

#SheFUND

Closing the female funding gap

Only 2% of investments are made in female founders. Time for a change.





#SheFUND is a rent-free loan system by #SheDIDIT, in close collaboration with Funds For Good and microStart, fueled by the Foundation Roi Baudoin



#She DIDIT

• where diversity meets womenpreneurship •

WHAT WE DO



Youngsters group program

Events

Monthly workshops &
networking moment

Community building

Talentpool, storytelling, tips



One-on-one business coaching

#SHEHUB

Inclusive concept store
in Antwerp-Berchem

one day or day one

    shedidit.be

 hello@shedidit.be

#She DIDIT IMPACT

2018-2023 SEPT

Ons aanbod

Gratis coachingsprogramma's

239



451



67



Media bereik

Online platforms

Opgeteld bereik

690K+



Events

Vlaanderen & Brussel

4300+

Verhalen

Diverse ondernemers

400+

Talentpool

Open source database

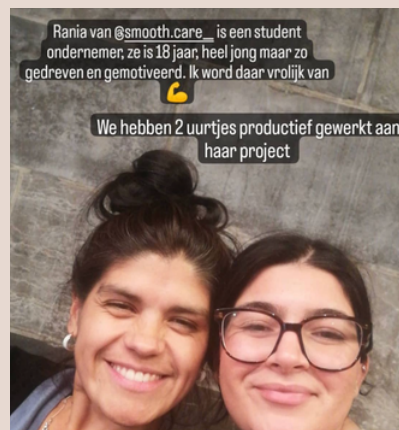
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#She MEANS Business

ONE-ON-ONE BUSINESS COACHING

ABOUT THE PROGRAM

- Individual business coaching: 5 sessions towards financial plan and business plan, ready for take-off
- 500 women with migration backgrounds since the start in April 2021
- Recognized for the Transitiepremie
- Throughout Flanders + Brussels + Wallonia
- Tranche of society: all kinds of profiles within our niche target group
- Physical locations in Antwerp, Vilvoorde and Brussels



More info via www.shedit.be/shemeansbusiness

THE PROGRAM IN NUMBERS (2022)



BUSINESS 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





WHY DO WE NEED A #SHEFUND?

Academic research (Arteveldehogeschool) + our own research shows two main barriers after business coaching:



access to funding



physical space

We refer to partners like banks, microStart, Hefboom, Trividend, Solifin, ... IT WORKS!

BUT

- Often less cultural sensitivity in other worlds / less diversity in credit committees / less feeling with niche concepts
- Amounts of money are too big as a first step
- Female entrepreneurs are often less confident/less investor ready



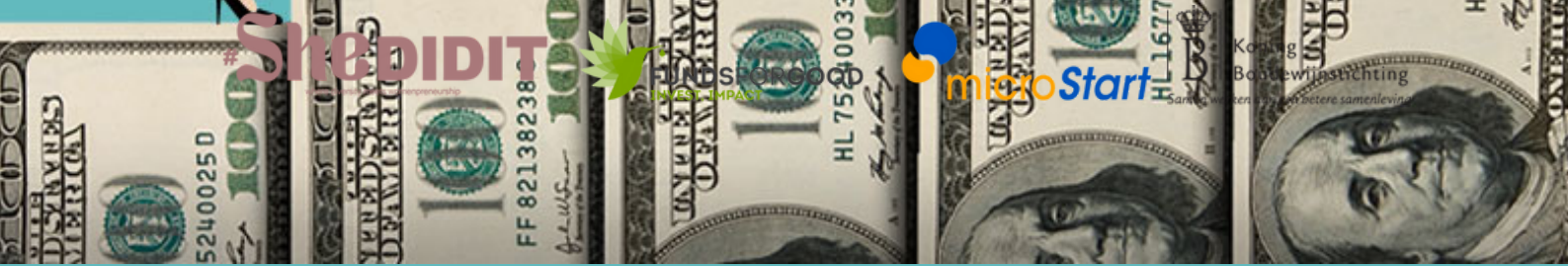
WHY DO WE NEED A #SHEFUND?

An in-between the microcredits and the bigger investments funds:

- Partnership with microStart and Funds For Good, relying on expertise
- Bringing together the ecosystem for the pitch / rent-free and culturally sensitive
- Making female entrepreneurs more investor ready and financially skilled.
- Selection, coaching and aftercare guaranteed by #SheDIDIT + partners.



#SheFUND is the starting capital generator for female founders of colour. We make opportunities as equally spread as talent.



Ready to become investor ready?

After accompanying and coaching more than 500 female entrepreneurs of colour all over Belgium, it's time to close the funding gap. Join the #SheFUND as one of the contestants. This gives you the chance to receive a rent-free loan of €1000 - 10 000 €.

Why join?

- You have a great business, but need some extra fuel to fund it
- You are looking for other investments in the future
- Learn about keeping track of your finances in your business
- Get coaching in business and get a greater network in the industry

www.shedidit.be/shefund

How it works

Participation:

- Sign up via www.shedidit.be/shefund
- Fill out the Deck + upload your financial file
- Attend the info session
- Once selected: attend the workshops + pitch event

Loan system:

- Rent free amount between 1000-10 000 euro*
- 1/3d of the amount by Funds for Good, 2/3d by #SheDIDIT
- Total amount to be paid back on maximum 5 years
- Contract/transfers through microStart in partnership
- Aftercare in group in 2024

* Administration cost of 50 euro per 1000 euro

The timeline

15/09 - 13/10	Open for registrations
28/09	Info session online
16/10 - 21/10	Selection procedure (microStart, Funds For Good, Trividend, #SheDIDIT Board, #SheDIDIT team)
23/10	Results of jury
06/11	Online workshop: How to pitch with Wendy Agyin
23/11	Online workshop: Finances for investments with Agatha Andryszczak
16/10 - 07/12	Use of: <ul style="list-style-type: none"> • 1-1 coaching sessions • #SheDIDIT Academy • Agata Toolkit
07/12	Pitch event 'Jury Impact Investment Ecosystem' in Brussels
2024	Aftercare in group

Requirements

Join if you ...

- are 18+
- are an officially registered business
- are an #SheMeansBusiness alumna or willing to join the program
- are in need of a loan of € 1.000- € 10.000 to grow
- have a business and financial plan
- create impact through one of the SDG's
- see the future growth in your business as a goal

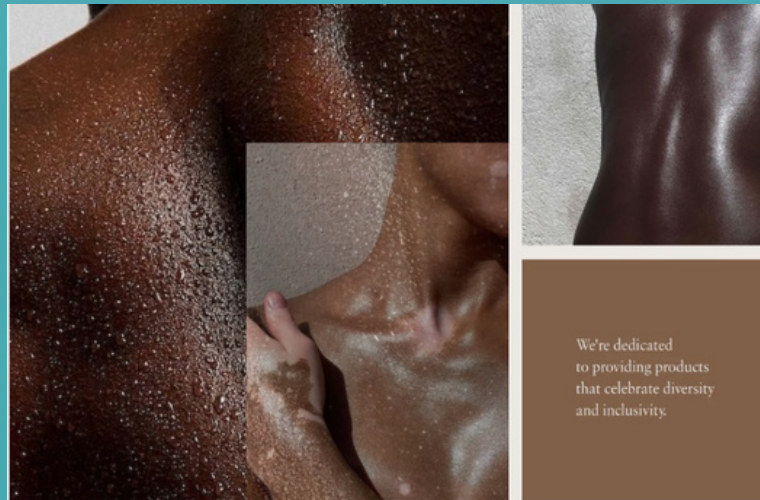
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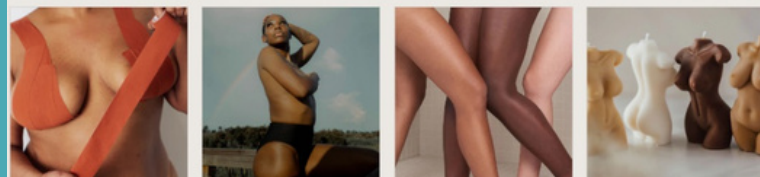
FAQ

- You can also apply for a higher amount of money through the application, we'll bring you in contact with other partners.
- You can also apply if you just want more info on funding in general (even if you don't fit the criteria) – we will help you out.
- This is our first time to organise, we could do it over again in the future if you don't get the cut.
- Being a starter or a grower is not a criteria – all registered business that fit the criteria make a chance

www.shedidit.be/shefund



Shop



“Fundraising is such an important step: it not only provides you the financial advancement, but it forces you to analyse every single aspect of your business, which leads to better management .”

- Debora, founder of Newds.be & SMB-coachee

How does it work?



Why join?

After accompanying and coaching more than 500 female entrepreneurs of colour all over Belgium, it's time to close the funding gap.

Be part of the #SheFUND, an interest-free loan system for female entrepreneurs, allowing them to start their business dream.

Why join?

- societal impact, support a target group that needs it
- spread your knowledge by becoming a mentor
- fiscal advantage (40%)
- also feasible for lower amounts
- professional selection and coaching of the founders guaranteed

www.shedidit.be/shefund

How does it work?

- Philanthropic donation to Fonds Vrienden Van – Koning Boudewijnstichting
- Fiscal attest (private persons 40% - companies for accountancy)
- Money is managed by microStart – Funds For Good – Koning Boudewijnsstichting
- Candidates are screened + prepared by professional jury + aftercare of the winners by #SheDIDIT
- 1 competition per year, starting in 2023 (7/12/2023 event).
- Rent-free loan is returned to the #SheFUND in maximum 5 years, and again assigned to new candidates (closed system).

What do we need?

We aim to start with 50.000 euro in 2023:

- 2 investors for 10,000 euro
- 3 investors for 5,000 euro
- 10 investors for 1,000-3,000 euro

We choose to work with several 'smaller' contributors because we value the mentorship/engagement with the entrepreneurs, as much as the money itself.

How does it work

1. **Collection of the money for #SheFUND** => #SheDIDIT + FFG
2. **Managing the incoming money** => FRB/KBS Fonds Les Amis de FFG / code SheFund
3. **Transferring the incoming money** => from FRB/KBS Fonds Les Amis De FFG to microStart
4. **Transferring the money to entrepreneurs** => microStart to the entrepreneurs
5. **Returning the loans** => entrepreneurs to microStart
6. **Selection of the candidates** => #SheDIDIT + FFG + microStart
7. **Aftercare of the candidates** => #SheDIDIT

For more info please contact Wendy@shedidit.be

#SheFund

Closing the female funding gap

Are you as ready as we are?

www.shedit.be/shefund



#Shedit
where diversity meets womenpreneurship

FUNDSFORGOOD
INVEST. IMPACT

microStart

B Koning
Boudewijnstichting
Samen werken aan een betere samenleving