



EMPOWERING FEMALE ENTREPRENEURS THROUGH A FEMALE FOUNDERS ACADEMY

DANUBE CUP CONFERECE APRIL 28, 2022 NELLY RAHIMY

as part of:

Gefördert durch:





GRÜNDERINNEN AK ADEN Empower Female Founders.



In cooperation with:



aufgrund eines Beschlusses des Deutschen Bundestages

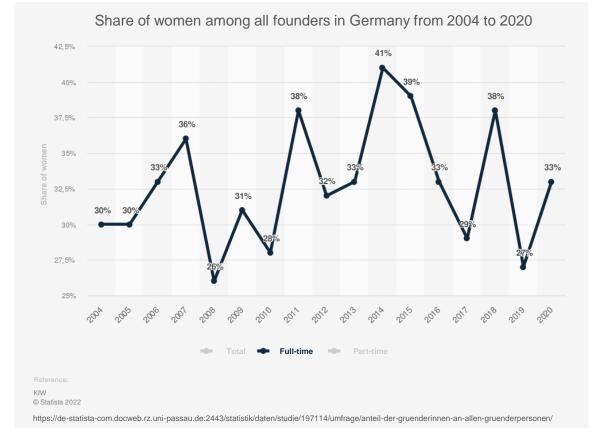


Why Do We Need a Female Founders Academy?

There are still far too few female founders in Germany!

- On average, women show a better study performance
- Women increase the profitability of their business and its potential for job creation
- Women focus more on Green Economy and Social Entrepreneurship
- Hardly any sig. differences in founding intention

Why do women found start-ups less often???





Why Do Women Found Start-ups Less Often?

- Women teams often have less developed networks concerning
 - Cooperations with established firms
 - Potential investors
- Difficulties acquiring investments (gender-bias)
- Less developed Entrepreneurial Mindset:
 - Self-efficacy: Key cognitive component
 - Influenced by entrepreneurial experience

"cognitive perspective that enables an individual to create value by recognizing and acting on opportunities, making decisions with limited information, and remaining adaptable and resilient in conditions that are often uncertain and complex" (Daspit et al. 2021)











Institut für Entrepreneurship und Innovation









How Can We Support Female Founders?

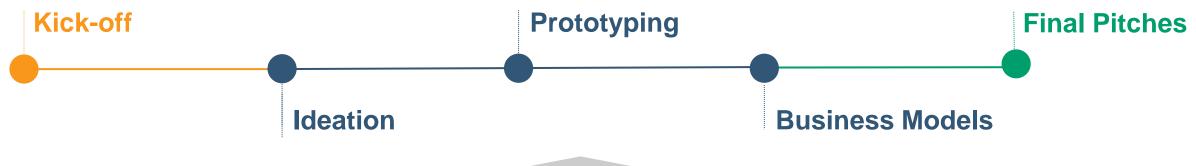
- ✓ Normalise stumbling and failures
- ✓ Set challenges
- ✓ Create safe spaces
- ✓ Open up networks and include role models





We Targeted the Ideation Stage





- Topic-specific inputs and working sessions in teams
- Coaching through Start-up Hubs
- Learning from practice: input from female founders



...And Invited Inspiring Role Models





"Quality beds from the Bavarian Forest."



"Natural. Sustainable. Snacking."





"We work, when and where we want to."



Final Event in Passau









Learning Outcomes

- Positive feedback and enthusiasm from participants
- Established female founders were highly supportive (in sharing knowledge, ressources and networks)
- Positive feedback from public



 High number of no-shows or premature quitting (partly due to miscommunication or health reasons)

For the future: include specific workshop on mindsetting and pitching



Thank you for your attention!

Gefördert durch:



Bundesministerium für Wirtschaft und Klimaschutz



aufgrund eines Beschlusses des Deutschen Bundestages



References

International Labour Organization. (2019). *Women in Business and Management: The Business Case for Change*.

Hirschfeld, A., Wöss, N., & Gilde, J. (2020). *Female Founders Monitor.* https://femalefoundersmonitor.de

Daspit, J.A., Fox, C.J., & Findley, S.K. (2021): Entrepreneurial mindset: An integrated definition, a review of current insights, and directions for future research. *Journal of Small Business Management*. DOI: <u>10.1080/00472778.2021.1907583</u>

Steinmetz, H., Isidor, R., & Bauer, C. (2021): *Gender* Differences in the Intention to Start a Business An Updated and Extended Meta-Analysis. *Zeitschrift für Psychologie*, 229(1), 70–84.