Info for Stanford Program:
Bridging Technology & Policy Through Design

VISION

Unleash
Every Woman's Potential
Anywhere at Anytime

MISSION

5 million women by 2030 in alignment with the SUSTAINABLE DEVELOPMENT GOALS

THE PROBLEM

Given our work, strategy and efforts to scale around the world using ICT, we measure our direct and indirect impact through our community following specific metrics. We believe that we have impact beyond our understanding and beyond the metrics we measure. Can we identify new metrics that indicate our indirect impact to the world? For example: change in life of children through our impact in their family/communitychange in the financial activity in our beneficiaries' community/familyimpact through our media activity

POLICIES

Which policies have the biggest impact towards this direction?

Policies regarding Family Planning, Gender Pay Gap

DATA

- MExoxo's KPIs analysis and their alignment with UN's SDGs, Our Beneficiaries' Testimonials & Focus Groups with our Beneficiaries
- Case Studies and Public Data Sets incl. World Economic Forum (Understanding the gender gap in the Global South), World Bank (Gender Statistics) & OECD (Gender, Institutions and Development)

List of All Sources

DESIRED OUTCOME

- Analysis to understand the given problem
- Results to support our Impact Measurement activities

MENTORS

Elpida
Founder & CEO, MExoxo
- MBA
- 15 yrs business experience
- Lived & worked in USA, Mexico & Greece
- Positive Footprint: supported 5,500+ women globally
- Awarded by Clinton Global, GIWA, & nominated by UNESCO for Girls & Women's Education Prize

Spyros Tsoukalas
Growth Associate, MExoxo
- National Technical University of Athens
- 4 yrs experience on developing tech solutions for impact
- Positive Footprint: created 4 tech solutions for NGOs

ABOUT MEXOXO

MExoxo is a global non-profit organization that has empowered, educated and connected 5,500+ women in 16 countries around the world. Value of $ 1 million USD has been created for MExoxo's beneficiaries through its programs. MExoxo's indirect impact reached 21.4K women in 2020, since it has been recorded that for every woman we support she helps 4 more wiithin her family or community.