



# THE WMARKETPLACE INC.

Empowering Economic Growth for Women Entrepreneurs in the Digital Economy

[WMARKETPLACE.COM](http://wmarketplace.com)

## COMPANY OVERVIEW

The WMarketplace Inc. fosters economic development by empowering women-owned businesses. Our mission is to provide women entrepreneurs with the tools, skills, and networks needed to succeed in the digital economy. By integrating digital and media literacy skills into our programs, we ensure participants are equipped for today's competitive marketplace. Through gender-responsive learning and development, we create inclusive pathways for growth. Our commitment to investment in capacity development accelerates sustainable success, supported by targeted technical assistance, skills-building initiatives, market assessments, and community-building efforts for women-owned enterprises globally.

## ECONOMIC DEVELOPMENT SERVICES

- **Feasibility and Viability Studies:** Conducting comprehensive market and industry assessments to guide policy, investment and market decisions
- **Monitoring, Evaluation and Trade Development:** Designing frameworks for ongoing evaluation, impact measurement and international trade strategies
- **Public/Private Partnership Development:** Building strategic alliances across sectors for broad, impactful initiatives.
- **Export and Market Entry Strategy:** Assisting MSMEs and SMEs in understanding and accessing global markets.
- **Digital Economy Readiness:** Preparing businesses for digital transformation with a focus on ecommerce, AI, cybersecurity and financial management.

## STRATEGIC MARKETING SERVICES

- **Data-Driven Marketing and Strategy Development:** Leveraging analytics to inform marketing strategies and optimize campaigns.
- **Global Integrated Campaigns:** Developing and implementing cohesive, impactful campaigns across all communication channels.
- **Market Analysis and Strategic Recommendations:** Providing actionable insights and strategic recommendations for diverse market environments.

## HUMAN CAPITAL DEVELOPMENT

- **Leadership and Executive Development:** Empowering leaders through targeted coaching and development programs.
- **Talent Management and Workforce Planning:** Building resilient teams through strategic talent acquisition, retention, and transformation initiatives.
- **Workforce Development Initiatives:** Addressing talent gaps with tailored training and development programs.

Official Strategic Partner:  
US Department of  
Commerce, International  
Trade Administration



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# THE WMARKETPLACE INC.

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## DIFFERENTIATION

- Unwavering commitment to economic growth through developing and supporting micro and small women-owned enterprises globally.
- Focus on success in the digital economy and technology innovation adoption.
- Dynamic network of worldwide strategic, public/private and implementation partnerships.
- Team of seasoned business professionals with extensive experience in global business: government, private sector and non-profit.

## OUR COMMITMENT

At WMarketplace, we are committed to advancing economic growth by enabling women-owned enterprises to succeed. With a strong emphasis on digital economy readiness and technology innovation, our team of seasoned professionals brings extensive experience in global business, government, private sector, and non-profit arenas. Our robust network of worldwide partnerships—both public and private—enables us to deliver tailored, impactful solutions that meet the unique needs of women entrepreneurs and foster economic development on a global scale.



### **International Trade Administration SABIT Program**

Our current engagement with the International Trade Administration's SABIT program to deliver digital skills-building workshops for displaced Ukrainian women entrepreneurs demonstrates our market and technical assistance and ability to deliver quality, practical workforce development services.



### **California Governor's Office of Business and Economic Development**

Delivery of export training to small, new-to-export, women-owned businesses. Selected because of our ability to deliver multilingual programs through a tailored training and market needs analysis.



### **US Department of State in Partnership with US Department of Commerce**

Market assessment of the entrepreneurial landscape in Ukraine demonstrates our experience in delivering multilingual events in a complex environment. Private/public partnerships are key to the success of this ongoing project.



### **Washington Center for Women in Business, Women's Business Center**

Four years of delivering technical assistance for cohorts of SMEs new to the digital economy demonstrates our commitment to human capital development and excellence in maintaining partnerships

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**CAGE Code:** 94PN9

**NAICS Codes:** 611430, 611699,  
541613

**UNSPSC:** 80101500, 80101501,  
80101504, 80141703

**PSC Codes:** R499, R699, R799

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