



Amam Ventures



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Financing women-led SMEs in Jordan

DGGF's Seed Capital & Business Development (SC&BD) facility will provide pilot funding to Amam Ventures (Amam), Jordan's first gender-lens investment initiative ([2X Challenge](#) compliance). Amam focuses on early-growth female-led and oriented SMEs operating in traditional sectors (such as creative companies, health & wellness, food, education). The fund will be managed by an all-female partner team.

Access to finance in Jordan is a recurring problem for non-tech companies in early-growth stages, as they fall between the risk appetite, collateral requirements, and growth expectations of traditional lenders and venture capital investors. The finance gap is even more acute for women-owned businesses.

Amam's investment model will couple investment capital – a combination of debt, mezzanine structures, and minority equity – with pre- and post-investment support to ensure investment readiness of its pipeline and unlock growth of its portfolio.

Alongside investments, Amam is expected to play a strong ecosystem role, by increasing women's participation and leadership roles in the Jordanian business environment, e.g. through peer networking, CEO coaching and active board membership.

The seed capital support provided by DGGF's SC&BD will enable Amam to run a launch facility, build a track record and demonstrate the case for gender-lens, early-growth finance in Jordan. The goal is to raise a fully-fledged fund as a successor of the launch facility.

Websites: <https://www.amamventures.com/> <https://www.2xchallenge.org/>