



# Youth Entrepreneurship Policy Academy



Workshop #2: Young women in innovation  
and high-growth entrepreneurship

17 October 2023

Helen Shymanski, OECD CFE



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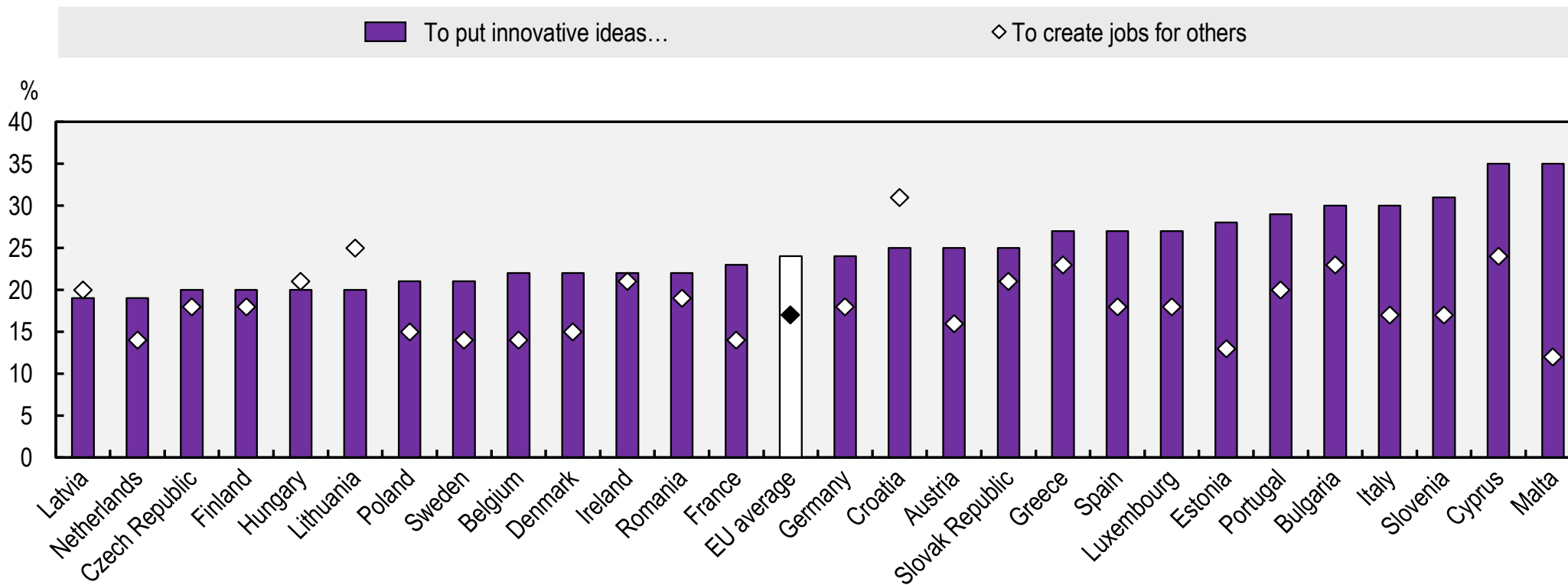
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# Why is innovation and high-growth entrepreneurship for young women a policy priority?

- Innovation has many **positive benefits** to the overall economic and social context: economic growth, **job creation**, drive **competition**, create **knowledge spill-overs**, and strengthen overall entrepreneurial ecosystem and enhance competitiveness
- A major driver of innovation and job creation are **high-growth firms**.
  - High-growth start-ups in Finland accounted for **5% of all firms** yet generated **89% of new jobs** between 2003 and 2006
- Long-standing gender gap is costing economies around the world in ideas, innovations and talent
  - Young men were **1.6 times** more likely to be self-employed than young women in the EU (2022)
  - Only **15%** of high-growth potential start-ups have at least one woman founder
  - Only **6%** are solely founded by women



# Entrepreneurial goals



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Entrepreneurship  
Policy Academy

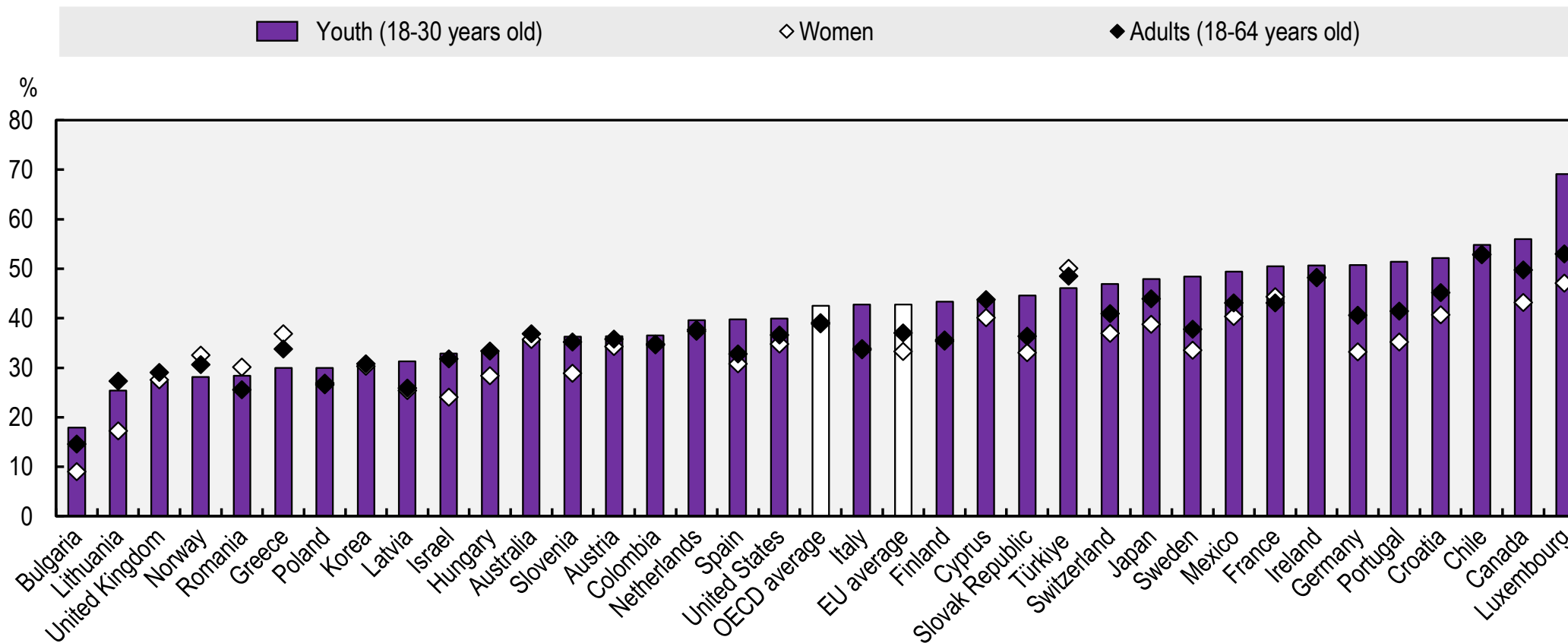
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# Innovation rates



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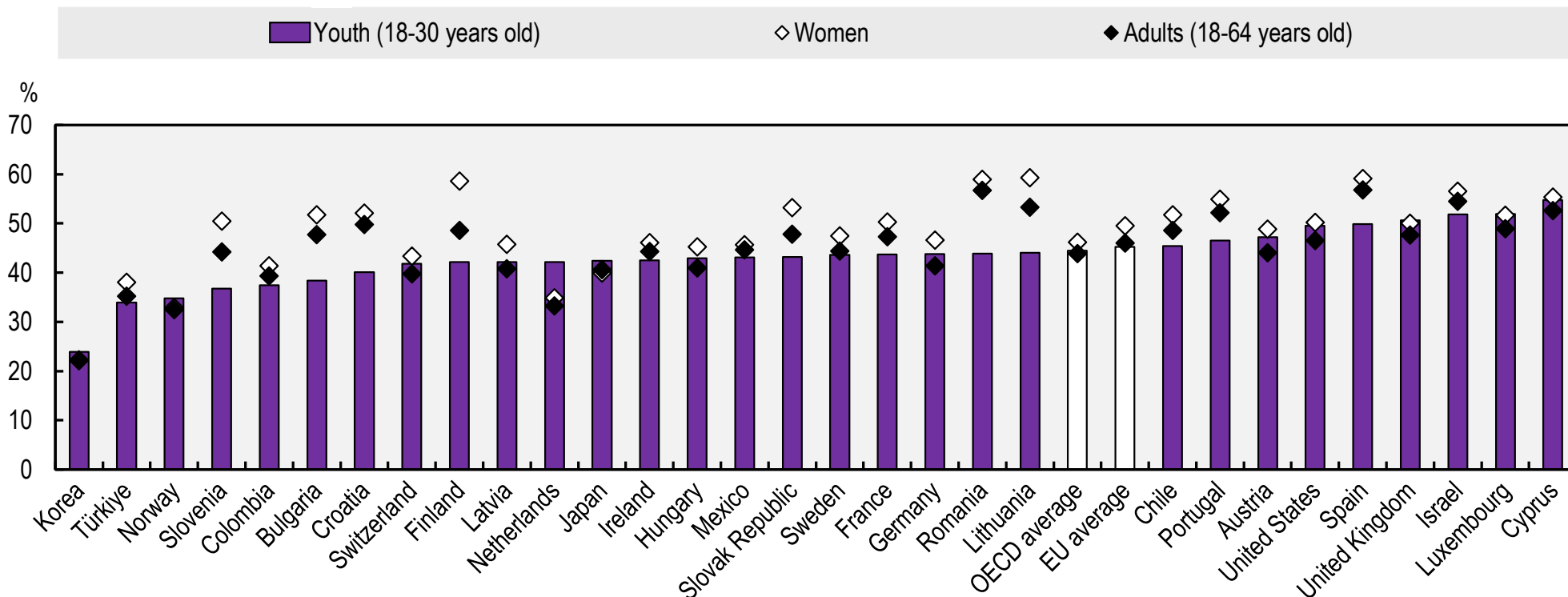
# Youth Entrepreneurship Policy Academy

What challenges limit young female entrepreneurs' ability to innovate and grow?



# Risk tolerance and limited entrepreneurship skills

Proportion of population who report "fear of failure" is a barrier to business creation



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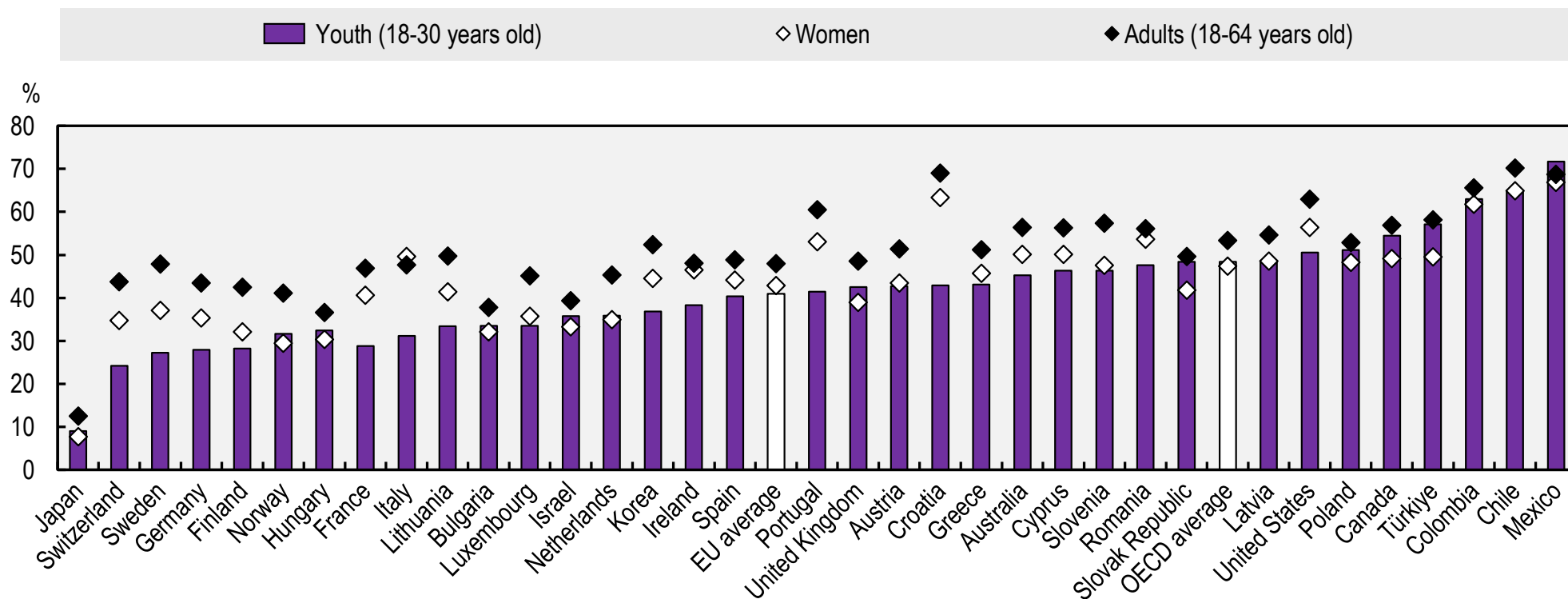


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# Risk tolerance and limited entrepreneurship skills

Proportion of population who report that they have the skills to start a business



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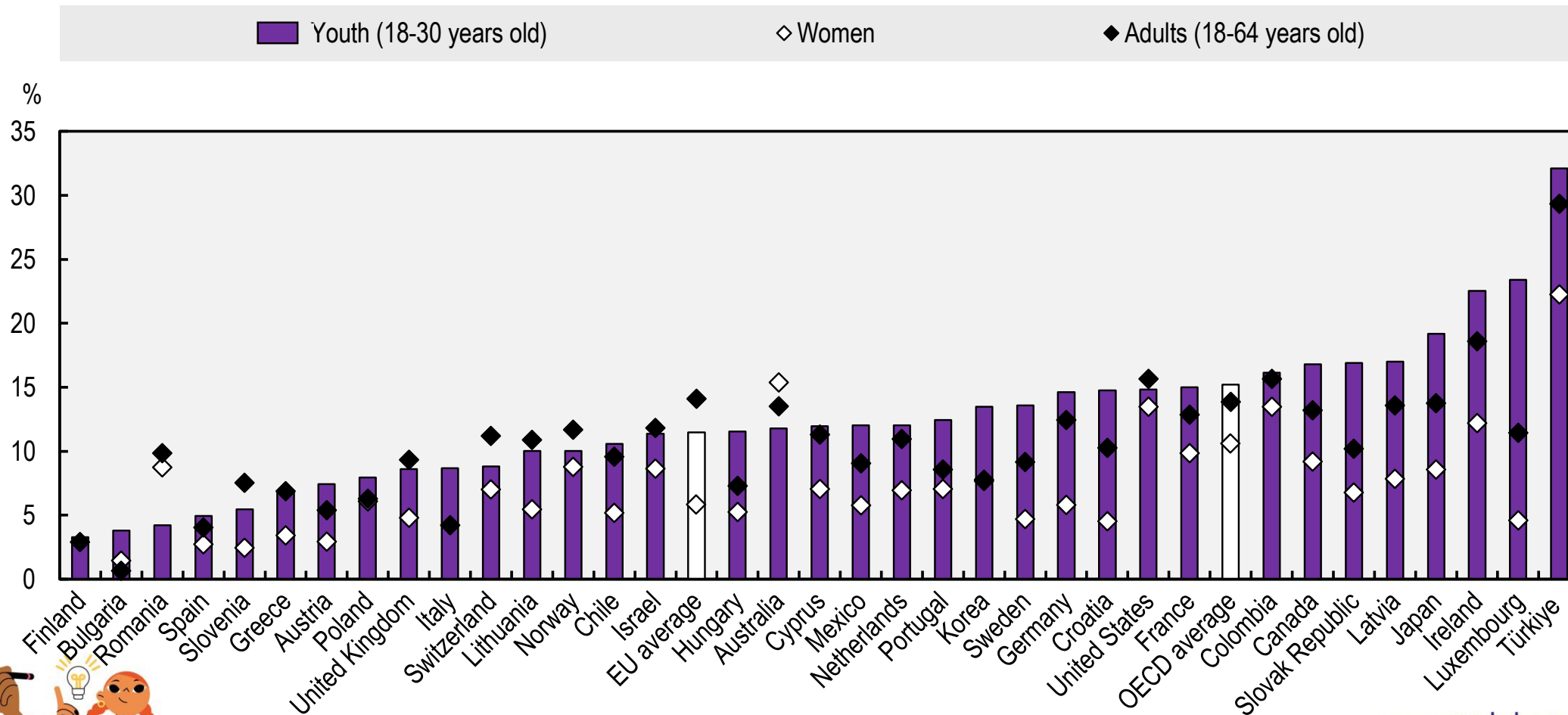
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# Different growth ambitions



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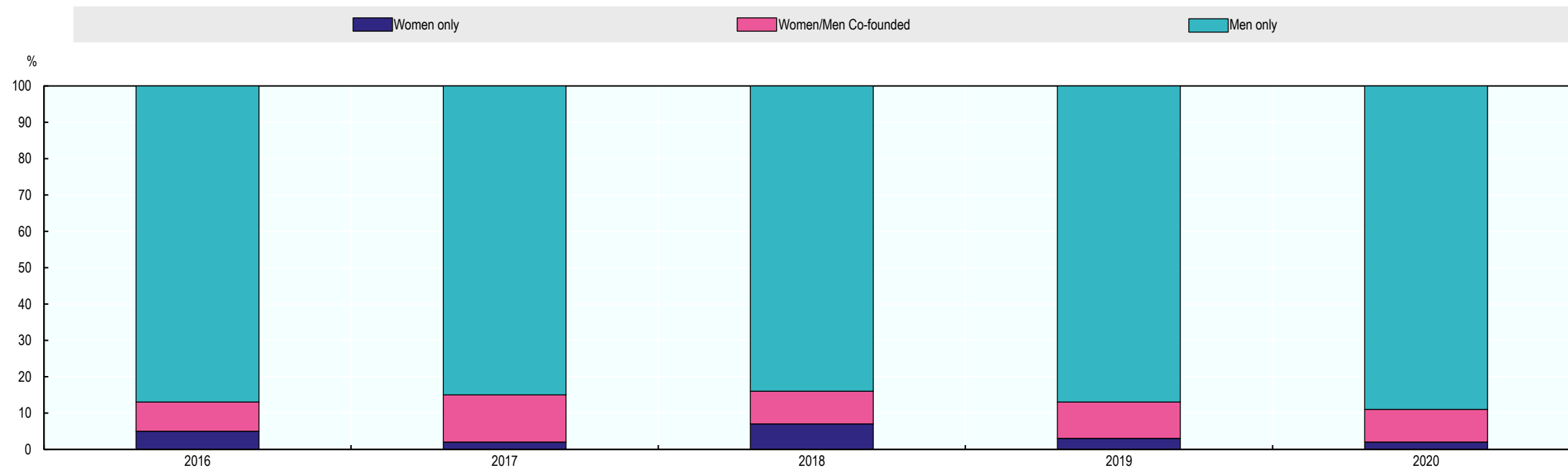
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# Gender gaps in growth finance

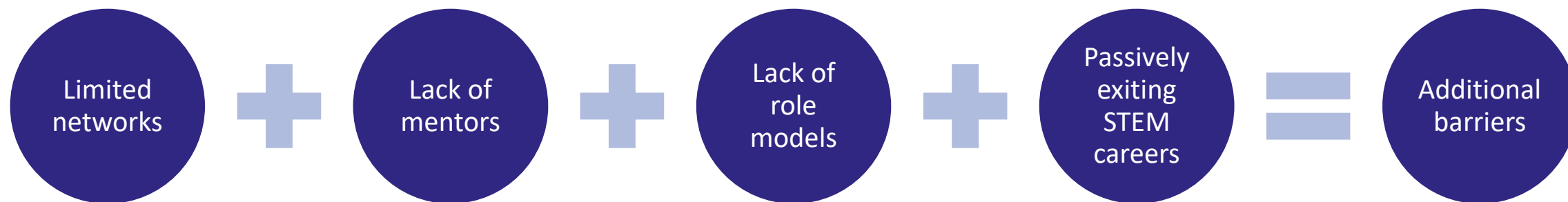


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# Leaky pipeline of innovative women



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# What are governments doing?

## Shifting social attitudes

Reducing biases in entrepreneurship framework conditions

Offering tailored support measures

Supporting positive attitudes around entrepreneurship

Elevating success stories and promoting role models

Dedicated outreach campaigns

## Promoting skill development

Entrepreneurship training programmes, coaching and mentoring, dedicated incubation and acceleration programmes

## Facilitating access to finance

Direct financial supports (e.g. grants, loans, guarantee schemes, venture capital and equity investment)

Indirect supports (financial literacy, investor readiness courses, funding to other financial support providers)

Support the women investors

## Supporting network development

Create dedicated networks

Build networks in parallel to integrated support schemes

Broaden mainstream networks to be more inclusive

Support innovation networks (e.g. public-partnerships)



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# Thank you!

## Any questions?



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Égalité  
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# YOUNG WOMEN IN ENTREPRENEURSHIP

## Challenges and solutions

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Direction générale de la cohésion sociale / Service des droits des femmes et de l'égalité entre les femmes et les hommes Direction Générale des Entreprises / Sous-Direction du Développement des Entreprises



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**YOUNG WOMEN IN ENTREPRENEURSHIP** - Challenges and solutions

## **PARTICIPANTS :**

**Solène LE COZ-FORTIS**

Ministry of Economics, Finance and Industrial and Digital Sovereignty

**Claire NODENOT**

Ministry for Gender Equality



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## **YOUNG WOMEN IN ENTREPRENEURSHIP** - Challenges and solutions

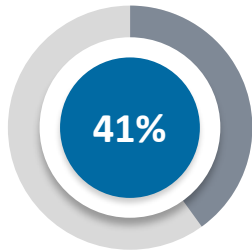
### **AGENDA**

- 1. CONTEXT / KEY FIGURES / CHALLENGES**
- 2. PARTNERSHIP WITH BPIFRANCE**
- 3. ALL EQUALS PLAN**
- 4. INSTRUMENTS WITHIN THE EDUCATION FIELD**
- 5. SUPPORT TO THE NON-PROFIT SECTOR**





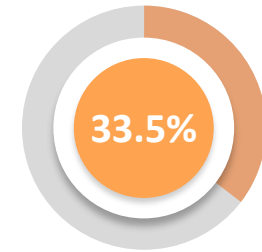
## 1. CONTEXT & KEY FIGURES



of the entrepreneurs in France are under 30 in 2021



of the 18-30yo in 2021 are part of the entrepreneurial chain (including intentionists)



In 2023, women represent 33,5% of the entrepreneurs

Women are mostly represented in low value-added sectors (i.e. care, health, textile...), which generate less income and less durability.



## **1. CHALLENGES**

**The French approach to public policies regarding entrepreneurship is to foster and support initiatives aiming to :**

- Spread the « esprit d’entreprendre » towards pupils, students and jobseekers
- Train, coach, mentor entrepreneurs and help them network
- Fund projects (whether through grants or loans, including zero-interest loans)

**If there is no particular policy toward young women entrepreneurship, we have specific programs for the youth, for students, and for women**



## 1. CHALLENGES

**The main goals addressed by the French Government regarding women entrepreneurship :**

**01** Increase the proportion of women amongst entrepreneurs (up to 40%)

**02** Facilitate the access to funding for women-lead projects

**03** Fight against gender bias and stereotypes

**04** Promote professional diversity and the proportion of women-lead companies in high-value sectors



## 2. PARTNERSHIP WITH BPIFRANCE

**A master agreement for women entrepreneurship** was concluded between the national **Public Investment Bank (Bpifrance)** and the **Ministry for Gender Equality** in 2021 for the period 2021/2023.

The main goals of this master agreement are to :

- **facilitate the accompaniment of the women** who want to initiate or takeback a business (with a focus on the precarious territories, but also on the youth) ;
- **increase the funding** of the projects lead by women ;
- **fight against bias and stereotypes.**



## **2. PARTNERSHIP WITH BPIFRANCE**

**This master agreement is also co signed by two banking groups :**

- BNP Paribas ;
- Les Caisses D'Épargne.

**This convention is declined regionally as Local Actions Plans for women entrepreneurship**, by our territorial network, the Directrices Regionales aux Droits des femmes, and by BPIfrance and the Regional Councils.

10 of those action plans have already been signed, in Normandy or Auvergne-Rhône-Alpes for example.



### 3. "ALL EQUALS" PLAN

- Our two ministries are collaborating for the follow-up of the Plan “Toutes et Tous Egaux”, the government’s plan for to improve women’s rights and situation in all the sectors of society, including a lot of measures directed towards professional equality.
- Among these, the DGE (within the Ministry of Economics and Finance) steers measures dedicated to women’s entrepreneurship such as:
  - Yearly **barometer** of women’s entrepreneurship
  - Communication on **tax deductions** for **business network’s** membership fees
  - Online mentoring for female entrepreneurs**
  - Support for female **business acquirers**
  - Banking and financial coaching**
  - Self-assessment of entrepreneurial skills**



## 4. INSTRUMENTS WITHIN THE EDUCATION FIELD

### Girls/Boys Equality Partnership Agreement

- The development of women's entrepreneurship is still hampered by social representations and gender stereotypes.
- **An inter-ministerial agreement for equality between girls and boys in the education system was put in place**, supported by the Gender Equality Ministry, the Ministry of Education, the Ministry of Higher Education and Research, the Ministry of Labor, and the Ministry of Agriculture.
- **This agreement has two top priorities :**
  - build and implement a culture of gender equality and reinforce education in mutual respect and equality between girls and boys ;
  - commit to greater gender diversity in training courses and at all levels of study.





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**YOUNG WOMEN IN ENTREPRENEURSHIP** - Challenges and solutions

## **4. INSTRUMENTS WITHIN THE EDUCATION FIELD**

- 2023 : EducFi passport for 8th-graders : financial education and business creation promotion



## **4. INSTRUMENTS WITHIN THE EDUCATION FIELD**

### **PEPITES : Student Hubs for Innovation, Transfer and Entrepreneurship**

- Created in 2014, Pépité France federates 33 Pépité (Student Hubs for Innovation, Transfer and Entrepreneurship) set up throughout the French territory.
- The Pépité's mission is to strengthen the entrepreneurial culture and innovation in higher education, by implementing awareness-raising, training, and support actions.
- Pépité France fosters connections between students' and young graduates' business creation projects with companies, as well as support and financing structures.



## **4. INSTRUMENTS WITHIN THE EDUCATION FIELD**

### **THE STUDENT-ENTREPRENEUR NATIONAL STATUS**

- The Student-Entrepreneur National Status enables the development of an entrepreneurial project as part of the higher education journey, with adequate supervision and support.
- Project leaders can apply to the Pépité initiative if they have graduated from the baccalaureate or an equivalent diploma, and if they have the ambition to create or resume an activity.



## 4. INSTRUMENTS WITHIN THE EDUCATION FIELD

### THE STUDENT-ENTREPRENEUR NATIONAL STATUS

- **Support:** Double mentoring by a teacher tutor and an external tutor (entrepreneur or professional)
- **Networking** with the entrepreneurial ecosystem and the network of 33 Pépité hubs
- **Coworking space**
- **Schedule organization and ECTS equivalences**
- **Internship substitution:**  
« Substitute your internship to devote yourself to your entrepreneurial project »
- **Legal support**
- **Scholarships**
- **Funding:** Financing assistance (regional and national competitions, honorary loans and fundraising...)



## **5. SUPPORT TO THE NON-PROFIT SECTOR**

**The French Government is supporting the associations** that are working on the field of **woman entrepreneurship**, and is giving them subsidies to develop their projects and programs, which are all specifically dedicated to women, as for example :

- **100.000 entrepreneurs**, for the organization of the Week of sensitization of the youth towards woman entrepreneurship (project organized towards the youth with the Education Ministry, taking place in schools and high schools) ;
- **Les Premières** for their regional incubators project ;
- **France Active** for the Woman Equality Guarantee (to facilitate bank credit access for woman).

OECD 2023

# WOMEN ENTREPRENEURSHIP: CONTEXT MATTERS


*EXPERIENCE SHARING FROM GEM LES PREMIERES*



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ECOLE DE  
MANAGEMENT**

BUSINESS LAB FOR SOCIETY

une école

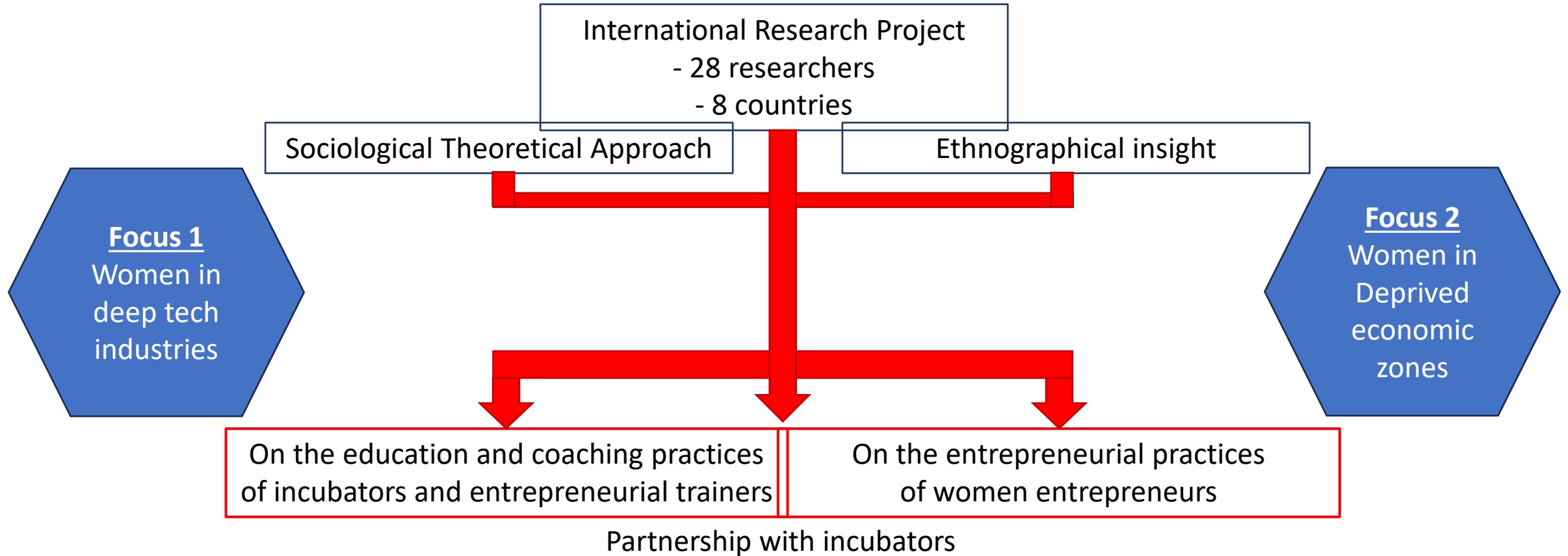
 CCI GRENOBLE

**Act  
Think  
Impact**



# 1. The FERE Project

A wonderful International Research Project



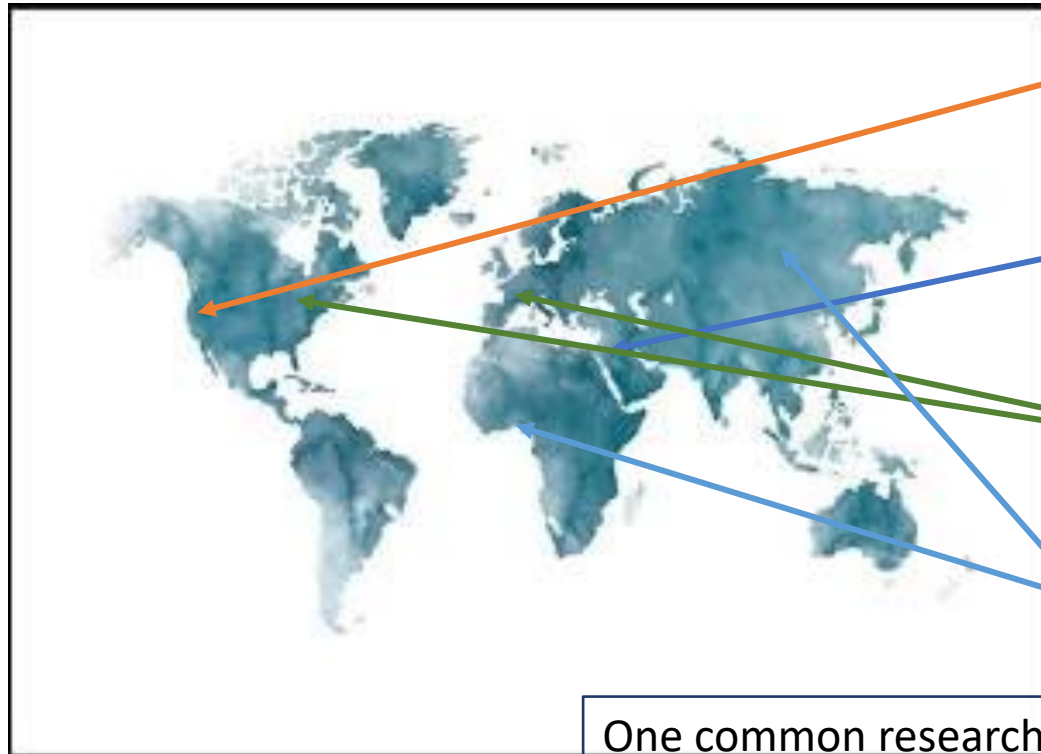


# 1. The FERE Project

**From a theoretical length: CONTEXT does matter**

→ **For Welter** : Who, What, When, Where and... How

→ **For an institutional point of view** : A discussion on the place of women within « entrepreneurship » (or tech entrepreneurship) as institutional fields



● Homebased entrepreneurs and their dairy calendar?

● Spousal support or control  
To women refugee entrepreneurs?

● How women nascent entrepreneurs learn thanks to incubators?

● How institutions shape women entrepreneurs ? (religious case)

One common research question  
How women can gain their legitimacy in their field?

# 2. Doing gender while entrepreneuring...

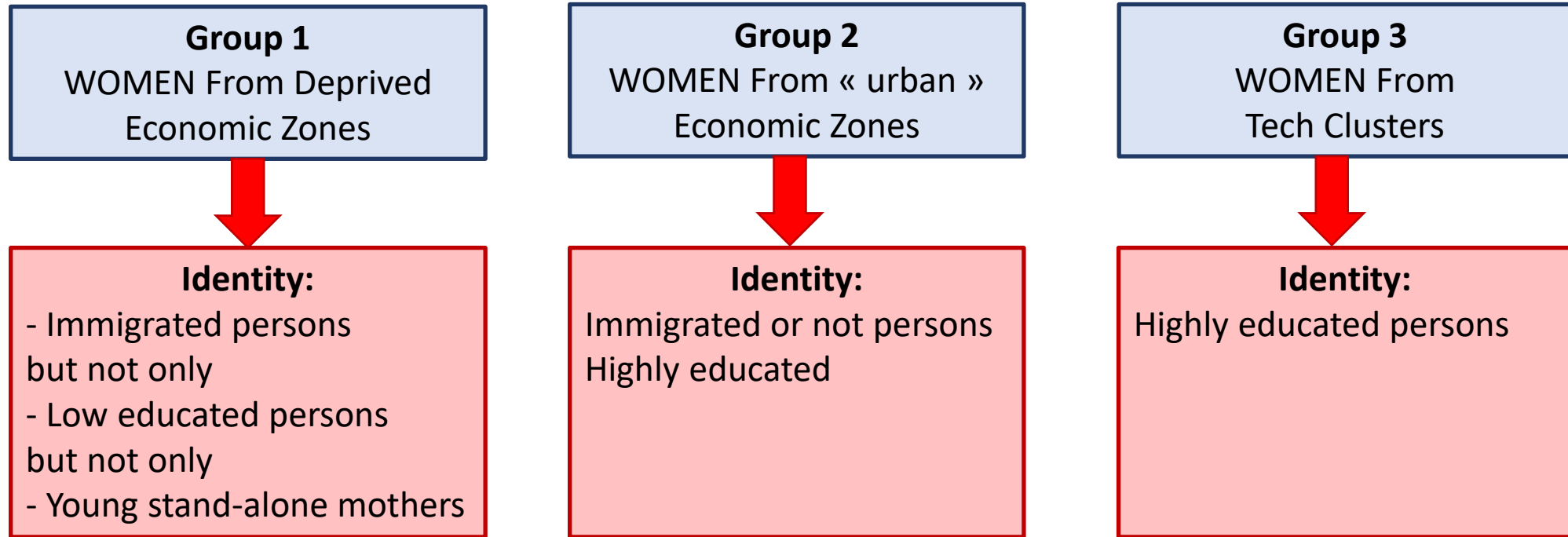
DATA



- 3 programs: START / GO / BOOST
- Pedagogical Process: Cohort
- Courses & network & mentoring: On-line teaching process
- Individual Coaching: Face to face and local exchange

# 2. Doing gender while entrepreneuring...

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**FOLLOWING THE SAME ENTREPRENEURIAL PROGRAM**  
That gets devoted to (young) WOMEN

# 2. Doing gender while entrepreneuring...

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➔ Up to 3 years of Ethnographic Study

➔ Focus: Interactions between these women nascent entrepreneurs

And :

→ Their coaches

→ Their trainers

→ Investors



# 2. Doing gender while entrepreneuring...

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**Group 1**  
WOMEN From Deprived  
Economic Zones



« I am different »  
« Playing entrepreneurship  
in social medias »

Entrepreneurial  
Tech Cluster

First  
venture  
inside this  
context



**Results :**  
Keep on in the deprived zone  
(live outside)  
Organic Entrepreneurial growth  
Outside the entrepreneurial cluster

Deprived economic zone in France

=

High immigration rate => Different practices and cultures  
(low presence of the French Culture)

+

High unemployment rate (23 000 euros / year pro family)

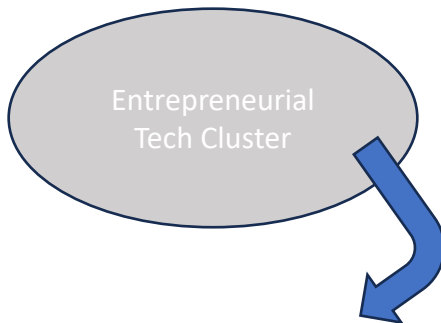
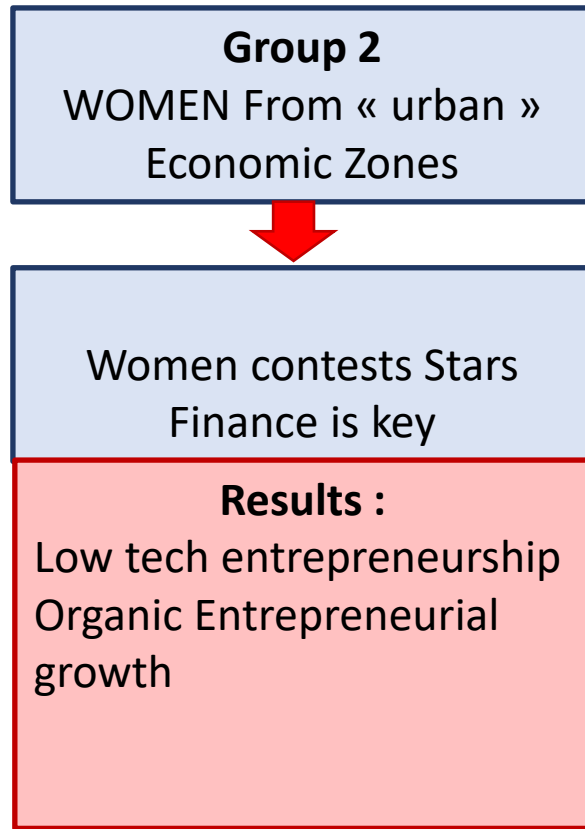
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High social welfare



# 2. Doing gender while entrepreneuring...

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Urban zone in AURA  
=  
International culture (but French practices: Cafés, Wine bars, fashion)  
+  
Low unemployment rate / high level of education

# 2. Doing gender while entrepreneuring...

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**Group 3**  
WOMEN From  
Tech Clusters



You are hysteric

**Results :**  
A low growth venture  
(after 3 years) + unformal  
support from the network  
that promotes women  
entrepreneurs



Tech Cluster

=

French Culture and practices

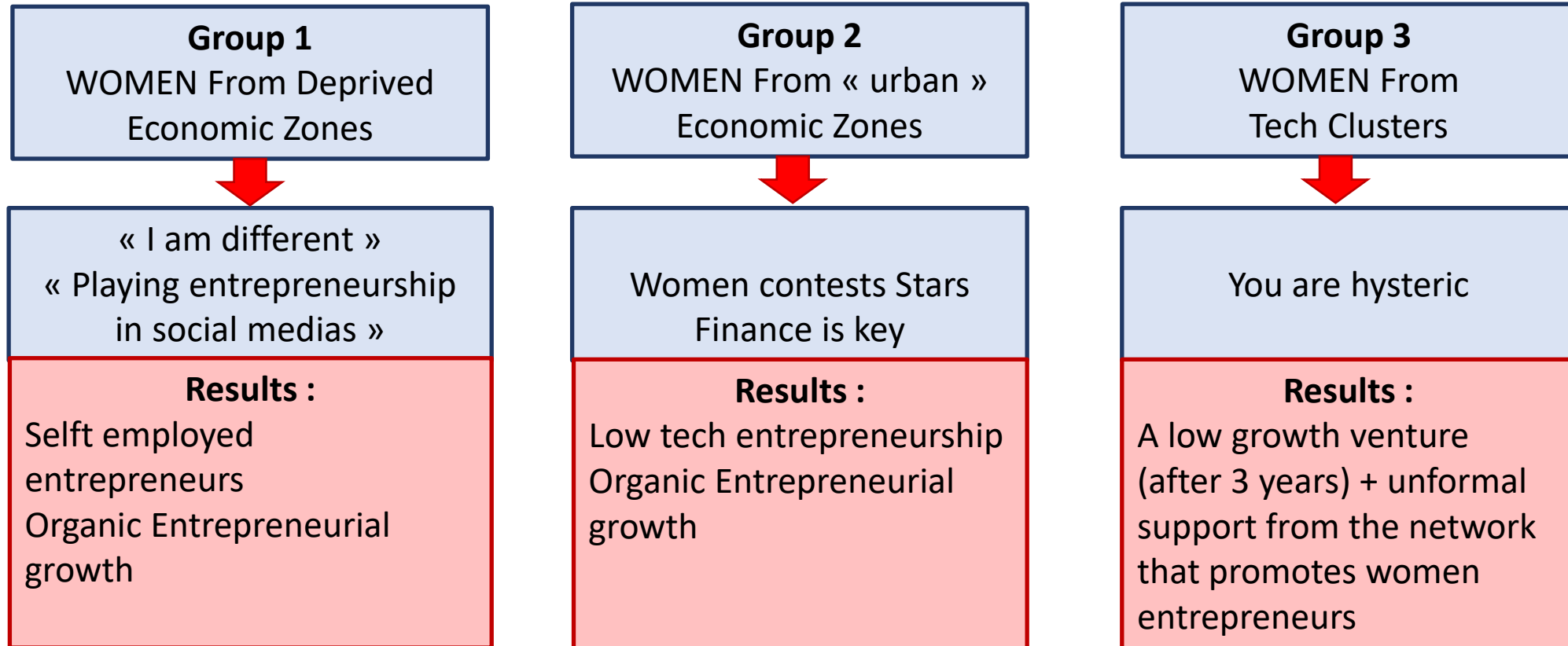
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High level of education

# 3. TO CONCLUDE

➔ Gender is present and expected while entrepreneuring

➔ Women do gender differently according... Context / Social Classes?







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**CHAIRE FEMMES  
ET RENOUVEAU  
ECONOMIQUE**





# WOMEN'S ENTREPRENEURSHIP NETWORK

## BUSINESS ON HIGH HEELS

[www.clubvisokitokcheta.bg](http://www.clubvisokitokcheta.bg)



# Agenda

- 1 About the Community
- 2 Young Ladies in Business
- 3 Management team
- 4 Main activities / events / projects
- 5 Challenges for women entrepreneurs
- 6 How we support women entrepreneurs
- 7 Introduction of club members
- 8 Connect with us



# About the Community



## **IVA VLADIMIROVA**

Founder of “Business on High Heels”

The network unites women with business and young ladies with a business idea or with a start-up business, providing them with an environment in which, through constant contact with each other, cooperation, partnership and sharing are stimulated to strengthen and develop both business and personality.





# Young Ladies in Business



## **EMONA KARAGYOZOVA**

Founder of “Young Ladies in Business”

The Young Ladies in Business Club was created in 2021 with the mission of attracting and inspiring young ladies who still want to start the path of entrepreneurship but don't know how - they don't have the right environment, mentors and role models to support and navigate them. In this way, by bringing the two clubs together, we have created an extraordinary connection between generations, allowing the younger ones to learn from the more experienced ladies and the more experienced ones to benefit from the innovative and technological thinking that the young ladies have.





# Our Management Team



**Bilyana Toncheva, Lawyer**  
Chairwoman



**Dr. Antonia Parvanova**  
Network director



**Vanya Kopankova**  
Events coordinator



**Zdravka Toteva**  
Public relations / PR



**Rosy Georgieva**  
Digital Marketing Specialist

# Main activities

EVENTS | TRAININGS | WEBINARS | SEMINARS

- Starting and developing a business - how and when, financial literacy, European funding, digital marketing, psychology
- Soft skills, personal development, informal leadership
- Presentation skill, networking, partnerships, advertising opportunities
- Culture, art and lifestyle, sport, tours
- Campaigns and marketing tools



# Campaigns and marketing tools

**Women's Expo**

**Box Surprise**

**Charity Campaigns**

**"In the kitchen of heels"**

**National campaign  
"I'm proud to be Bulgarian"**

**Business and motherhood go hand in hand**

**Business and Lifestyle TV**

**Awards for "Business Woman of the Year" and "Miss and Mrs. Business"**



# Challenges for women entrepreneurs

- 1 Accessing funding
- 2 Struggling to be taken seriously
- 3 Owning their accomplishments
- 4 Balancing business and family life
- 5 Fear of failure
- 6 Delegation
- 7 Lack of confidence
- 8 Missing Role Models

# How we support women entrepreneurs

- 1 Supportive community of women with similar interests
- 2 Benefits of networking > sharing experiences, insights and resources
- 3 Collaboration and partnerships > mutual growth and business expansion
- 4 Creating connections
- 5 Building confidence and skill set
- 6 Marketing tools and strategies > gain visibility
- 7 Branding, online presence and advertising
- 8 Media appearances, interviews



# INTRODUCTION OF CLUB MEMBERS





# Young Ladies in Business



## **MARIA SIVKOVA**

Digital marketing field

Owner and Managing Director of Conversion Century Ltd. Also developing AVVA Gifts and BGNovinite

Graduated from American University in Bulgaria

Joined the club in September 2021



**Conversion  
Century**  
Your SEO Muze





# Young Ladies in Business



## **YASEMIN YUSUF**

English teacher, Founder of Jasmine's Classroom Online Language School (2020)

The first online language school in Bulgaria focused on providing training for adult learners. Offers courses in English, Bulgarian, German, Spanish, Greek, and Japanese.

Founder of Book Box Bulgaria (2023)

The mission of Book Box Bulgaria is to spread the love for books and promote reading in modern everyday life.





# CONNECT WITH US



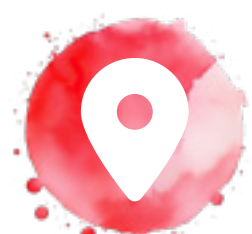
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Bulgaria



Young Ladies in Business



Young Ladies in Business



Business and Lifestyle TV