



FARIEL SALAHUDDIN

CEO AND FOUNDER OF UPTRADE

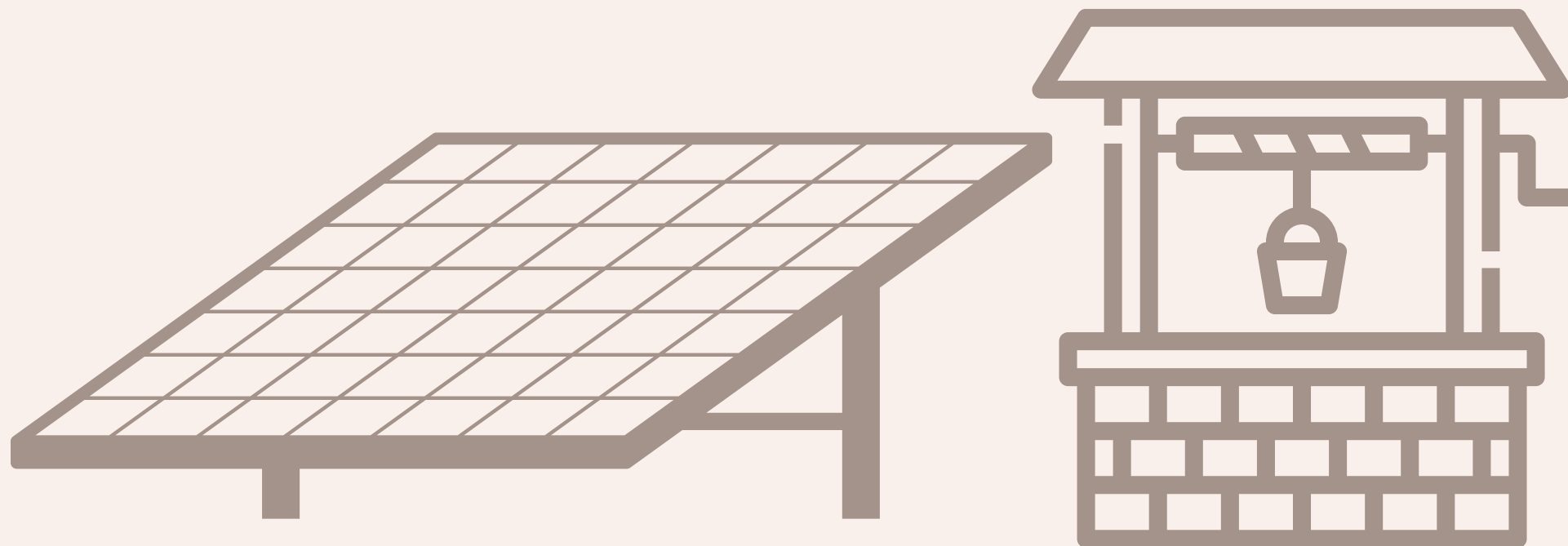
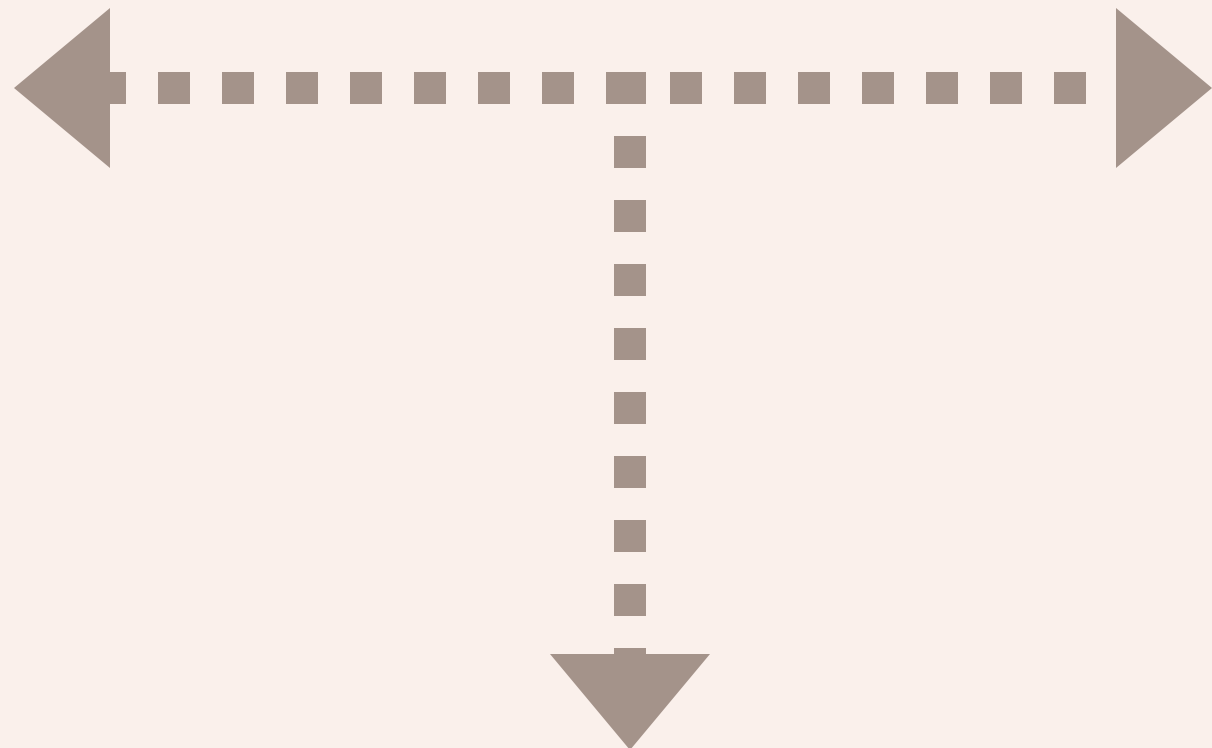
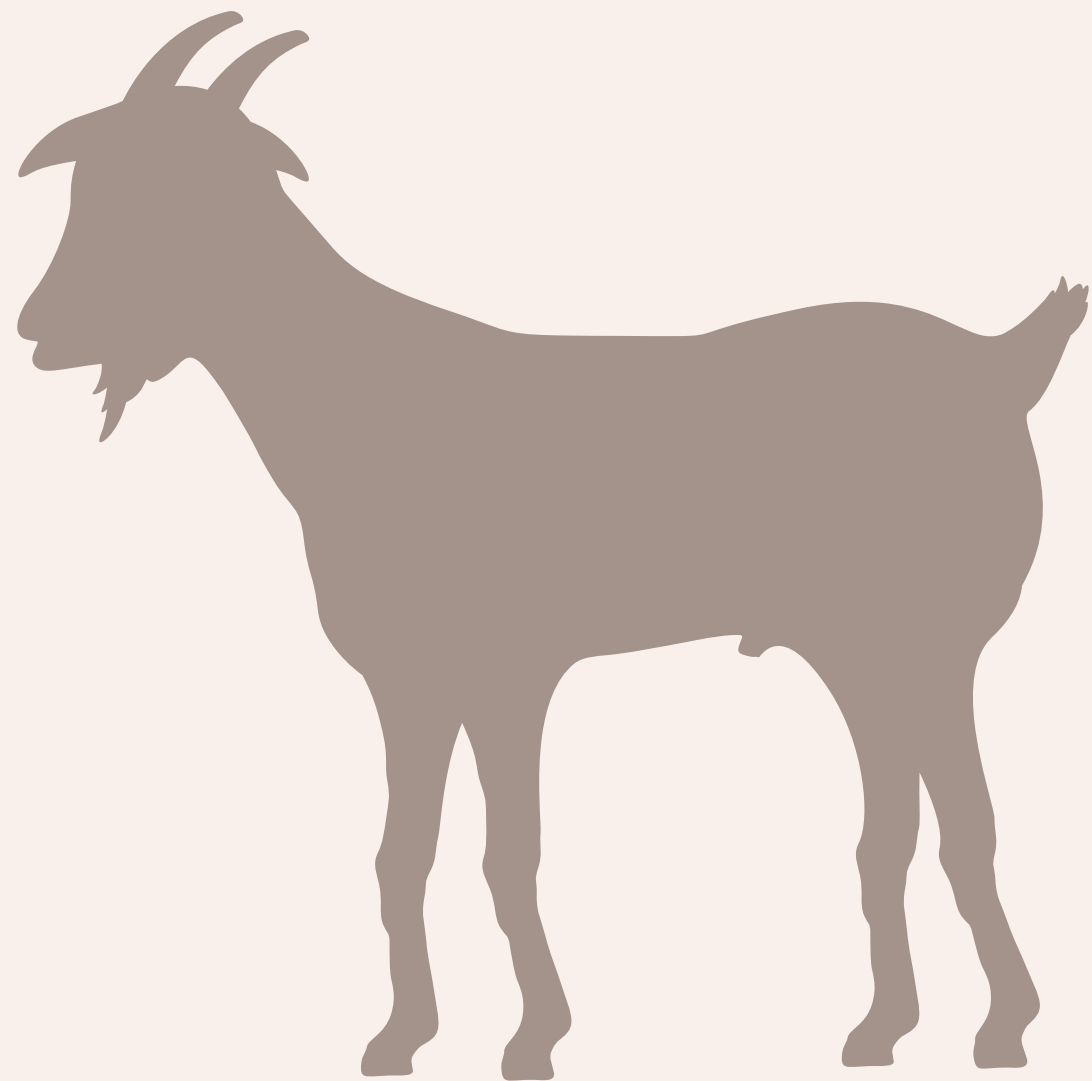
PATHAN GOTH

















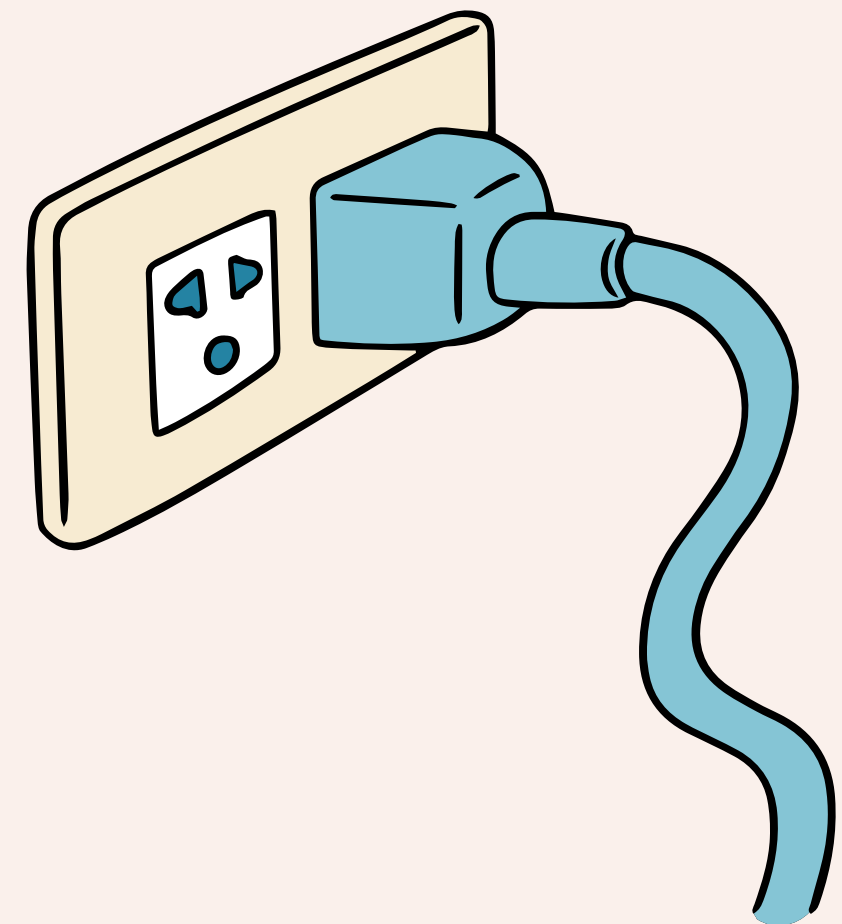
has helped

9,000

HOUSEHOLDS

use their livestock to purchase access to

WATER & ELECTRICITY







exogeneous

**MARKET/
CORPORATE
BIAS**

**FUNDING
CONSTRAINTS**

**ACCESS TO
INFORMATION**



IN 2021, WOMEN-LED
BUSINESSES RECEIVED LESS
THAN

20%

OF VENTURE CAPITAL INVESTMENTS

MALE-DOMINATED INDUSTRY

OBSTACLES

lack of experience around dealing with a woman at the table

preconceived notions around ability and reliability



SOLUTIONS

Diversify the team and hire men for sales roles

Persistence

partnering with supportive organizations
(ex. Metro-- has a mandate to buy from women suppliers.)

endogeneous

**CULTURAL
INTROJECTS**

**IMPOSTER
SYNDROME**

**UPPER
LIMITING**



CULTURAL INTROJECTS

the beliefs we subconsciously absorb from
our surroundings



IMPOSTER SYNDROME

"We're more likely to experience imposter syndrome **if we don't see many examples of people who look like us** or share our background who are clearly succeeding in our field"

Emily Hu, Clinical Psychologist

BREAKING DOWN BARRIERS

1

Being part of a community of women entrepreneurs

2

Finding mentors or executive coaches

3

Introspection and an audit of my own beliefs and thoughts

Thank You