

## Inclusive Entrepreneurship workshop series

# WOMEN

**10 May 2022**

by LIAISE - Linking Incubation Actors for Inclusive and Social  
Entrepreneurship



## Housekeeping

- Update username to include name, organisation and city
- Microphones on mute, videos on after presentations
- Raise hands or write in chat for questions/contributions
- Help create a space where we feel safe, seen and valued

## Reflection and harvesting

- Take note of what you are learning and your ideas for action
- All workshop materials will be shared in a follow up email



**Chiara Davalli**  
EBN Senior Project Leader



Better Incubation aims to **kickstart an eco-systemic change** bringing incubation and business support services **closer to the whole of society** to promote entrepreneurship and self-employment as means to create jobs, develop skills and enable unemployed and **underrepresented people** to fully participate in society and the economy.

<https://betterincubation.eu/>



A two-year programme (2021 – 2023)  
powered by the **LIAISE** project.

Funded under the EU **Programme for  
Employment & Social Innovation**.

Foster **inclusive & social**  
entrepreneurship in Europe by  
**mobilising & empowering business  
support organisations** to support  
social enterprises & people from  
underrepresented groups to grow their  
businesses and work opportunities.

## CONSORTIUM PARTNERS



**The European Business  
and Innovation Centre  
network** is the leading  
pan-European association  
of business support  
organisations.



**Impact Hub** is one of the  
world's largest networks  
focused on building  
entrepreneurial communities  
for impact at scale.



**European Venture  
Philanthropy Association**  
is committed to be the  
prime supporter and  
convener of the community  
of investors for impact in  
Europe.



Better Incubation is powered by **LIAISE - Linking Incubation Actors for Inclusive and Social Entrepreneurship project**.

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# WHAT DEFINES OUR COMMUNITIES OF PRACTICE ?





## Our deep dive workshops create space to discover how to make your incubation services and programs more inclusive and supportive of entrepreneurs from underrepresented groups

1. **Inspire** with best practices, perspectives and insights related to inclusive entrepreneurship
2. **Connect** with like-minded peers, with whom you can learn from and collaborate with
3. **Enable** the modification of services using knowledge and methodologies that can be implemented with your teams





## Introduction to Inclusive Entrepreneurship, 29 March

-  **Migrants and refugees**, 20 April
-  **Women**, 10 May
-  **Youth**, 31 May
-  **Seniors**, 22 June
-  **People with disabilities**, 12 July





## Women deep dive, 10 May

**Intro:** Gabriela's story

### **Learnings from our Community of Practice - Entrepreneur & Practitioner Panel:**

Better Incubation for female entrepreneurs – highlights from our CoP and focus on pilot programme(s)

- Mompreneurs – IHUB Munich
- Leadership au féminin – Laval Mayenne Technopole

### **Workshop**

**Insight #1:** Access to finance

**Insight #2:** Women's Entrepreneurship, Unconditional Support

### **Reflections & Next Steps**





## Introducing our Host and **Speakers**



**Gabriela  
Matouskova**

Entrepreneur

CEO of [Hope For The  
Community CIC](#)



**Johanna Rapp**

Managing  
Director at

[Impact Hub  
Munich](#)



**Aurélie Labarthe**

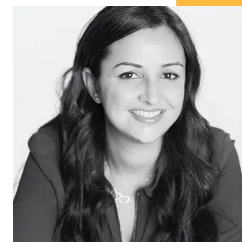
Entrepreneur  
Co-founder of  
[Les Marsiens](#)



**Jan Debets**

Head of  
Operations at

[Business Angels  
Europe](#)



**Krystel Khalil**

Programs  
Director at

[Berytech](#)

# Gabriela's story – from Business Support to Business.

Focus on needs, barriers, opportunities for  
women entrepreneurs

**Gabriela Matouskova**

CEO of Hope For The  
Community CIC

# Learnings from our Community of Practice

**Johanna Rapp**

Impact Hub Munich

## How we went about our work

- CoPs comprised of women entrepreneurs, BSOs, experts and practitioners
- Kickoff bootcamp, monthly meetings, sharing and prototyping
- Initial **research phase** in which CoPs analysed the state of incubation through a collection of best practices and a concerted effort to understand barriers
- Second phase - **observatory** - the CoP acted as sounding boards, monitoring and supporting BSO pilots - with invited experts
- The groundwork has been laid for the generation of policy insights foreseen for the third phase of the project - the **Thinking Lab**





## Understanding the Barriers

<b>Selection Bias</b>	<b>Lack of Access to Capital</b>	<b>Lack of Flexibility of Incubation Programmes</b>
<b>Language Bias</b>	<b>Lack of time</b>	<b>Mental Health Challenges</b>
<b>Cultural challenges</b>	<b>Lack of confidence</b>	<b>Work-life balance</b>





## Recommended piloting elements by program stage

### 1. Designing a social entrepreneur support program

- Language is important - to be inclusive
- What is the objective/goal of the programme needs to be clear
- Peer support/mentoring and coaching
- Good structure and program based on other programs but adjusted to right circumstances/local needs and with the right partners (Erasmus) > focus on specific target audience

▶▶ Read more: [Female Founders](#)

### 2. Scouting for program participants

- Work with network organisations that work with the target group that is already trusted - NGOs, charities and others working with the groups
- Language and marketing that represents
- Use “top 50” or other lists/overview to show and inspire future female entrepreneurs to join a new program

▶▶ Read more: [Euclid Network Top 100 Women in Social Enterprise](#)

### 3. Selecting the right participants

-Unbiased selection (Should be done/tested in consultation with users)

-Create diverse selection committees

-Train selection committee members to address the bias

### 4. Delivering the right program support

-Short trainings/ masterclasses on funding/coaching

▶▶ Read more: [The next women](#)

- Focus on female leadership

▶▶ Read more: [Female Founders](#)

Trainings possibly to be provided by participants from target group

### 5. Connecting participants to supportive people

Mentoring and connecting to other female entrepreneurs

▶▶ Read more: [FEMpreneurhulp](#)

Global network accessibility

▶▶ Read more: [The next women](#) ; [WEgate Platform](#)

### 6. Facilitating access to capital for program participants

Access to female investors

▶▶ Read more: [Santander W50: access to investments, grants and scholarships](#)

### Additional Broader elements

-Work with governments to raise awareness about gender bias and the possibility for women to become entrepreneurs

-Lobby to change the culture and perception especially in countries with gender bias.

-Reach out to unemployment office and try to promote opportunities for women related to entrepreneurship



- **Working with outreach partners** can be particularly useful when looking for women entrepreneurs with additional barriers to entrepreneurship (e.g. mothers)
- Having a **gender balanced selection committee or jury** is a best practice for inclusive incubation.
- Inclusive incubation programs can create **spaces for women entrepreneurs to connect with each other.**
- **Data collection and insights can enable a neutral starting point for conversations** and make gender gaps visible.
- Offer a **gender balanced jury for pitching events and demo days.**
- It is important to **engage female role models in the program delivery**, from jury to presentations and mentorship
- **Making female founders visible** starts with equal access to platforms, but also requires additional management of online communities and opportunities

# BSO's PERSPECTIVE

**Johanna Rapp**

Impact Hub Munich



# Entrepreneur's perspective

**Aurélie Labarthe**

Co-founder of Les Marsiens

## Better Incubation: Women

# WORKSHOP



# Women Entrepreneurship Support - The BSOs' perspective

- **Share your experiences, programmes and tools**
- **What are the challenges and opportunities your BSO identifies in working with this target group?**

Link:

<https://easyretro.io/publicboard/H9BwMAYpFmMwiNMdx5tQDFfhUUr2/ef83eacb-9046-4417-af96-b23df6e03b85>

## Better Incubation: Women

# See you at 11.35 :-)

# INSIGHT #1 ACCESS TO FINANCE

**Jan Debets**

Head of Operations at Business Angels  
Europe & WEgate Platform  
Representative

# INSIGHT #2 WOMEN'S ENTREPRENEURSHIP - UNCONDITIONAL SUPPORT

**Krystal Khalil**

Projects Lab Director at Berytech

## Better Incubation: Women

# Reflections and next steps



## Final reflections

1. What are your **learnings** from this workshop today?
2. How will you **apply** the learning back at your organisation / What will you **modify** in your incubation services & support programs? (**Action!**)
3. Do you have any additional innovations or best practices to **share**?





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Sign up: <http://betterincubation.eu/better-incubation-inclusive-entrepreneurship-workshop-series>

Reach out: [info@betterincubation.eu](mailto:info@betterincubation.eu)