



Dear Applicant,

Fempower Mexico was born on 16 March 2018 from my vision as a social leader and innovator, deeply committed to advancing women's empowerment through entrepreneurship and technology education. Today, that vision has evolved into **Fempower Latam**—with the same purpose at its core, but a newly updated and reconfigured methodology to meet today's challenges and opportunities. While our partnerships have mostly focused on entrepreneurship and digital skills in underserved areas, Fempower was always meant to champion technology education too. We're now prioritising growth in emerging fields like Web 3.0, AI, and blockchain—areas with strong potential to equip women with future-ready skills and bridge the digital divide.

At the heart of Fempower is a simple but powerful belief I have: if we bridge the gender gap, we can unlock food security, economic prosperity, and bend the curve on both the biodiversity and climate crises. Women are not just participants in change, they are the key catalysts for regeneration across our planet, our economies, and our communities. As I often say: *"Give a woman a fish, and you feed her for a day. Teach a woman to fish, and you feed her for a lifetime. Preserve the fish stock, and you feed generations."*

I created Fempower with a vision beyond financial gain. Although I became an entrepreneur out of necessity—working hard and building my path through merit—I eventually became a self-made entrepreneur and leader. But over time, life led me toward a deeper calling: building a purpose-driven entrepreneurship called Fempower. I built it as a global movement and as a social initiative to champion women's empowerment. Over the years, I've advanced this mission in two main ways:

- By working directly with women in rural and peri-urban areas supporting them to build entrepreneurial and digital skills that transform their lives and communities.
- By collaborating with organisations, educators, leaders, and entrepreneurs who share Fempower's vision and are eager to adapt it in their own regions. This second path has proven especially impactful, creating ripple effects across sectors and geographies.

That's why I'm proud to launch the first-ever **FLA – Fempower Leadership Ambassador Programme 2025–2026**, now expanding on a global scale. This programme is designed for educators, entrepreneurs, and changemakers who are committed to advancing women's empowerment in their own countries through their own projects, supported by the values and vision of the Fempower brand, at no cost.

**What does this mean for you?** As a selected Ambassador, you'll have the opportunity to work with Fempower's newly updated and reconfigured methodology to develop and incubate your own project during the programme—this is the core focus of the FLA experience. Additionally, if you feel called to go further, you'll have the *optional* opportunity to replicate the Fempower model in your country. This means you can create your own independent Fempower Chapter Project, with access to a perpetual, royalty-free licence to deliver Fempower Bootcamps, organise Fempower events, and use our brand to drive local impact. **This offers a pathway to generate your own income using the Fempower brand—without paying any royalties or licence fees—while creating meaningful social change.** You'll be supported by the FLA network, but your project will remain independently led by you, tailored to your community and vision.

With kind regards,  
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