



Female Entrepreneurship in Europe

ANNA DANTI





Women have huge entrepreneurial potential

*Female entrepreneurship is **about economic growth**, creation of jobs and **empowerment of women***

*Encourage more women to start-up digitally
30% this number!*





Women Enterprise Differently Than Men

Key obstacle to become technology oriented:

Education

Stereotypes

Lack of confidence,

Access to finance and business networks





Women and Digital

Share of women in ICT should be increased

9 bn GDP boost if more women enter the digital market

WE in all sectors, not specialist in ICT should take advantage of digital technologies



Entrepreneurship Rate

Percentage of entrepreneurs in the active labour force

| | 2008 | | 2012 | |
|-------------|-------|-----|-------|-----|
| | Women | Men | Women | Men |
| EU-28 | 10% | 19% | 10% | 19% |
| • Europe-37 | 10% | 20% | 10% | 20% |

increased slightly: 10% to 10.4%

- *Entrepreneurship rate varies across Europe-37 and EU-28*





Ambassadors-Mentors Networks



-270 ambassadors in 22 participating countries, role models, inspire women of all ages to set up their own businesses.

-200 mentors provide advice and support with the establishment, management and growth of their enterprises 17 CIP Countries participating





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European gateway for women's entrepreneurship



Foteini Valeonti
Founder of USEUM

“ There are many challenges ...faced when starting up, but the excitement outweighs any fear, long-hours, or lack of experience ”

Get inspired by Foteini Valeonti

START >

your own business today!

GROW >

a successful business your own way!

SUPPORT >

women entrepreneurs in Europe!



Marta López



Sofia Henriksen



Points of light



ECWBA

- **Create a European Network of Business Angels for women entrepreneurs**
- **Aim: raise awareness of Business Angels and increase alternative funding sources for women entrepreneurs**
- **Under COSME peer review bringing together public and private actors**



Thank you

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