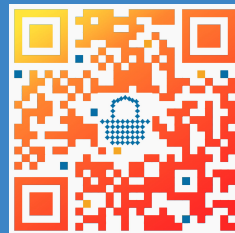# Building Strategic Framework Engage, Equip and Empower Women in Digital Economy

Presenter: Mrs. Chea Ratha

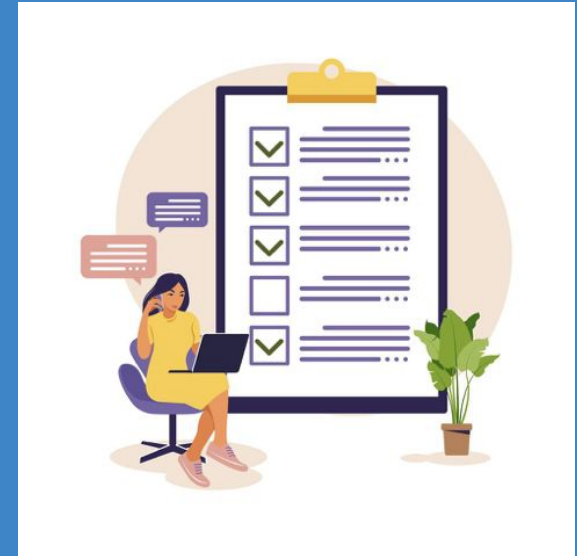Under Secretary of State
Ministry of Science, Technology and Innovation
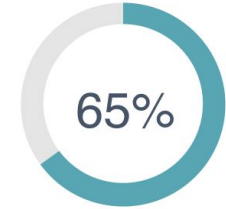Founder of Khmum Technology
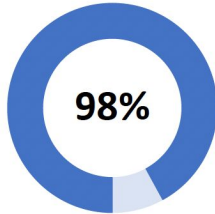
Agenda

I. Cambodia Overview
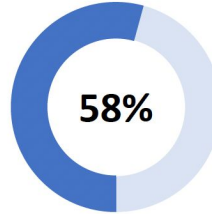
Median Age
25.6 year old
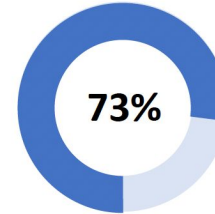
16.7 Million Population

65%

Women-Led Business Owner

98%

MSMEs

58%

GDP

73%

Employment

II. WECUDE-All in one Khmum-eShp App

Problems

- Brick & Mortar Stores = Lack of efficiency & Expensive

- Lack of Digital & Financial Literacy = Expensive Onboarding Process

- COVID-19 Suffocates SMEs Income = Business Shutdown

Solutions

- All-in-One Khmum eShop App (iOS, Android, Web) = Affordable Easy Access, POS, Inventory, eCommerce

- Sale Reports & Onboarding Training = Financial Literacy & Cut Cost

- Digital Market With Khmum = Operate at Low to No Cost

Khmum
eShop

KHMUM POS - Key Benefits for Small Business and Startup

1 **ONE-APPLICATION**
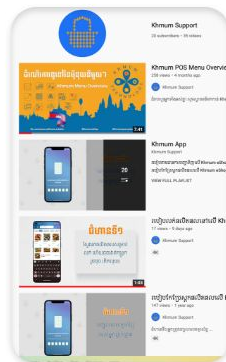
MANAGE   SALES   FINANCE   PRINT

2 **KNOW-HOW**

TRAINING MODULES,
TELEGRAM SUPPORT,
CONSULATION

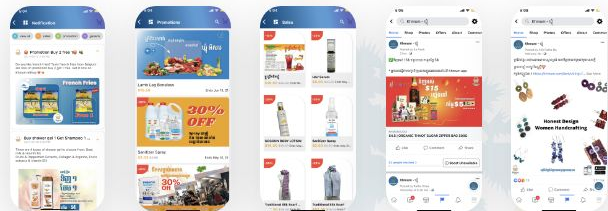**3** **ACCESS TO DIGITAL SERVICES**

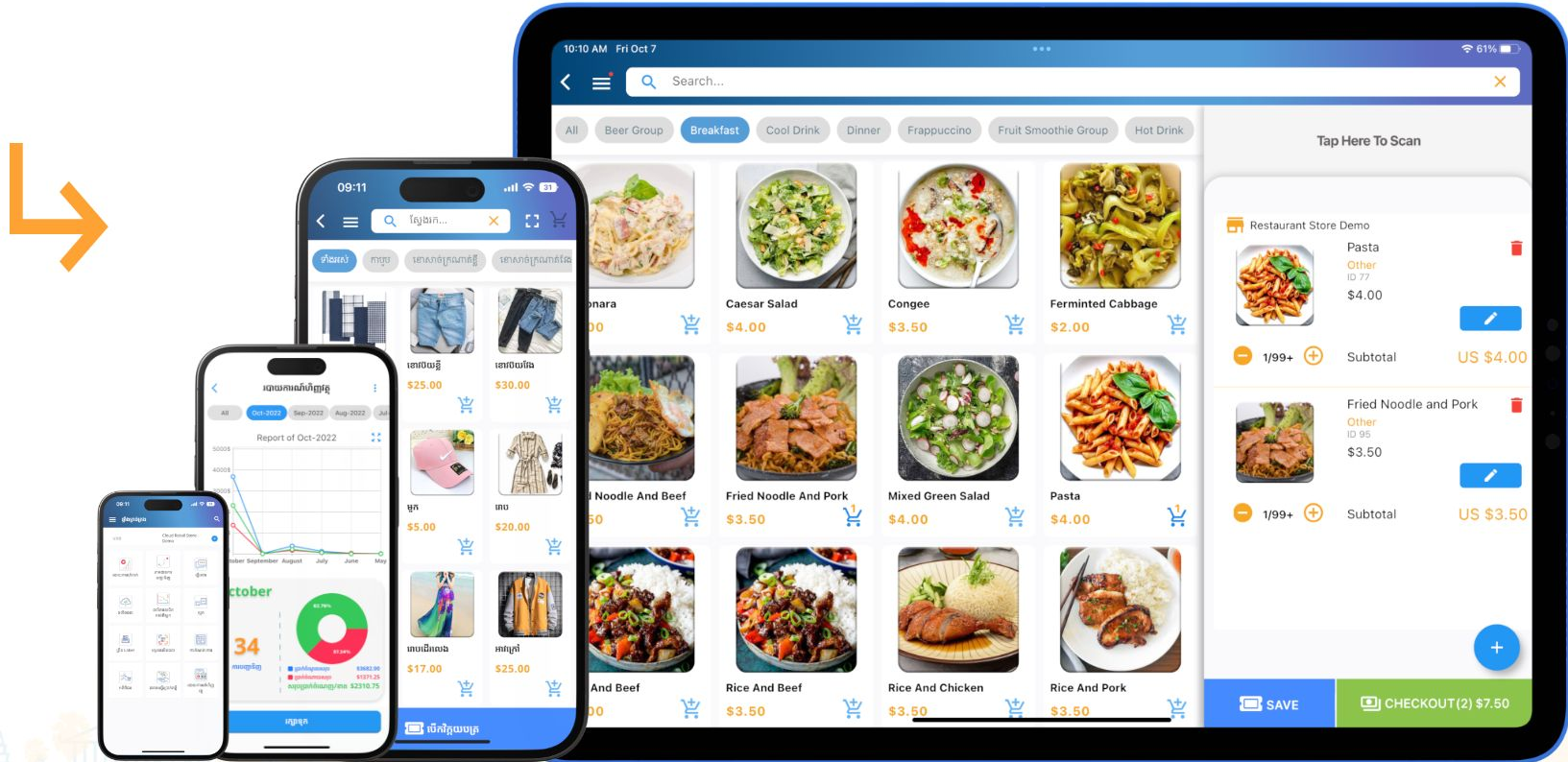ACCESS TO
ONLINE PAYMENT

$

ACCESS TO
LOAN WITHOUT
COLLATERAL

4 **E-COMMERCE MARKETPLACE**
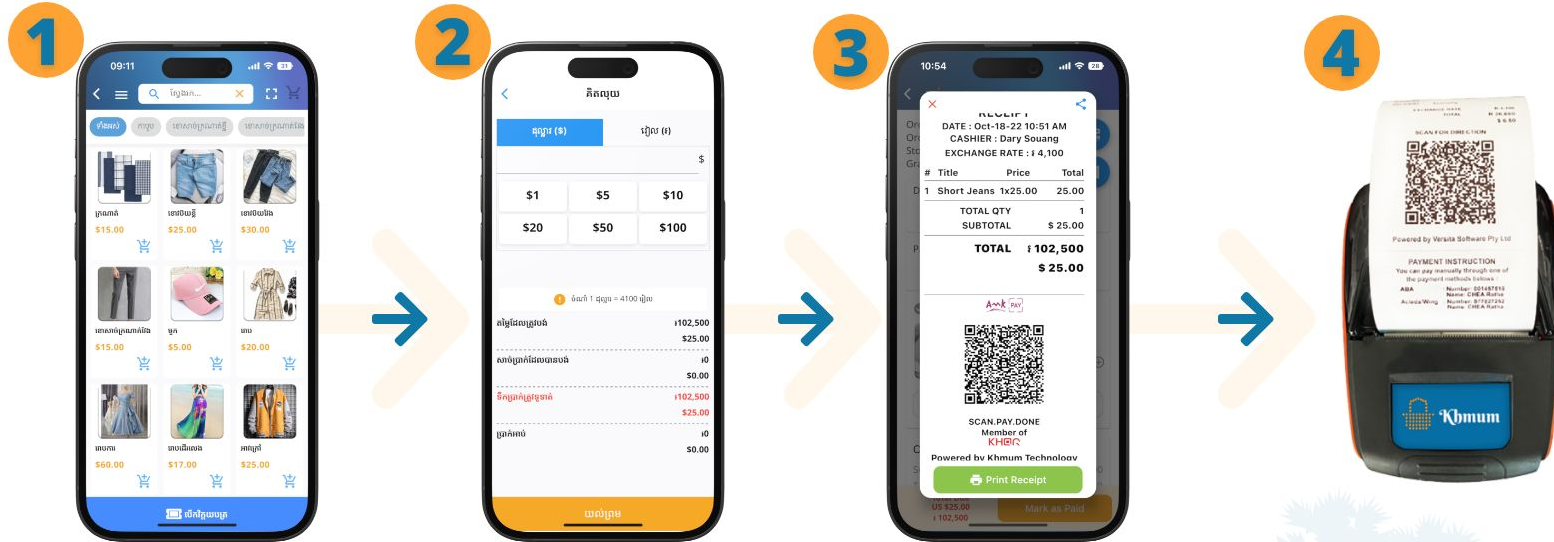
ALL-IN-ONE-ECOMMERCE SOLUTION

KHMUM POS - Application Supports

SUPPORTS IOS, ANDROID, IPAD, ANDROID TABLET
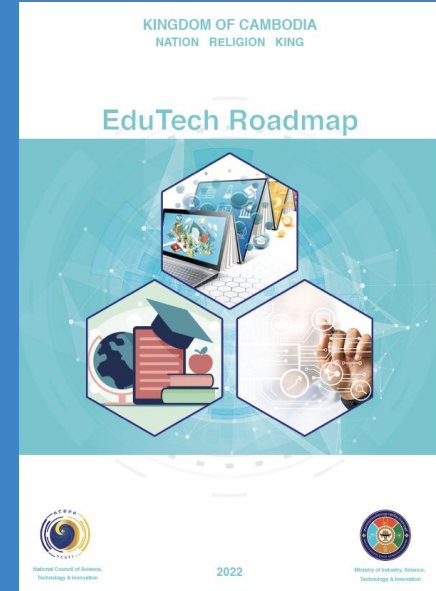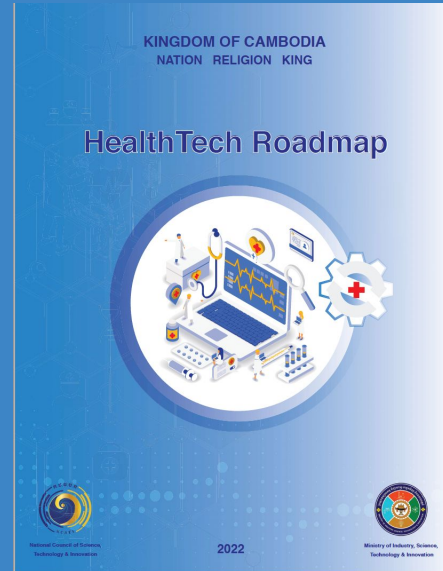
KHMUM POS - Process Flow

1 SELECT

2 CHECKOUT

3 PRINT

4 HARD COPY

III. MISTI Ministry of Industry, Science, Technology and Innovation

IV. Single Portal Online Registration

CamDigiKey

msmes.misti.gov.kh Search

V. Building Strategic Framework

Engage

Equip

Empower

Thank you!