

#She DIDIT

annual report 2022

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A word from the founder

#SheDIDIT took its 4th year for growth of the team, and depth in the target group. Of course we were still highly focused on our key mission: inclusion through entrepreneurship. We made 2022 a year with more impact, with more where diversity meets womenpreneurship. Before we dive into the numbers, allow us to summarize 2022 in a few important highlights.

2022 was clearly an inspiring time for our bossladies to start their entrepreneurial journey: we had the honor to host more than 2000 women in Belgium at the 49 events we organized. From workshops bookkeeping over a meetup with BluePrint VC to pitches before a jury of our Youthpreneurs: we were blown away by everyone's business ambitions.

However some 2022 events we'll forever remember as milestones:

- the first edition of our #SheMarket on International Women's Day
- the opening of our very own #SheHUB (shared conceptstore)
- the expansion of Youthpreneurs from Antwerp to Genk & Gent



Growing bigger also meant expanding the team. Where we started the year only with the three of us (Siham, Wendy and me), we ended up with a team of 10. Let us introduce you to Zarái, Harisonne, Manon, Patty, Tricia, Intisar and Amazonia who came to join us:



Luckily, we are surrounded by a strong and empowering board who took on their role in 2022. A fully new board to guide us towards achieving our mission. We are thankful to have the voluntary engagement of Francine Carron, Tine Chibebe, Laurence Jacobs, Sineray Karacay, Fatima Llouh, Omar Rahimi and Mariama Baldé. And the advisors standing next to us.



2022 was the year of growth, but also diversifying our foundation: we didn't only support youngster/young women, but also mom's or older women, from Belgium and beyond. Did you know that 37% of the women we reach out to in our business coaching program, are currently inactive? This makes us strong as an organization to help and adapt to all kinds of entrepreneurs.

So how is 2023 looking? We'll let you take a look at our future plans:

- #SheFUND: the development of our own fund
- #SheHUB 2.0: the improved version of the shared conceptstore + perhaps new locations
- Youthpreneurs in Brussels and Ghent
- Research + program on the needs our SheMeansBusiness coachees
- Launching our own interactive platform tool for all the coachees

As you can see, 2023 is looking bright for team #SheDIDIT, together with a further growth of the team. We'll invest in systems that make us stronger as an organization, being able to respond to the growing stream of women finding us and making use of our services. Ready for a future looking bright, where diversity meets womenpreneurship!

with entrepreneurial love,

Lien Warmenbol

#SheDIDIT IMPACT

2022

76



youngsters in our
group program, in
Antwerp & Genk

145



women for our
one-on-one business
coaching

35



participants in
the shared
concept store

+340

experts in our
Talentpool

+2000

sign ups for our
events

+155k

reach across all
online channels

From the start in july 2018
until december 2022

141

#SheDIDIT Youthpreneurs

youngsters in our
group program, in
Antwerp & Genk

Start in JAN '21

241

#SheEAM Business

women for our
one-on-one business
coaching

Start in APRIL '21

35

#shehub

participants in
the shared
concept store

Start in OCT '22

+340

experts in our
Talentpool

+4000

sign ups for our
events

+650k

reach across all
online channels



Surround yourself with women...



who will clap for your success.



YOUTH PROGRAM

2 x 10-weeks trajectory & 2 x 1 week bootcamp

76

Youngsters



THE ROOTS



46%

12%

& Angolan, Cameroon, Turkish, Middle-Eastern, Bosnian, Albanian, ...

THE COACHES



THE IMPACT *after finishing the program*

THE KNOWLEDGE

- 77% know the steps to become an entrepreneur
- 83% are confident in pitching their business & what they offer
- 66% know how to fill in their business model canvas

THE SOFT SKILLS

- 56% feels more confident in their skills & decision making
- 44% are more empowered to share their thoughts & feelings
- 32% have grown less afraid to fail

THE PARTNERS



THE PROGRAM IN PICTURES





BUSINESS COACHING

4 months of one-on-one coaching

145

Coachees



7% | 15-19 y/o
39% | 20-29 y/o
32% | 30-39 y/o
17% | 40-49 y/o
3% | 50-59 y/o

THE ROOTS

65% from North-Africa
& Sub-Sahara



35% including Latin-
America, Asia,...

THE MOST COMMON...

- **Legal status**



Working
Unemployed
Student

- **Needs**



Business plan
Financial plan
Customers &
Marketing

- **Sectors**



Fashion
Beauty & personal care
Services (all kinds)

THE IMPACT

after finishing the program

95% has the needed
discipline to launch or work
on their business

82% trust their own
knowledge & skills as an
womenpreneur

60% is prepared for the road
& knows which steps to take

36% is more aware of the
Belgian environment for
entrepreneurs

FLANDERS & BXL

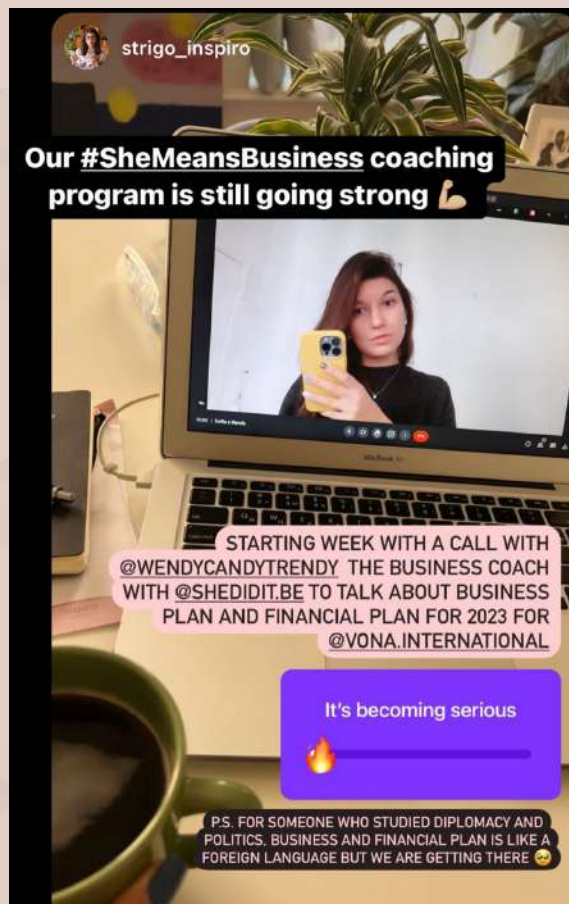
where are coachees
are located



THE COACHES



THE PROGRAM IN PICTURES





CONCEPT STORE

Shared store with diverse womenpreneurs

35 Businesses

OPENED IN OCTOBER

More than a concept store, the womenpreneurs also get business coaching that helps them with the basics of entrepreneurship, guiding them through the landscape and how to get more sales.

- **Legal status**



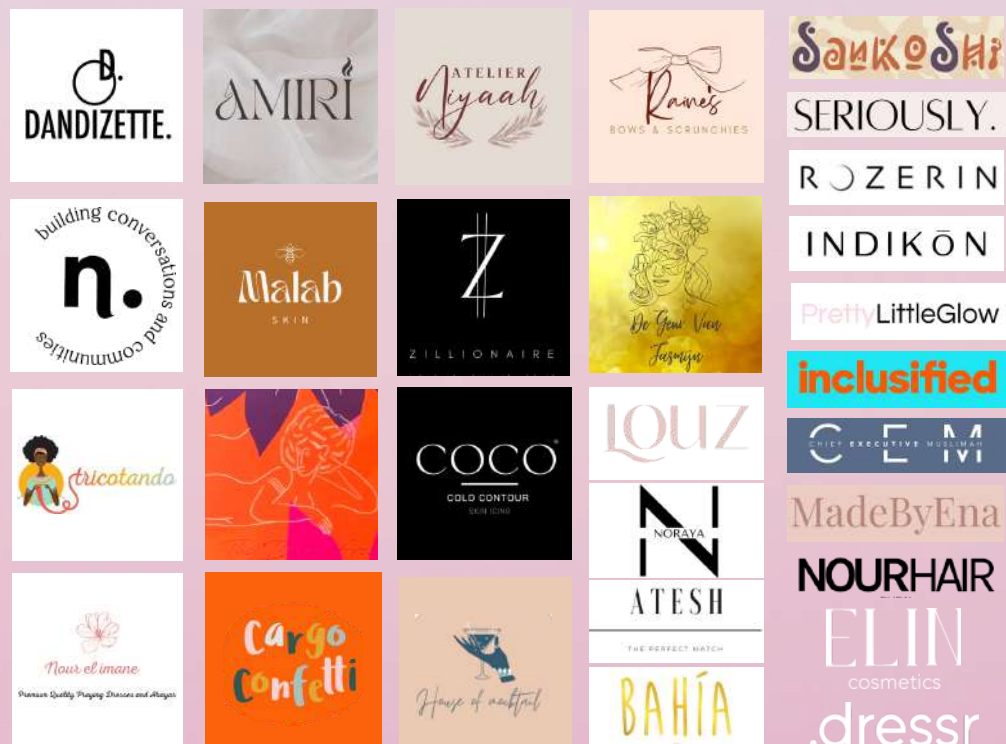
Working
Self-employed
Student

- **Sectors**



Books & gifts
Beauty & self-care
Fashion

THE BRANDS



THE TEAM



THE PROGRAM IN PICTURES



De #SheHUB in Berchem. © Klaas De Scheider

SheHub is nieuwe conceptstore voor ondernemsters met diverse roots

BERCHEM Vanaf 1 oktober kan je in de Statiestraat in Berchem snuisteren tussen de juwelen, kaarsen en planten in de gloednieuwe conceptstore #SheHUB. In de winkel verkopen verschillende ondernemsters van diverse origine hun eigen producten, door een klein stuk van de conceptstore te huren op een flexibele manier. De stad Antwerpen en #SheDIDIT willen zo niet-werkenden stimuleren en ondersteunen in het ondernemen.





#SheDIDIT Events

Monthly workshop & Networking events

+2000 sign ups (online & offline)
own workshops & with partners





The #SheTeam



Lien Warmenbol
FOUNDER



Siham Zarkan
Communications



Wendy Agyin
#SheMeansBusiness



Zarái De Pelsmacker
#SheHUB



Harisonne Meert
Youthpreneurs



Manon Acke Moembo
Business coach



Patty Maureira
Business coach



Victoria Vandersteen
Business coach



Amazonia Monguya
#SheHUB



Intisar Soussi
#SheHUB

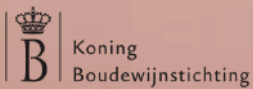


Priscia Balandi
#SheHUB

#She DIDIT

• where diversity meets womenpreneurship •

    shedidit.be |  hello@shedidit.be



Met de steun van het Fonds Mijoriya en het Fonds De Warmste Week beheerd door de Koning Boudewijnstichting.