

LaunchHER

COHORT 01

IMPACT REPORT

BUILDING THE DIGITAL FOUNDATION
FOR AMBITIOUS WOMEN-LED BUSINESSES

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Businesses

5 | Digital
Platforms

5 | Brand
Identities

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Cohort

2026 EDITION

POWERED BY
GEM STUDIO

“The problem was not always a lack of ambition. Sometimes, it was simply a lack of access.”

THE GENESIS

A Letter from the Founder

I created LaunchHER from a simple observation: too many ambitious women are building businesses with the vision to go further, but without the digital foundation to match that vision.

At GEM Studio, I've had the opportunity to work with businesses at different stages of growth. I've seen founders with strong ideas, valuable products and meaningful services struggle with how to present themselves professionally online, reach the right people and build systems that support where they want to go. The problem was not always a lack of ambition. Sometimes, it was simply a lack of access.

LaunchHER was created to help close that gap.

Through the initiative, we provide selected women-led businesses with more than just a website. We work alongside each founder to understand her business, identify what she needs digitally, and build a professional foundation around it — from brand identity to tailored digital platforms and the systems that help those businesses operate and grow.

Cohort 01 became our first opportunity to put that vision into practice.

Five women. Five businesses. Five different needs. One shared belief: their businesses deserved to be seen, positioned and supported for growth.

What began as an idea has now become a working model — one we intend to refine, expand and take further.

— Matilda Esenam Gbeve
Founder, GEM Studio & LaunchHER

THE TECH EDGE

Built Around the Business

LaunchHER platforms were designed around the individual needs of each founder — combining modern web technology, content management, automation and business functionality into digital systems that founders can manage themselves.

DIFFERENT DIGITAL SYSTEMS.

E-COMMERCE

Product catalogues • Pricing • Online payments • Admin dashboard • Self-managed inventory

PERSONAL BRAND & SERVICES

Portfolio • Booking • Resource shop • Content management • Enquiries

HEALTHCARE & TELEHEALTH

Health resources • Service booking • Patient/client pathways • Automated communication

BUSINESS MANAGEMENT

Self-managed content • Product updates • Structured data • Automated notifications

THE TECHNOLOGY

Next.js

Modern, high-performance web applications

TypeScript

Reliable, maintainable application development

Headless CMS

Founders can update products, prices, content and resources without relying on a developer

Payment Integration

Secure online payment functionality where required

Automated Email

Transactional and customer communication powered by Resend

Responsive Design

Experiences designed to work seamlessly across devices

The goal wasn't simply to put these businesses online.

It was to give each founder a digital system she could actually use.

Discover → Design → Build → Integrate → Handover

FOUNDER'S BUSINESS NEED



TAILORED DIGITAL EXPERIENCE



CONTENT + CMS | PAYMENTS | BOOKINGS |

AUTOMATION



SELF-MANAGED BUSINESS PLATFORM

THE COHORT

LaunchHER
By GEM STUDIO



LaunchHER Cohort 01 brought together five ambitious women building businesses across different industries, with different goals, challenges and digital needs.

From healthcare and property management to personal branding, sourcing and importation, and interior decor and furniture, each founder arrived with a unique vision for her business — and a different idea of what she needed to move forward.

Our approach was simple: there was no one-size-fits-all solution.

We took the time to understand each business, its audience and its direction, then translated those insights into a tailored digital experience. For some, that meant creating a platform for products and payments. For others, it meant strengthening a personal brand, enabling bookings, improving access to services, or creating a professional space to showcase their work.

Across the cohort, we developed five distinct brand identities and five tailored digital platforms — each designed around the business it represents.

Five women. Five businesses. Five different digital journeys.

What connects them is not the industries they operate in, but the ambition behind them: the desire to build businesses that are visible, credible and ready for what comes next.

Cohort 01 was our first step in proving what LaunchHER can make possible when ambitious women are given the digital foundation to match their vision. With each success story, we learned valuable lessons about flexibility, innovation, and the power of personalized support. These entrepreneurs taught us about resilience, the courage to innovate, and the importance of community in paving the path to success.

OYERONKE ESTHER



Founder, Oyeronke Esther Life Coach . Author . Public Speaker

Helping you gain clarity, discover purpose and build a life you're proud of.



Oyeronke Esther came to LaunchHER with a vision to strengthen her professional presence as a life coach, author and public speaker. Her platform was designed to bring her work into one cohesive digital space — allowing visitors to learn about her, explore her coaching services, discover her resources and connect with her more easily.

The result is a polished personal-brand platform built around clarity, credibility and connection, giving Esther a digital home that can grow alongside her work. LaunchHER developed a tailored digital platform that brings together Esther's personal brand, coaching services, speaking profile, author presence and resources in one experience. The platform was designed to make her work easier to discover while giving her a professional foundation for future growth.

EXPLORE THE PLATFORM →

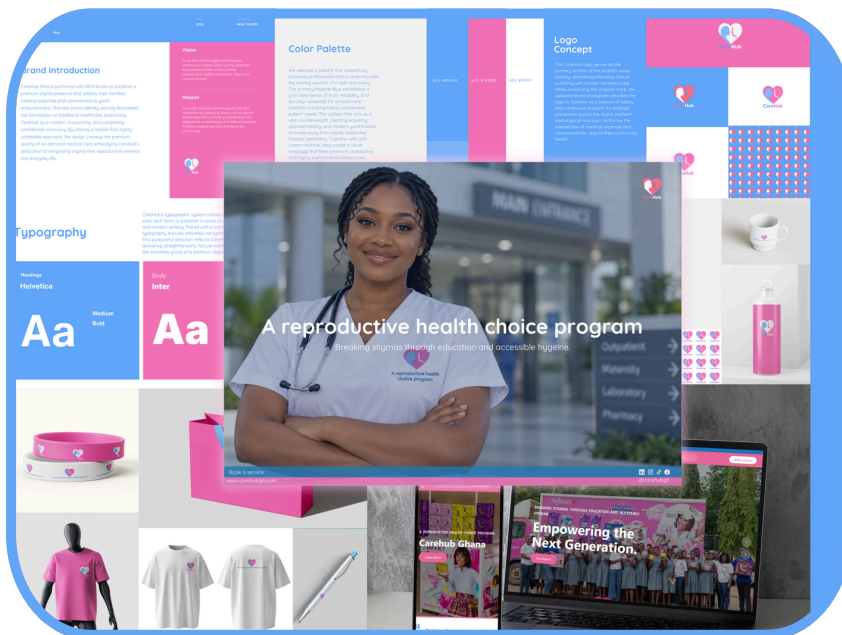
<https://www.oyeesther.com>

MARY DAVIES



Founder, CareHub Ghana Nurse • Midwife • Health Educator

Bridging the healthcare accessibility gap through digital telehealth infrastructure.



CareHub Ghana came to LaunchHER with a vision to create a stronger digital bridge between the organisation, its patients, clients and potential clients. The platform was designed to bring healthcare information, resources and services together in one accessible digital space, while making it easier for users to discover and connect with CareHub Ghana.

LaunchHER developed a resource-driven healthcare platform with structured content, service information and telehealth pathways, giving CareHub Ghana a professional digital foundation through which it can inform, connect and serve its audience. CareHub Ghana's digital presence now enables seamless interaction between healthcare providers and patients, facilitating timely consultations and follow-ups. This has been particularly beneficial in reaching rural communities, where access to healthcare services is often limited.

EXPLORE THE PLATFORM →

<https://www.carehubgh.com>

PEGGY UMEKA



Founder, The Crown Crest Consult Property Manager • Consultant

Scaling corporate property management
through an authoritative digital presence.



Crown Crest Consult needed a digital platform that could clearly communicate its property management and maintenance services while making it easier for prospective clients to understand what the business offers. The platform was designed around clear service discovery and positioning, creating a digital home that reflects the standard of the business.

LaunchHER created a tailored property management platform that organises Crown Crest's services and information into a clear, professional customer journey — giving the business a stronger foundation for visibility, enquiries and future growth.

With this platform, Crown Crest Consult can effectively showcase their expertise in property management and consultancy. The intuitive design ensures that users can easily navigate through the available services, learn more about the company's values, and quickly get in touch with the right people for their needs

EXPLORE THE PLATFORM →

<https://www.crowncrestconsult.com>

DIANA .E. OGURABA



Founder, Deolux Imports Emporium Importation • Sourcing

Automating a complex, multi-category global importation business.



Turning an Import Business into a Digital Storefront.

Deolux Imports Emporium needed more than an online presence. The business needed a digital storefront where customers could explore products and where Diana could manage her catalogue without depending on a developer for everyday updates.

LaunchHER developed a self-managed e-commerce platform with a product management system, allowing Diana to add products, update prices and manage her online catalogue. The platform also incorporates online payments and automated customer communication, creating a more complete purchasing experience. The intuitive design ensures that even those with minimal technical knowledge can navigate the system with ease. Diana now enjoys the flexibility to respond swiftly to market trends and customer demands, ensuring that Deolux Imports Emporium remains competitive in the dynamic global market.

EXPLORE THE PLATFORM →

<https://www.deoluximports.com>

SANDRA BENTIL



Founder, Sanlux Decor & Furniture Interior Design • Decor • Furniture

Structuring high-ticket interior design leads and bespoke pre-orders.



Sanlux Decor & Furniture needed a platform that could do justice to the visual nature of its business — presenting its furniture and decor offerings while giving potential customers an easy way to explore, enquire and take the next step. The experience was designed to feel visual, elegant and intuitive, reflecting the character of the brand itself.

LaunchHER created a bespoke digital platform for showcasing Sanlux's furniture and decor offerings, with a customer journey designed around product discovery, presentation and enquiries. The platform gives Sandra a professional digital showroom that can evolve alongside the business. The online presence not only highlights the craftsmanship and elegance of Sanlux's pieces but also allows customers to visualize how these items might transform their own spaces. With an emphasis on user-friendly navigation and immersive imagery, potential buyers can effortlessly browse through curated collections, gaining inspiration and confidence in their purchasing decisions.

EXPLORE THE PLATFORM →

<https://www.sanluxdecor.com>

THE IMPACT

What Cohort 01 Achieved

LaunchHER Cohort 01 turned five different business visions into five tangible digital foundations. Across the cohort, we worked with women operating in healthcare, personal branding, property management, sourcing and importation, and interior decor and furniture. Each founder received a solution shaped around her business — not a standardised package or one-size-fits-all website.

5
Women-Led Businesses

5
Brand Identities

5
Tailored Digital Platforms

GH¢15,000+
Invested in Cohort 01

The impact of Cohort 01 goes beyond launching five websites.

Founders now have professional digital platforms through which they can present their businesses, manage content, showcase products and services, connect with customers and support future growth.

Depending on the business, the platforms include:

E-commerce

Product management • Pricing •
Online payments

Bookings & Enquiries

Service discovery • Booking
pathways • Customer enquiries

Resources & Information

Structured content • Healthcare
resources • Digital accessibility

Self-Management

CMS access • Content updates •

Product management

100%

Cohort 01 Platforms Completed &
Handed Over

FUTURE

Let's Build Cohort 02

LaunchHER Cohort 01 was the beginning. Five women-led businesses received tailored brand identities and digital platforms designed around their individual businesses and goals. But the need extends far beyond five founders.

Cohort 02 is an opportunity to take what we have built, refine the model and reach more ambitious women-led businesses — giving more founders access to the digital infrastructure they need to grow.

Sponsor Cohort 02

Your support can help us take LaunchHER to the next level — increasing the number of women we can support while strengthening the quality and depth of digital solutions we provide.

Interested in supporting the next cohort?
LET'S BUILD WHAT'S NEXT.



Scan to partner, sponsor or learn more.
hello@gemstudio.tech
www.gemstudio.tech/launchher/cohort-01

WHAT COMES NEXT

MORE FOUNDERS

Expand the number of women supported in each cohort.

DEEPER DIGITAL SUPPORT

Go beyond websites to provide more advanced business tools, automation and digital systems.

STRONGER PARTNERSHIPS

Work with sponsors, organisations and businesses that believe in investing in women-led enterprise.

Five businesses was a beginning.
The next cohort can be bigger.



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