



ifempower

**06 - iFEMPOWER handbook
for female entrepreneurship
support points incl. related
materials & counselling**

**INTRODUCTION
& OVERVIEW**

ME2 Porto – 05/02/2020



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Main contents of the Handbook

- 1. Executive Summary
- 2. Introduction
- 3. iFEMPOWER handbook for female entrepreneurship support points
 - 3.1. Definition of the iFEMPOWER support points
 - 3.2. Keys for the creation and management of the iFEMPOWER support points
 - 3.3. Service portfolio
 - 3.4. Resources, outputs and materials
 - 3.5. Agreements with external experts
- 4. Conclusions and recommendations
- 5. References and bibliography
- 6. Annex I – Business advisor competence profile



Introduction

- **Purpose of the Handbook:** To guide and offer relevant information to partners and other relevant stakeholders about how to set up and manage information and consultation points which can provide tailor-made and continuous support for the main target group of the iFEMPOWER project: women interested in entrepreneurship (HE students, mainly).
- All **materials and outputs** developed within iFEMPOWER will be made available at these points and users will be able to arrange meetings with experts for free professional counselling relating to their inquiries on launching and managing enterprises, with a special view on potential problems deriving from the professional and family life of women entrepreneurs.

Definition of the support points (I)

- iFEMPOWER support points will provide **tailor-made and continuous support** for women interested in entrepreneurship .
- iFEMPOWER support points will work at **each partner free of charge** and based on the outputs developed, thus focusing on case solving regarding the female entrepreneurship.
- The counselling will also provide chance to connect interested persons to the mentors participating in the **iFEMPOWER mentorship programme**.
- Background idea: **Methodology can be easily transferable** to any country different from the ones participating directly within this project.

Definition of the support points (II)

Main users of this Handbook:

- Counsellors and other experts on employment and entrepreneurship.
- Staff from educational institutions responsible for job orientation and counselling of students.
- Business support organizations.
- Policy makers from partner countries, regional and national governments, and EU bodies responsible for entrepreneurship and higher education.

Keys for the creation & management

Key elements to have under control...

Offer the adequate mix of services

Recruit, select or place the skilled people for deploying all these services

Develop a protocol of attention to the end users, duly adapted to the characteristics of the individual in terms of educational level, previous experience, age, etc.

Enable a physical space from which to attend to the end users conveniently equipped

Design and implement a strong dissemination plan in order to engage enough number of women entrepreneurs

Networking and establishment of synergies and collaboration agreements with other institutions or agencies that offer services to entrepreneurs

Service portfolio

- Classification in 4 groups:
 - ✓ Starting your business.
 - ✓ Running your business.
 - ✓ Financing your business.
 - ✓ Ending your business.
- Implemented **directly** by the staff members of the support points or **indirectly** re-directing to other sources, instruments or institutions.

Starting your business (I)

- Group of services linked with the supporting to the **generation of the women entrepreneur's idea** and the **decision making process**, with the business development, and culminating those related to the creation of the company itself.
- Services to help those women who are thinking of creating a company and have a business idea, but do not know very well how to start it, needing support to **understand how the entrepreneurial ecosystem works**.

Starting your business (II)

- Services included within this group:
 - ✓ Advice on the business idea.
 - ✓ Guidance for the elaboration of the business plan.
 - ✓ Analysis about the viability of the business.
 - ✓ Information on the most appropriate legal form.
 - ✓ Information on administrative procedures for the start of the activity.

Running your business (I)

- Services related to supporting women entrepreneurs in the **first steps** of their business once they have created the company in order to achieve an **adequate launch and move towards consolidation**.
- Aimed at women entrepreneurs who need advice and support for their **daily business management** (marketing, sales, promotion and advertising, administration and finance, logistics and production...).
- The access of the some of the users of the support points to the **iFEMPOWER mentors** would be **highly recommendable and valuable** into this group of services.

Running your business (II)

- Services included within this group:
 - ✓ Mentoring.
 - ✓ Advice and information on topics such as:
 - Administration and legal matters.
 - Accounting.
 - Taxes.
 - Recruiting and hiring staff.
 - Marketing.
 - Sales and advertising.
 - Transport and logistics.
 - Environmental impact.
 - Industrial property protection.
 - Training.

Financing your business (I)

- Services specifically related to the **financing of entrepreneurial activity by women**.
- Financing is not a simple task and in many cases it is a **major obstacle** for new companies, especially if they are run by women.
- Therefore, support points must launch a series of services to support women entrepreneurs in finding the **best forms of external financing for the start and consolidation of their business activity**.

Financing your business (II)

- Services included within this group:
 - ✓ Advice and information on the different financial options lines available.
 - ✓ Evaluation of the different financing lines.
 - ✓ Selection of that line of financing that reports more guarantees and best fits the needs of the woman entrepreneur.

Ending your business (I)

- Services aimed at providing advice and information to women entrepreneurs about the procedures to follow for **closing down a company or transfer it**, in the event that they decide to end the exercise of the activity business.
- **Main services** to be deployed under the “Ending your business” :
 - ✓ Advice and information on the cessation or extinction of the economic activity.
 - ✓ Advice and information on the transferring or purchase of companies.

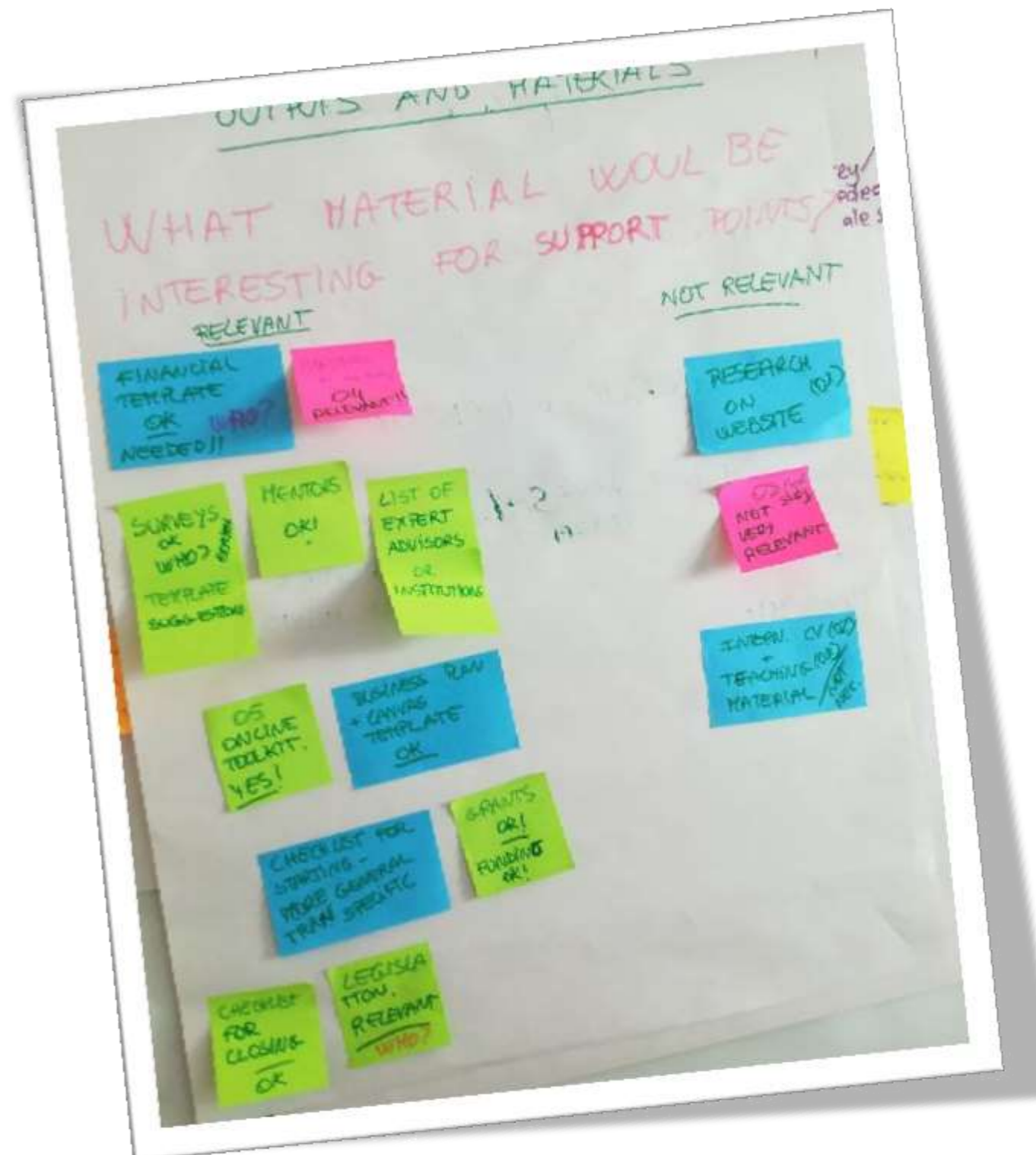
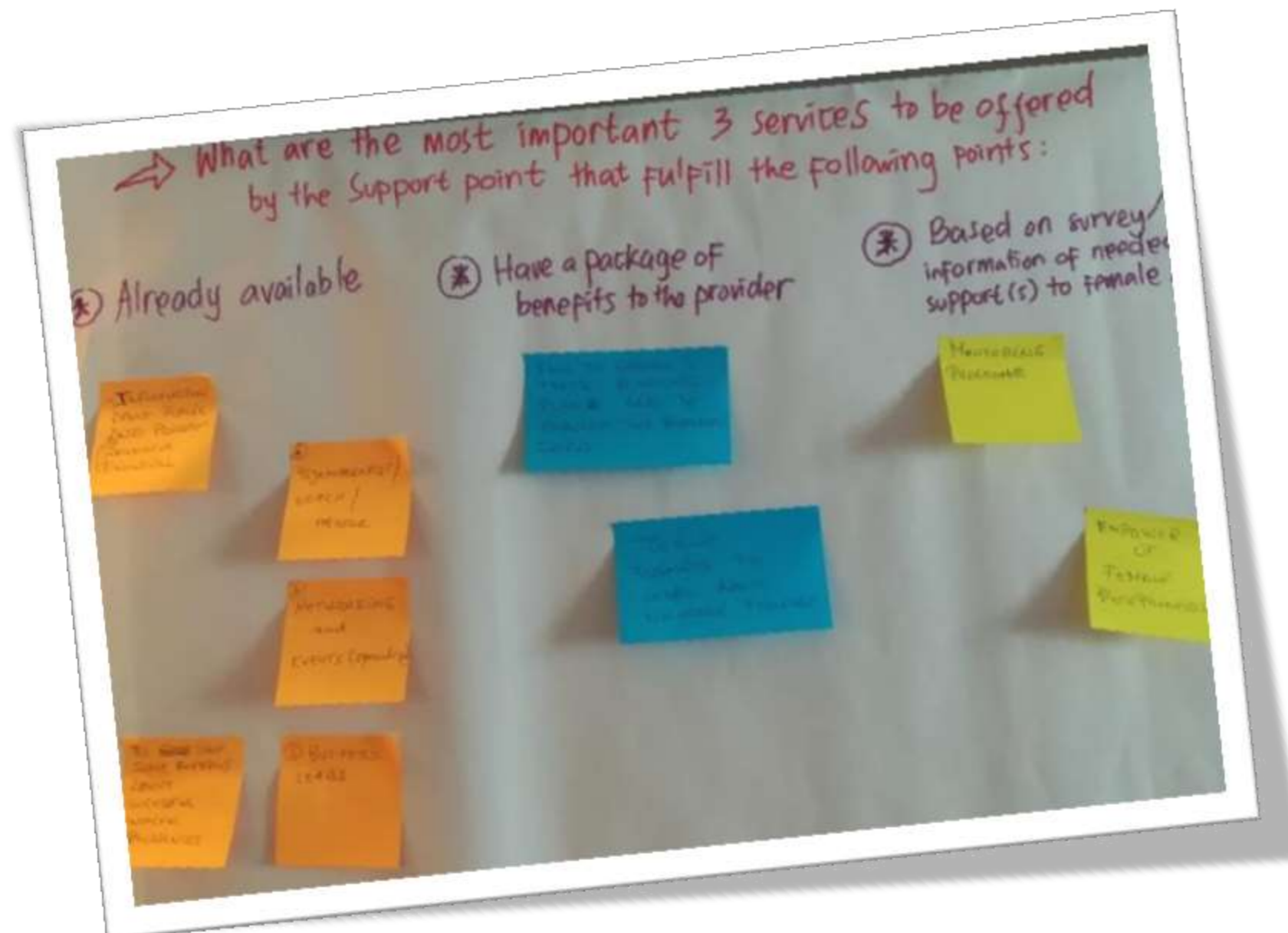
Staff training results (I)

- Work in groups.
- Debate about the different topics/questions in order to **design practical measures and take decision for the future implementation.**



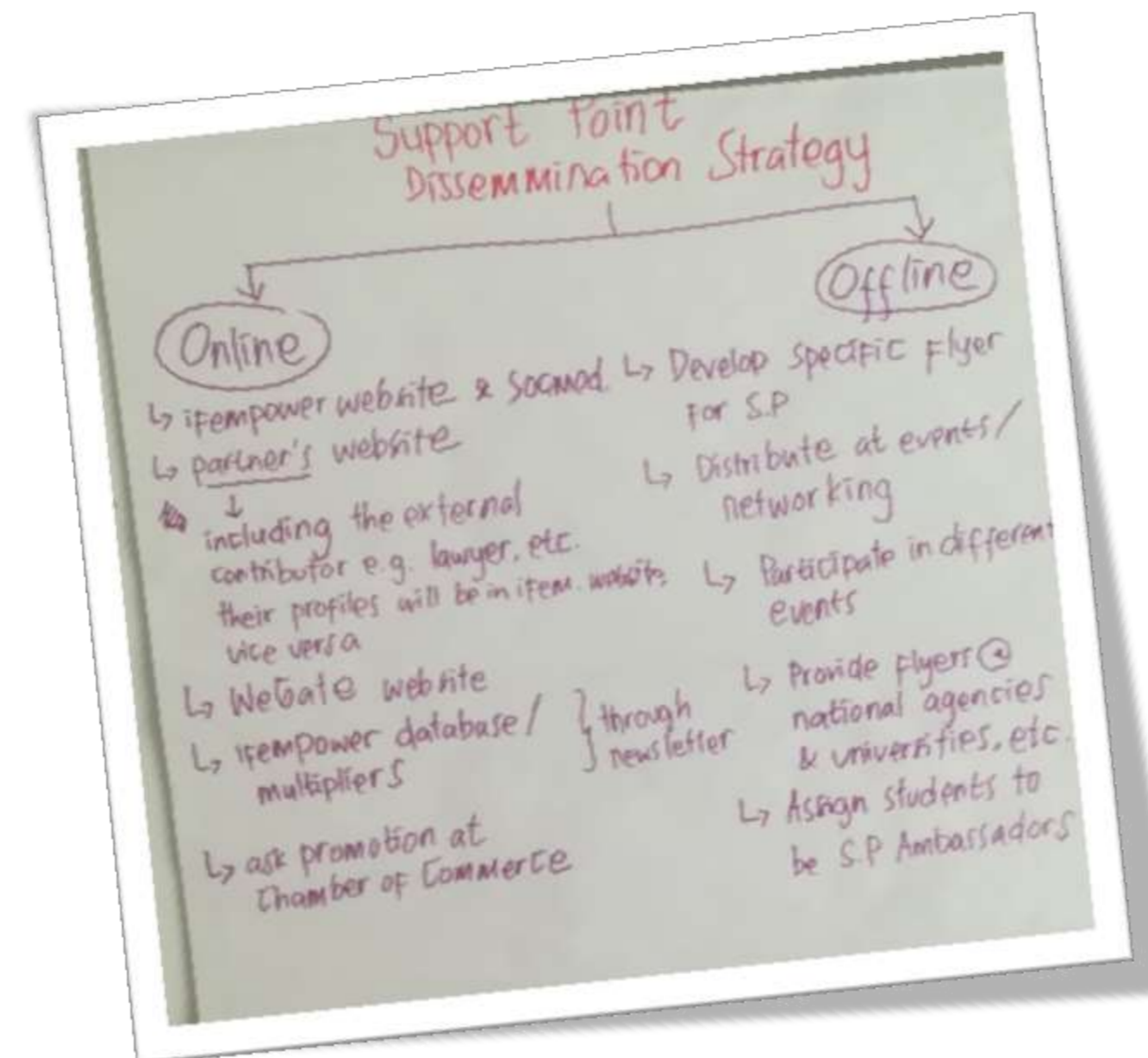
Staff training results (II)

- ✓ **Topic 1:** How to deploy and organize the services (internally, externally or both simultaneously).



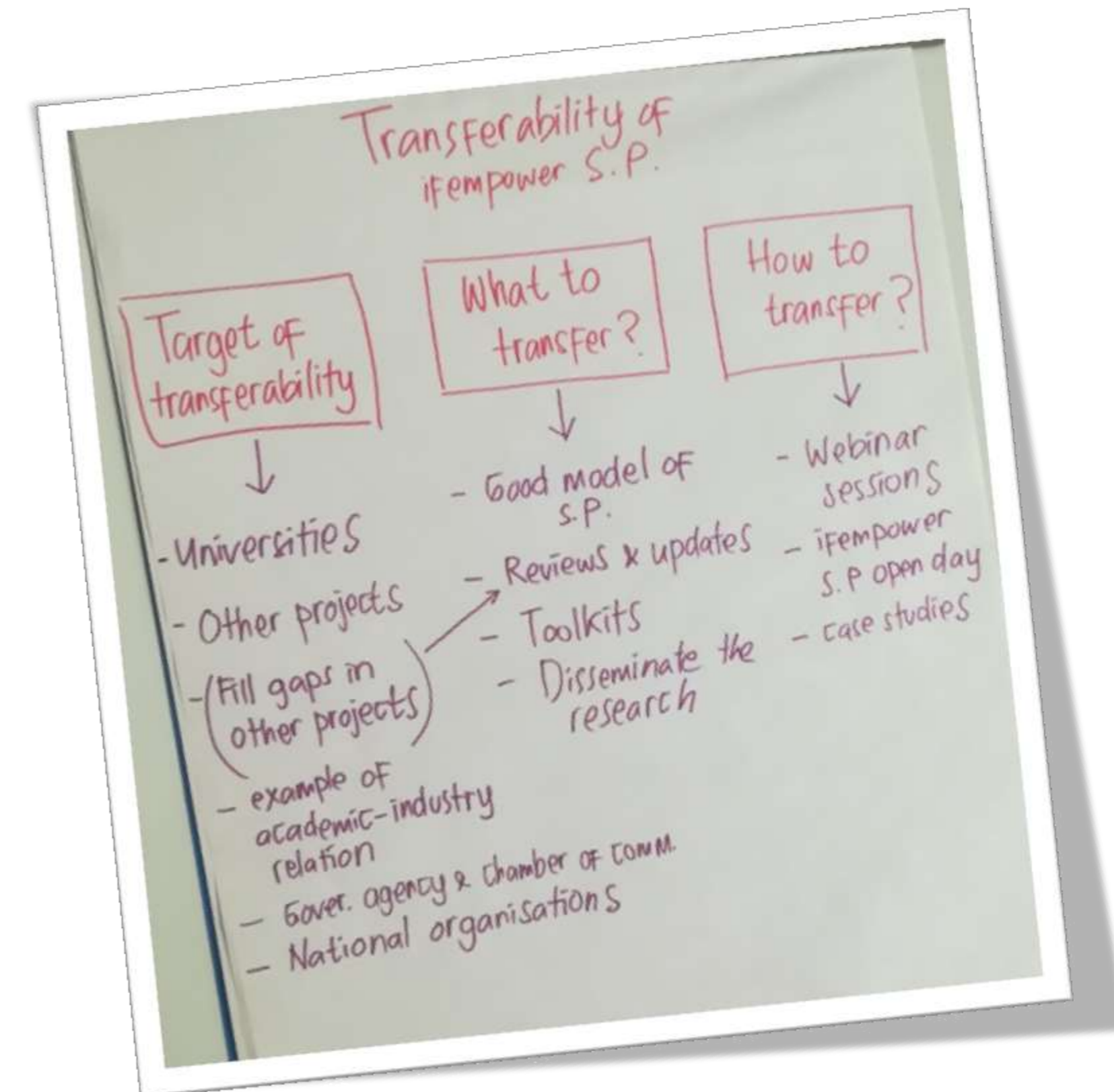
Staff training results (III)

- ✓ Topic 2: How to reach our target group: Dissemination strategy.



Staff training results (IV)

- ✓ Topic 3: Transferability and sustainability of the iFEMPOWER support points.



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