

2021

THE YEAR OF
#SheDID⚡IT

#She
DID⚡IT



#She DID IT

Onderzoek
naar hoe meisjes
divers ondernemerschap
zien in Vlaanderen



**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



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



SOMEDAY SOON
YOUR STORY
WILL BE SOMEONE ELSE'S
SURVIVAL
GUIDE

#SheDIDIT storytellers





Just start. Don't wait until the doubts creep in, take the step. No matter how small the step may seem to you, at least you're moving.

Zarissa Windzak

Don't take advice from people who aren't entrepreneurs, they might have the best intentions but can unconsciously project their own fears onto you.

Siham Srihi

Reach out to other entrepreneurs. They are always happy to help, they too have walked in your shoes once.

Victoria Buylaert

You're not a pair of shoes, you don't need to fit in. Be authentic and become the CEO of your life.

Shade Gaye Sow

Don't be afraid to ask for help. Entrepreneurship will always be a trial and error process.

*Gloria & Mandy
Kourkoulitis*



12 days of
#She
DID IT



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



coaching session

FINDING YOUR NICHE

where skills meet strategies

Thursday 01 Up next: March 1

#SheDIDIT x Judith Escalier

Coaching session from 19 till 22.
Online. Registration required.



#SheDIDIT

coaching session

PUTTING A PRICE ON YOUR IDEA

Thursday 24 Up next: March 24

#SheDIDIT x Ripsime Matevosian

Coaching session from 19 till 22.
Online. Registration required.



#SheDIDIT

#SheWorkshop

HOW TO MAKE YOUR BRAND STAND OUT

Friday 25 Up next: May 25

#SheDIDIT x Zineb Berrag

Coaching session from 19 till 22.
Online. Registration required.



#SheDIDIT

WHAT / WISH / KNEW

NETWORK EVENT ABOUT THE MISCONCEPTIONS OF ENTREPRENEURSHIP

WITH GUESTS:





ZAHRA BEJJANI BANA MARIA LAURA MEHENNA BALCE

WEDNESDAY AUGUST 25TH
18h till 22h
OLD FISH FACTORY
WILHELMINASTRAAT 138
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.

WOMANZ
Adolfse Markt 28, 2000 Verviers



#SheDIDIT

#SheWorkshop

BUILDING YOUR WEBSITE: AN INTRODUCTION TO CODING

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

le wagon #SheDIDIT



#SheNetworks

RESOLVE YOUR BUSINESS STRUGGLES: FROM FEAR TO FREEDOM

Wednesday 10 10 November

#SheDIDIT x Dee Van Zanden

Networks Area, 19h till 23h.
Registration required.

SCUM STUDIOS
Boschstraat 123,
2000 Brugge/Haarlem



#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 23h.
Registration required.

HANNA'S CAFE
She-Penningsdreef 1,
1050 Groot-Bijstede

#SheDIDIT 1200 Start





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





65 #SHEDIDIT YOUTHPRENEURS



WHERE DREAMERS BECOME DOERS





In 4 weeks you'll feel it

In 8 weeks you'll see it

In 10 weeks you'll hear it

22 & 23 jan

Ontmoetingsgesprek
met Siham & Salim

29 januari

Het begin. Oh, Hi
Youthpreneurs!

5 februari

Conceptontwikkeling
+ Start with WHY

12 februari

Business Model
Canvas

19 februari

Ontmoet de
(Youth)preneur

26 februari

Financieel plan,
kosten en inkomsten

5 maart

Klanten & Klanten

12 maart

Marketing & Branding

19 maart

Pitch it & laatste
voorbereidingen

26 maart

Tijd om te pitchen
voor een jury!



12 days of
#She
DID IT



#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



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"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
#She
DID IT



96x #SHE MEANS BUSINESS

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





#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

231

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



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

12 days or
#She
DID IT



WHAT OTHERS HAD TO SAY

Darcas

Every session I learn something new, thank you!

Sabia

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

Debora

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.





With love 
your partners in womenpreneurship

#She
DID IT