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## Episode #2 – Empowering women in Nepal by a woman entrepreneur, with Anya Cherneff of Empower Generation, USA

### KEY TAKEAWAY\*

- Social enterprise empowering women in developing countries (e.g. Nepal) to distribute clean energy technology in their remote, rural communities
- Anya's deep passion stems from the time when she was born with low chance of survival
- Her passion: human-trafficking widespread → needs systematic change → provide people options for income gen. and leadership, sustainable dev. locally
- Her business' starting point: combining her know-how, her husband's in renewable energy, traveling for a year in South-East Asia to learn about the problem, meeting ppl
- Followed the lean-startup method: built and tested a Minimum Viable Product (MVP)
- Business model: hybrid (for profit, non-profit). Train, help women to found their clean-energy distribution company → distribution network to sell to the end customer
- Men vs women: proven in microfinance that women more reliable paying back loans, also investing money
- Women: energy managers of their household → collecting wood, kerosene, using these
- Recent trend: larger solar home systems providing more than just light, also enough power for a rural household's entire home energy needs
- Her call for innovation: clean and safe drinking water, sanitary pads and medicine, refrigeration for medicine, clean cooking methods, internet access

\* excludes the "ultrafast round"