

2022

THE YEAR OF  
#SheDID  IT

#She  
DID  IT

# OVERVIEW IMPACT 2021

85



youngsters for the group  
program in Antwerp

96



women for the one-on-one  
business coaching in Flanders

+300

experts in our  
Talentpool

+1700

sign ups for  
our events

+128k

reach across all  
online channels





**WHERE DIVERSITY MEETS  
WOMENPRENEURSHIP**

## **Youthpreneurs**

Youngster program (15-26y)

## **#SheMeansBusiness**

Individual business coaching

## **Events**

Montly workshops & networks

## **Community building**

Sharing stories, tips & tricks,  
Talentpool, support





WOMEN WHO SHOWED UP FOR THEIR DREAMS, THEIR  
POTENTIAL AND THEMSELVES DURING OUR EVENTS

#She  
DID IT



coaching session

## FINDING YOUR NICHE

*where skills meet strategies*

**Monday 01** Up next: March 1

#SheDIDIT x Judith Escalier

Coaching session from 19 till 21. Online. Registration required.



#SheDIDIT

coaching session

## PUTTING A PRICE ON YOUR IDEA

**Wednesday 24** Up next: March 24

#SheDIDIT x Ripsime Malevosian

Coaching session from 19 till 21. Online. Registration required.



#SheDIDIT

#SheWorkshop

## HOW TO MAKE YOUR BRAND STAND OUT

**Thursday 25** Up next: May 25

#SheDIDIT x Zineb Berrag

Coaching session from 19 till 21. Online. Registration required.



#SheDIDIT

# WHAT / WISH / KNEW

NETWORK EVENT ABOUT THE MISCONCEPTIONS OF ENTREPRENEURSHIP

WITH GUESTS:



ZAHRA BELKHIR RANIA MARIA LAURA MARJANNA GALDE

WEDNESDAY AUGUST 25TH  
09h TILL 22h  
RED FISH FACTORY  
HELIJSTRAAT 139  
2140 ANTWERPEN

#SheDIDIT

#SheWorkshop

## IMPROVE YOUR BOSS LADY MINDSET

**Thursday 19** 19 October

#SheDIDIT x Lydie Amici

Coaching session from 19h till 21h. Registration required.

WOMADE  
Kaldijne Molen 38, 2000 Brussels



#SheDIDIT

#SheWorkshop

## BUILDING YOUR WEBSITE: AN INTRODUCTION TO CODING

Wednesday 3 November | 18h15 - 20.15h | 9BXL



le wagon #SheDIDIT

#SheNetworks

## RESOLVE YOUR BUSINESS STRUGGLES: FROM FEAR TO FREEDOM

**Wednesday 10** 10 November

#SheDIDIT x Dee Van Zanden

Network from 19h till 21h. Registration required.

ECUM STUDIOS  
Berkelsbosstraat 101,  
2040 Drogenbos



#SheDIDIT

# 8 WORKSHOPS & NETWORKING EVENTS IN '21

12 days of #SheDIDIT

#SheWorkshop

## HOW TO FINANCIALLY RUN YOUR BUSINESS

**Thursday 9** 9 December in Dutch only

Nour Asaad & Zarah De Pelsmacker

Coaching session from 19h till 21h. Registration required.

NAMA'S CAFE  
Sint-Pietersabdijstraat  
1, 1000 Gent



#SheDIDIT TSB Bank Start





"Find your tribe. Surround yourself with women who pull the magic out of you."

12 days of  
#She  
DID IT





# 65 #SHEDIDIT YOUTHPRENEURS



WHERE DREAMERS BECOME DOERS





## #SheDIDIT Youthpreneurs

- FREE GROUP PROGRAM
- ANTWERP BASED YOUNG LADIES (16 - 26 Y/O) WITH DIVERSE CULTURAL ROOTS
- EXPERIMENT WITH ENTREPRENEURSHIP

FROM DREAMERS TO DOERS

WORK OUT YOUR CONCEPT IN...

**10 WEEKS**

EVERY SATURDAY

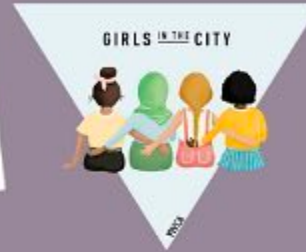
**1 WEEK**

SUMMER BOOTCAMP





# 3 PROGRAMS WITH YOUTH PARTNERS



ROOTS MOSTLY IN NORTH-AFRICA,  
SUB-SAHARA AND MIDDLE-EASTERN

# 65

DIVERSE GIRLS (MOSTLY  
ANTWERP) REGISTERED

# 75%

ARE IN BETWEEN  
18 & 25 YEARS OLD  
FROM ANTWERP



12 days of  
#She  
DID IT





"In the end it all comes down to one thing: did you try or not?"

12 days of  
#She  
DID IT







“ I enjoy being around the other girls, hearing about their talents and how motivated they are. That **they dare to dream, and it's possible to reach that dream.** Each workshop we're getting closer and closer.



I've been sitting on ideas for so many years, **I just needed a push** and guidance to work them out. Youthpreneurs did that and more!



I'm happy I finished Youthpreneurs. I wasn't sure if entrepreneurship was for me. But once I started, I really enjoyed it. I'm also thankful to have met the other girls, and seeing us achieve something together.”

12 days of  
**#She  
DID IT**



# 96x #SHE MEANS BUSINESS

One-on-one business coaching  
where we're making IT happen

12 days of  
#She  
DID IT



# #SheMeansBusiness

## Who you are?

- Woman with diverse cultural roots
- Playing with a business idea & in need of help
- No idea where to start

## What we do/are!

- Free individual business coaching for 3 - 6 months
- One stop shop for advice from experienced entrepreneurs
- Provide a network

Are you **womenpreneur** we're looking for?  
Sign up for **our 2022 trajectory.**







# 96

DIVERSE WOMEN SIGNED UP



## FROM WHERE?

ROOTS MOSTLY IN NORTH-AFRICA, SUB-SAHARA, & ALSO LATIN-AMERICA, MIDDLE-EAST

LIVE MOSTLY IN ANTWERP, BUT ALSO IN EAST FLANDERS AND FLAMISCH BRABANT



- Business plan
- Financial plan/investments
- Legal/administrative aspects
- Marketing/clients

## AGE IS BUT A NUMBER



- 59% — 20 à 29 y/o
- 23% — 30 à 39 y/o
- 18% — + 40 y/o



- 14,3% knows the Belgian world of entrepreneurship
- 16,7% knows the steps to actually launch
- 16,6 % feels secure about her marketing plan
- 7,2 % is capable to make her own financial plan



- 83% has the self-discipline to launch a project
- 66,7% trusts her skills as an entrepreneur
- 96% can handle feedback







"In the end it all comes down to one thing: did you try or not?"

12 days of  
#She  
DID IT



## WHAT OTHERS HAD TO SAY

Every session I learn something new, thank you!

*Darcas*

I have finally tackled my financial plan, it feels like a huge weight falling from my shoulders.

*Sabia*

What I learned mostly in these coachings, is that you don't need to be afraid. That failure is ok. That's something new to me, because I hate being wrong, I hate making mistakes.

*Debora*







*With love* ♡  
your partners in womenpreneurship

#She  
DID IT