH YEAR · AT OUR FLAGSHIP EVENTS

The She Means Business Awards.

She Means Business جوائز

Each year we honour women who have done strong work in their business, their sector or their community.

The Awards are part of our flagship events, and nominations are open to members in every sector. Award recipients are featured across SMB platforms and introduced to our partners.

What the grants made possible.

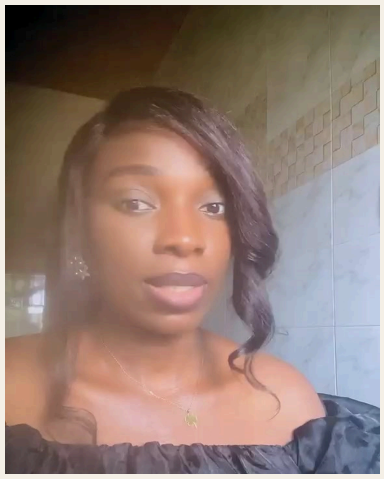
رأس المال، بكلماتهنّ.

1,000+
women entrepreneurs at the most recent Expo, Calabar

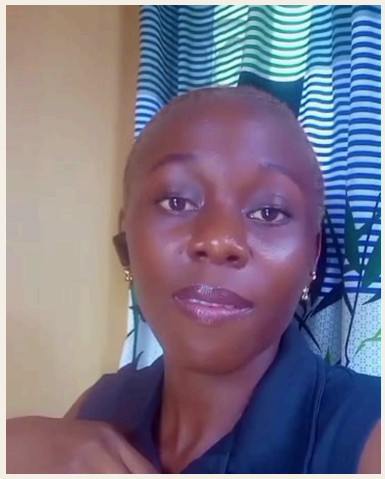
300+
of them awarded grants

₦500k
grants received by members such as Judith Ekpe and Martina Daniel

$100k
top of the $5,000–$100,000 range on the current SMB grant form



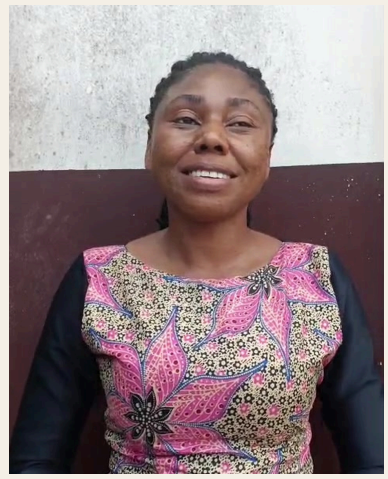
Judith Ekpe
₦500,000 grant recipient. The grant and the training got her business registered.



Martina Daniel
Matty's Footwear. ₦500,000 grant recipient.



Josephine Ojia Charles-Ushie
Cocoa producer. Bought production machines for diabetic-friendly chocolate drinks.



Ruth Etey
Delegate to the Global Women in Business Conference, Doha, 2026.

FROM CALABAR TO DOHA

Ruth Etey came with us to Doha.

من نيجيريا إلى الدوحة

Ruth Etey received an all-expenses-paid trip to Qatar for the Global Women in Business Conference, 13–18 October 2026, sponsored by the First Lady of Cross River State, Her Excellency Dr. Mrs. Eyoanwan Bassey Otu. In her recording she thanks co-founder Mary-Collette Kekong, and the First Lady who sponsored her trip.

SMB grants are open to members aged 18 or over who own, or are actively involved in, a legally registered business, and who submit a complete pitch deck. Applications are reviewed by the SMB Grants Committee.



Partner with us.

كونوا شركاءنا.

We work with institutions, governments and companies that want women who run businesses to be present. Doha is our headquarters, and we also gather with partners in other cities.

PARTNERS

ProvidusUnity Bank
Global Women in Business Conference, Doha

Cross River State Government
African Women in Business Expo, Calabar

Office of the First Lady, Cross River State
African Women in Business Expo; sponsor of Ruth Etey's delegation to Doha

[Partner name] · [Partner logo]

EXPO SPONSORSHIP, 2026

Brand Exhibition Partner	from ₦3,000,000
Tier 1	from ₦10,000,000
Tier 2	from ₦25,000,000
Tier 3 · Headline	₦50,000,000+

DOHA CONFERENCE SPONSORSHIP

[Sponsor tiers, investment and inclusions, when published]

Sit with us in Doha. If you would like to partner with us, write or call the Doha office. We meet by appointment at Servcorp Doha Tower.

مقرّنا في الدوحة

Join She Means Business.

انضمّي إلينا اليوم.

Write to hello@visitsmb.com, or visit visitsmb.com, to join or apply. If you know a woman who should be here, share this with her.

DOHA OFFICE

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