



www.  
**SheConnects.work**

**Hire a VA with a story that matters!**

25 June, 2025

**Pitch Deck**

hello@sheconnects.work

# Why we do this?



**Founder**  
Abdul Kamyar



**Co-Founder**  
Sediqa Sharifi



Humanity



Belongings

# Problem

Gender Apartheid

- Afghan women face the world's toughest job restrictions.
- Approximately 500K women lost their jobs after Taliban takeover (ILO).
- Lack of access to the international labour market and banking restrictions for Afghan women.

# Solution

Tech is the Solution!

- SheConnects enter these talents back into job market as remote virtual assistants.

# Competition Landscape

## European companies hire through:

- **Freelance Platforms:** Upwork, Fiverr, PeoplePerHour
- **Offshore VA Agencies:** Mainly in the Philippines and Latin America

## Their Limitations:

### Time Zone Gaps:

Latin America: 6–9 hours behind  
Philippines: 6–7 hours ahead

✗ No built-in social impact

## How SheConnects Stands Out:

- Just 2.5 time difference
- Trained, reliable Afghan women VAs

💜 Social mission at the core

# Value Proposition



**AN ETHICAL OUTSOURCING**

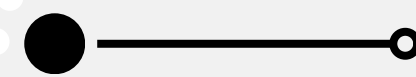
For European businesses:

**Access high-quality, affordable virtual assistants**

## **What make us different?**



**We hire exclusively Afghan women who lost jobs under the Taliban**



**Every hire changes a life**



**Only 2.5 hour difference (in summer)**

# Market size

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## TAM



**€13.25B**

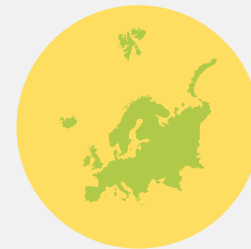
25M SMEs and 1.5M NGOs in Europe

if 10% of them hire a VA with 5000/yr

Average annual VA contract value = €5,000

TAM value =  $2.65M \times €5,000 = €13.25B$  annually

## SAM



**€1.325B**

We assume 10% of TAM value social impact and hire VA from us

10% of 2.65M = 265,000 clients

SAM value =  $265,000 \times €5,000 = €1.325B$  annually

## SOM



**€375.000**

assume we can take >0.1% of TAM by 3 years: onboarding 500 VAs

$500 \times €5000 = €2.5M$  contract value

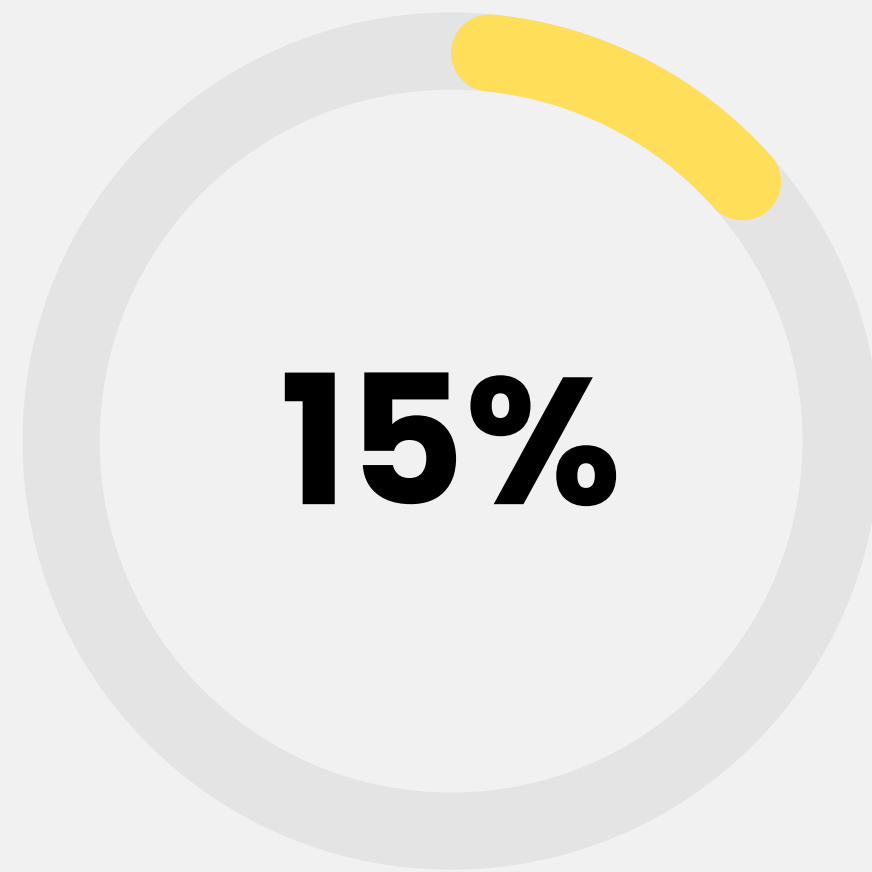
SheConnects revenue =  $2.5M \times 15\% = €375,000$

# Business Model

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B2B and B2C: Both businesses and individuals can hire a VA

Commission-based



Clients billed monthly;  
SheConnects keeps 15%, VA  
receives 85%

Typical contract range: **€300–€600**/month  
Referral program: \$150 discounts per referral

## The Commission:

- Covers operational costs
- Legal compliance & salary transfers
- Italian corporate taxes (IRES 22%, IRAP 4%)



# MVP

## How It Works?



### For VAs (Afghan Women):

- submit skills, and experience
- Undergo screening and training
- Get matched with clients

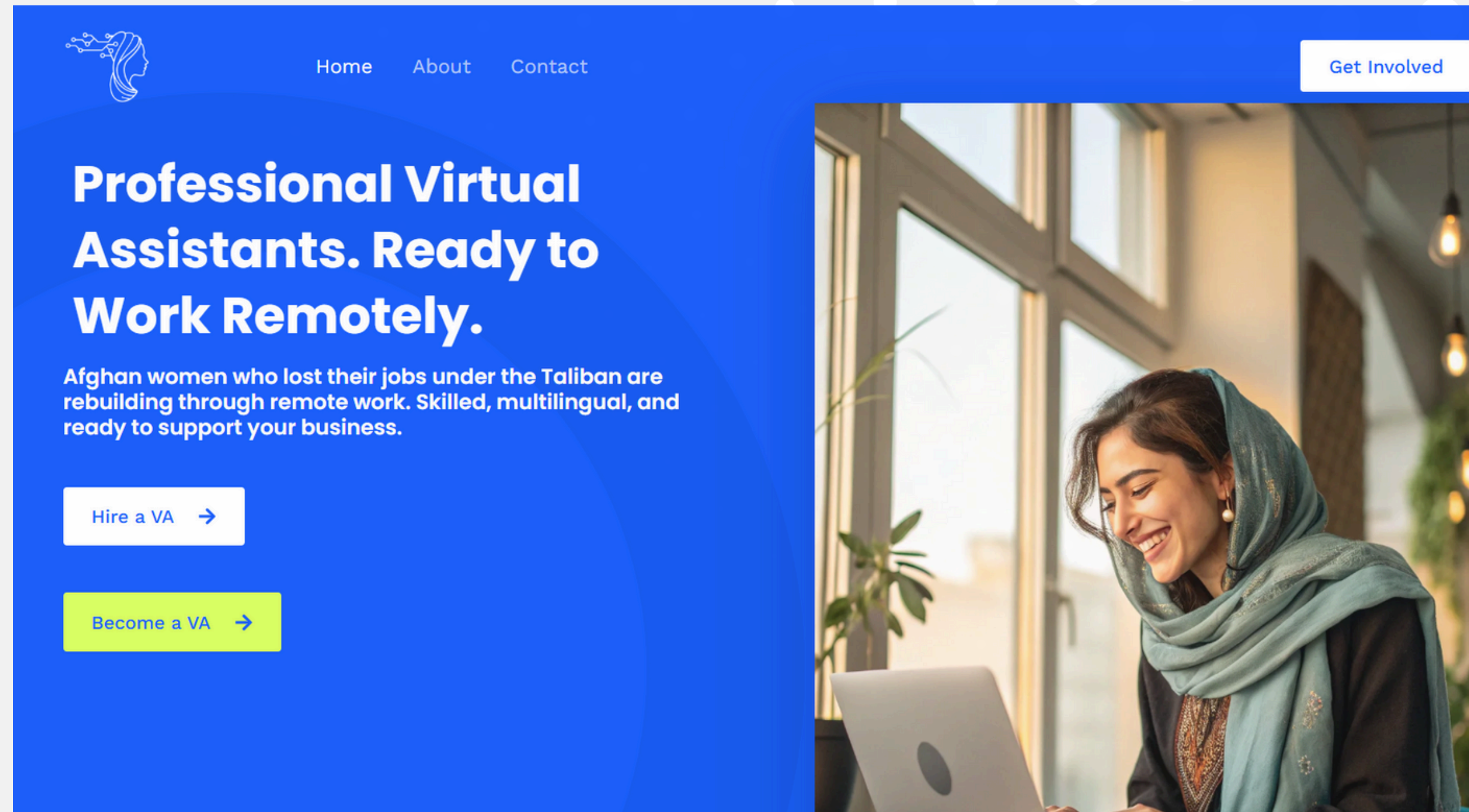


### For Clients

- Fill out a request form
- Get matched with a VA
- SheConnects handles contracts & onboarding

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SheConnects is live  [www.sheconnects.work](http://www.sheconnects.work)





# Service Areas Offered



**Admin Virtual  
Assistance**



**Customer Support  
(Chat & Call)**



**Social Media  
Assistance**



**Research Tasks**  
(i.e Market  
research, etc)



**Translation**  
(Farsi/Dari/Pasht  
o ↔ English)

# Go-To-Market Strategy

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Our go-to-market will be targeted and resource-conscious. starting from Italy and expanding further

**Social Impact Storytelling:** Our major strength

**Phase I:** Pre-Launch

**Timeline:** 3 months

**Goal:** Raise awareness about Afghan professional women and build credibility on LinkedIn

**KPI:**

- 200,000 impressions, 10,000 followers on LinkedIn.
- 1,000,000 impressions and 40K followers on Facebook.
- Having 30 Afghan VAs trained and ready for service.
- Creating traction: Having three letters of intent from clients

Demand Side (Clients)		
Channel	Activity	Resources
LinkedIn	Posting about the situation of women professionals in Afghanistan with a CTA "talk with us" <b>Topics:</b> Women career after Taliban, Afghan women skills, How to relieve the pain. Personal stories of the VAs	LinkedIn ChatGPT Canvas
Local Networking and Referrals	Building referrals and networking in Italy	in-house
Supply Side (Women VAs in Afghanistan)		
Facebook	Posting about alternative solutions to tackle women jobs in Afghanistan through technology. Topics: What is a VA? How to become a VA? Skill Sets needed to become a VA CTA "Become a VA with SheConnects"	Facebook ChatGPT Canvas

# Go-To-Market Strategy

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**Phase II:** Launch

**Timeline:** 2 months

**Goal:** Drive product adoption and signing contracts

## KPI:

- Onboarding 10-30 VAs,
- Cold reaching 1000 clients,
- Training another 20 VAs
- doubling LinkedIn and Facebook reach
- Hiring a third member as “VA Coordinator”

Demand Side (Clients)		
Channel	Activity	Resources
LinkedIn	Posting about the situation of women professionals in Afghanistan with a CTA “talk with us” “Get involved” Topics: Women career after Taliban, Afghan women skills, How to relieve the pain with technology. News about onboarding new clients. Clients feedback	LinkedIn ChatGPT Canvas
Cold Email	Sending Cold email to potential clients to offer our services	Our CRM ChatGPT
Local Networking	Continue building referrals and networking in Italy with a <u>focus in outside</u> of Italy by participating in networking events, startup exhibitions, personal network.	Participation fee in startup exhibitions
LinkedIn and Google Search Ads	Ads on LinkedIn and Google Search, targeting Italy as the first market. Targeting related keyword on google search	€1000 monthly ad spend (total €5000)
Supply Side (Women VAs in Afghanistan)		
Facebook	Posting the progress of the VA. Topics: news about VAs onboarding. CTA “Become a VA with SheConnects”	Facebook ChatGPT Canvas

# Go-To-Market Strategy

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**Phase III:** Post-Launch

**Timeline:** 7 months

**Goal:** Optimize and scale adoption

## KPI:

- Reaching 50-100 onboarded VAs,
- Cold reaching 5000 clients,
- Training another 50-100 VAs
- Tripling LinkedIn and Facebook reach
- Hiring another 3-4 member (Client Success Manager, Marketing and Outreach, Admin and Finance Manager, Va Coordinator, Talent Acquisition Specialist)

Demand Side (Clients)		
Channel	Activity	Resources
LinkedIn	Posting about the situation of women professionals in Afghanistan with a CTA "talk with us" "Get involved" Topics: Women career after Taliban, Afghan women skills, How to relieve the pain with technology. News about onboarding new clients. Clients feedback	LinkedIn ChatGPT Canvas
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# Projection (5 years)

<b>Year 1</b> <b>Contract Value:</b> €250K – €500K <b>Revenue:</b> €37K – €75K <ul style="list-style-type: none"><li>• <b>Onboard</b> 20–30 VAs initially</li><li>• <b>Grow</b> to 50–100 VAs by year-end</li><li>• <b>Focus:</b> launch, GTM, early traction</li><li>• <b>Lean spend:</b> website, legal, marketing</li><li>• Minimal founder salaries</li></ul>	<b>Year 2</b> <b>Contract Value:</b> €1M <b>Revenue:</b> €150K <ul style="list-style-type: none"><li>• <b>Goal:</b> 200 active VAs</li><li>• <b>Focus:</b> scaling ops, stable delivery</li><li>• Stronger onboarding + client support</li><li>• Begin building brand presence</li><li>• Team expansion where needed</li></ul>	<b>Year 3</b> <b>Contract Value:</b> €2.5M <b>Revenue:</b> €375K <ul style="list-style-type: none"><li>• <b>Goal:</b> 500 active VAs</li><li>• <b>Focus:</b> process optimization</li><li>• Invest in customer success</li><li>• Explore new verticals for growth</li></ul>	<b>Year 4</b> <b>Contract Value:</b> €3.5M <b>Revenue:</b> €525K <ul style="list-style-type: none"><li>• <b>Goal:</b> 700 active VAs</li><li>• <b>Focus:</b> improve margins</li><li>• Lower CAC via referrals</li><li>• Growth driven by organic acquisition</li></ul>	<b>Year 5</b> <b>Contract Value:</b> €5M <b>Revenue:</b> €750K <ul style="list-style-type: none"><li>• <b>Goal:</b> 1,000 active VAs</li><li>• Strong brand and client base</li><li>• Explore upsells: training, tools, SaaS</li><li>• Built for scale and long-term growth</li></ul>
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\*Calculations are based on a contract value of €5,000 per year.



# Feasibility

Risk	Mitigation Strategy
Limited Access to Internet?	The internet in Afghanistan is unfiltered, fast, and reliable.
Security of the VAs	There are no risks as the work is home-based. However, for extra measurement, we advise them to keep it a secret.
Instability in Afghanistan	We create a portfolio of Afghan women living in Afghanistan and neighboring countries.



# Team

- Work experience in a startup in Poland
- Former roles: Marketing for Local Business, Business Development, NGOs
- Area of expertise: Marketing and Business Strategy, Cross-Cultural Management
- MSc in International Business & Entrepreneurship (University of Insubria)



**Founder**  
**Abdul Kamyar**



- Women's rights activist & co-founder of ASDD
- Former roles: Turkish Embassy in Kabul, Office of the President of Afghanistan
- Area of Expertise: Women rights activism, marketing
- MSc in International Management (University of Bologna)



**Co-Founder**  
**Sediqa Sharifi**



Both committed to empowering Afghan women with deep roots to Afghanistan!

**Thank you!**



**Instagram!**



**LinkedIn**