



Mentoring Sessions for women-led tech startups

24th, 25th and 26th June

Now more than ever, economies need start-ups and entrepreneurs to flourish. Those have the potential to sustain economic growth by fostering new and innovative products and services, and fostering job creation¹.

In the past two record-breaking years of venture capital deployment, women-founded companies only received 11.8 per cent of funding in 2019.

Although women-founded startups generate ten per cent more revenue, they are less likely to receive funding than those having been founded by men². When they do receive financing, they receive less capital.

In addition, even though research has shown that diverse teams outperform, out-innovate and out-create homogenous teams, there is also a penalty for startups who include women among their founders. Indeed, those are ten per cent less likely to receive funding than startups founded exclusively by men, and if they do receive funding, the amount they manage to raise is on average a third less than what men-founded startups obtain³.

Women-led startups have also less access to the networks and know-how tools to raise funding, and therefore, less opportunities to scale up their business.

As we navigate the current economic downturn, we need to seize the opportunity to seed the founding, funding, and scaling of the next generation of start-ups—a generation distinguished by its vision and equity.

¹ OECD (2019), LEVELLING THE PLAYING FIELD DISSECTING THE GENDER GAP IN THE FUNDING OF START-UPS. Available at : [https://www.oecd.org/officialdocuments/publicdisplaydocumentpdf/?cote=DSTI/CIIE\(2019\)3/FINAL&docLanguage=En](https://www.oecd.org/officialdocuments/publicdisplaydocumentpdf/?cote=DSTI/CIIE(2019)3/FINAL&docLanguage=En)

² [http://evf.com.pl/en/european-women-vc#:~:text=European%20Women%20in%20VC%20is,Estonia%2C%20Slovenia%2C%20Hungary\).](http://evf.com.pl/en/european-women-vc#:~:text=European%20Women%20in%20VC%20is,Estonia%2C%20Slovenia%2C%20Hungary).)

³ OECD (2019), LEVELLING THE PLAYING FIELD DISSECTING THE GENDER GAP IN THE FUNDING OF START-UPS. Available at : [https://www.oecd.org/officialdocuments/publicdisplaydocumentpdf/?cote=DSTI/CIIE\(2019\)3/FINAL&docLanguage=En](https://www.oecd.org/officialdocuments/publicdisplaydocumentpdf/?cote=DSTI/CIIE(2019)3/FINAL&docLanguage=En)

To contribute to this effort, the three EU-funded programmes of UN Women : [WE EMPOWER – G7](#), [Win-Win – Gender Equality means Good Business](#), and [WeEmpowerAsia](#) have partnered with [Impulse4women](#), a non-profit association that aims to increase the probability of fundraising for women tech entrepreneurs connecting women start-ups (and social impact projects) with leading investors, corporates, public and private organizations.

Impulse4Women and WE EMPOWER G7, WinWin and WeEmpowerAsia will organize online mentorship sessions over two days, where women-led tech startups will be able to talk about solutions to specific business needs with European and international experts.

This unique event will afford startups the opportunity to get invaluable advice from experts in free 30-minute online mentoring sessions geared towards accelerating their success.

ACTIVITIES

24TH JUNE (16:00 CET) - OPENING EVENT

Impulse4Women and the three EU-funded programmes will host an online opening event for all participants to the mentoring sessions (both investors/experts and startups representatives) to present the joint activity, its aims and objectives, and its relevance to the European Union's policies on women entrepreneurship, gender and innovation.

AGENDA

16:00 – 16:05 Welcome and Opening Remarks

16:05 – 16:15 Opening words from Nona Deprez, Head of Unit, FPI

16:15 – 16:25 Presentation of the European Executive Agency for SME (EASME)/European Innovation Council (EIC) policies and programmes aiming to support women entrepreneurs and women-led startups' access to finance (in Europe and beyond) - Luisa Prista, Director, EASME

16:25-16:40 Presentation of the three EU-funded programmes and activities to foster women entrepreneurs' access to market and finance – Adriana Carvalho (WinWin), Anna Falth (WE EMPOWER G7) and Katja Freiwald (WeEmpowerAsia)

16:40 – 16:50 Presentation of the activity – Taryn Andersen, Impulse4Women

16:50 – 17:00 Q/A

17:00 – End of the webinar

Registration page:

<https://unwomen.zoom.us/meeting/register/tJMuf--tpzpjG9Vs1Pe1PC2iuUEIZ0hF7DRO>

25TH / 26TH JUNE (08:00 – 18:00 CET) – ONLINE ONE-TO-ONE MENTORING SESSIONS

Women-led tech startups having previously registered will be matched with experts/investors, and will be able to exchange on the issues and challenges they face during 30 minutes one-to-one virtual meetings.

Event page and registration: <https://www.empowerwomen.org/en/community/events-opportunities/2020/06/mentoring-sessions-w-impulse4women>

Facebook page: <https://web.facebook.com/events/1367218960135323/>