



# ifempower

## **HOW DOES THE IDEA BECOME A BUSINESS?**

Matchmaking and knowledge exchange for business angels, female entrepreneurs and potential entrepreneurs, experts and other stakeholders

**AGENDA OF THE 3<sup>RD</sup> MULTIPLIER EVENT**

**4th February 2021, ZOOM**



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# About ifempower

ifempower aims to empower females students from higher education institutions to get engaged in entrepreneurship. To do so, **ifempower** investigated the main roles, hindrances, gaps and needs of female entrepreneurs and elaborate an internationally transferable module for university students from any fields to broaden their knowledge on entrepreneurship-related topics and to provide hands-on training for their engagement in self-employment and entrepreneurship. The module is accompanied by a mentorship programme for the students through the involvement of practising entrepreneurs. **ifempower** also launched personal consultancy services ([ifempower Support Points](#)) and the online toolkit for any interested females to get support overcoming their problems.

The third multiplier event of **ifempower** held online aims to provide platform for matchmaking and online knowledge exchange for business angels, entrepreneurs, experts and other stakeholders. First, business ideas of students attending the week-long intensive **ifempower** training school will be presented in a pitch session. The professional jury will provide hands-on feedback. Then, the event provides opportunity for knowledge exchange related to business investment and nurturing marketable business ideas. **ifempower** also aims to discover possible synergies among represented projects and initiatives.



We count on your participation! Get yourself a virtual seat through this [registration form](#).

PROGRAMME – CET SCHEDULE			
PART 1	09.50 – 10.00	Online check-in	
	10.00 – 10.10	Welcome and brief introduction of ifempower	
	10.10 – 11.00	Keynote on the findings of ifempower in-depth research (IO1) and the report about female entrepreneurs in the time of COVID-19	The paper ‘Women entrepreneurs in Europe: challenges, strategies and policies’ is a qualitative research conducted at the beginning of the and focuses on the motivations, challenges faced and coping strategies developed by women entrepreneurs, as well as on the interpretations they offered concerning their roles and social status. The international study about the situation of female entrepreneurs during pandemic strongly connects to the paper, and provides an important outlook.
	11.00 – 11.15	Discussion related to the keynote	
	11.15 – 11.45	Showcasing the ifempower training schools and online toolkit	Presentation of the training methodology of the ifempower training schools (winter/spring) and showcasing the status of the online educational platform, which includes real entrepreneurs’ expertise, from practical examples and real-life challenges.
	11.45 – 12.00	Closing remarks	
PART 2			
	14.20 – 14.30	Online check-in	
	14.30 – 14.40	Welcome and keynote	
	14.40 – 16.15	Pitch session	3 min long presentation of the students’ business ideas followed with a 2 min long Q&A section each.
	16.15 – 16.30	Refreshing break	
	16.30 – 17.00	How does the idea become business?	Roundtable discussion of business angels, investors and business support organizations about funding business ideas
	17.00 – 17.15	Break-out discussions with the round table speakers	Networking
	17.15 – 17.30	Evaluation and award ceremony	



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