



TortasPeru

GENDER AND ECONOMIC
EMPOWERMENT: THE ROLE ON
ICT'S

STORY



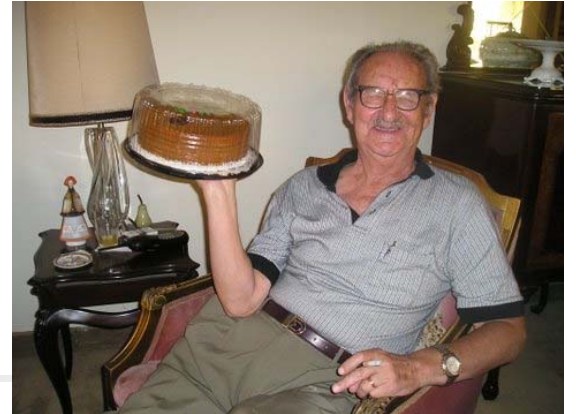
- My husband and I had a small cake delivery business since 1996, which only worked from time to time, when some friends that lived in the USA asked for a delivery to their relatives and friends in Peru. We used Internet for getting the orders and money orders or Checks for payment.
- The project with moms started as a response to a need for work of a friend, who had two kids and was separated from her husband. She did not received economic help from him in order to maintain her family and herself.

STORY



- We thought about incorporating her to a cake delivery business could help her.
- At that moment, we realized that this problem was something **that happens to many women in Peru**. That is how the idea of a nationwide team of moms working at home and preparing and delivering cakes was born.

STORY



- With these idea on mind:
- We started by creating the TortasPeru website
- We design the training program:
 - Day 1: making and decorating cakes.
 - Day 2: basics of marketing and sales.
 - Day 3: computer, internet and mail usage.

STORY



■ How it works

- We have a cakes catalog in a web site.
- The costumers located anywhere select the cake and pay it with a credit card.
- We received the order by E-mail and redirect to the mom in the city to be delivered.
- She baked the cake and delivered, take a digital photo of the person receiving the cake, and send it back to the costumer as a receipt.



STORY

- Our potential customers were the more than two million Peruvians that live abroad.
- We have demonstrated that it is possible to make small business using ICT even for moms.

IMPACT



- This project has an economic and personal satisfying impact on our team of moms. For two reasons:
- Many moms are looking for alternatives to generate their own incomes by working in something they like, but, at the same time, being able to take care of their household responsibilities.

IMPACT



- In Peru, part time work is almost impossible to find. So, for a mom with little children is very difficult to work outside full time if she or her family do not have the resources to hire a nanny or to get another kind of help, like a grandma or sister, to look after the kids.
- TortasPeru gives them the opportunity to have this part time job at home.

IMPACT



- A cake was sold by, approximately, US\$20. The mom received almost US\$13 for each delivered cake, this amount covers the ingredients, the cost of labor and her profit. Making a profit for every cake of almost 5.85 Us Dollars
- One mom might be able to prepare up to 4 cakes a day, depending on her available time. If she makes 4 cakes for US\$ 13 each, that makes US\$52 a day, by, let's say, 20 days, that means 468 US dollar of net profit in a Month
- It is worth to mention that the minimum monthly wage in Peru for full time work is around US\$ 180.



CHALLENGES IN SUSTAINABILITY AND FINANCIAL

- The main challenge we had to face was to find a pay processing company that was affordable and allow us to operate with confidence and **without fraud in the transactions.**
- Another trouble we faced was the difficulty to find a financial Institution that would give our team of moms a credit for working capital in order to let them implement a little workshop and be able to buy their ingredients in bigger quantities so that they can save.

CHALLENGES IN SUSTAINABILITY AND FINANCIAL

- For example 20 grams of baking power costs 1 sol; if you buy 1 kilo, you can get it by 6 soles, almost 8 times cheaper.



CHALLENGES IN SUSTAINABILITY AND FINANCIAL

- The reason why TortasPeru is not operative at this moment is because:
- 1.- The company that was giving us the credit card service did not protect us from fraudulent transactions. (in the last period was more than 30%)
- 2.- We have not found an affordable pay processing company.





Role of donors and policy makers

- Find a pay processing company that is affordable which allow us to operate with confidence and without fraud in the transactions.
- Find a financial Institution that would give our team of moms a credit for working capital



Role of donors and policy makers

- Finance training courses for moms
- These can help that many initiative like tortasPeru could be successful.

Brief biography



- Born in Cusco; married and have three kids and a rabbit.
- In 1976 I started college at the Southern Illinois University at Carbondale, in the USA majoring in Computer Science.
- By early 90's I started a marzipan business at home.
- In 1996 I started a cake delivering business and in 2000, TortasPeru
- In 2000 my husband and I won the ICT Stories Project of the InfoDev World Bank program and we were invited to the symposium in Egypt in October of the same year.



Brief biography

- In 2001, we were nominated and won the Stockholm Challenge Award in the New Economy category.
- In 2007, after the earthquake in Peru, I took charge of One Million Breads Project to help the victims. We delivered more than a million breads right after the disaster and 25,000 panetones in Christmas. (www.millondepanes.org)
- In 2008, I was nominated as candidate for the presidency of Quipunet, the largest virtual NGO of Peruvians in the USA. The aim of Quipunet is to help the development of education in Peru's rural areas.