

I'M IN GOOD
COMPANY AT **#She
DIDIT**



**#She
DIDIT**

annual report 2023

A word from the founder

2023 was a growth year for #SheDIDIT. We expanded the team to 14 people, and welcomed Victoria, Karima, Gladys and Iman. These colleagues are needed to tackle all new exciting projects and regions we wanted to enter, in order to help our womenpreneurs even more. These were the most meaningful changes with loads of impact:

1. Moving to our own HeadQuarters and opening the #SheHUB 2.0

Merging our shared conceptstore #SheHUB with our own fantastic building, in the same street where it all started (Statiestraat Berchem), was a great feeling. Although the building needed some renovations and glow ups, we can now say to be proud to welcome female entrepreneurs and partners. Bricks stimulate creativity, and that is visible in our own HeadQuarters, where 121 makers/producers have showcased their products, but where people also can sport, exhibit, co-work and so much more. To be continued!

2. Installing our Brussels' office + Youthpreneurs goes Brussels

Bruxelles ma belle... We were afraid of you for a long time, since there are already many partners in the playing field. But seeing 50 Brussels profiles among the first 250 SheMeansBusiness coachees, without having an office in the capital, reassured us that women were waiting for us. And so it seemed, because after the installation of our physical office thanks to our partner Syntra Brussel, no less than 70 female entrepreneurs from Brussels came in the coaching program!

For the first time, Youthpreneurs put its first steps on Brussels' ground, and filled an enthusiastic group of 25 amazing young ladies from the capital. We can say that Brussels is definitely in our hearts and the other way around <3

3. Accelerating: launching the #SheFUND and investing in aftercare

It took us until 2023 to take a look back at our coachees, to discover their needs after our coaching. We took the time to research these needs together with our long time partner Arteveldehogeschool, as well as an internal investigation on the 500 coachees that SheMeansBusiness helped out on a 2,5 years span. This resulted in these observations:

- 80% of the businesses we help to start, is still active after 1 year
- The biggest barriers and needs after the coaching are situated in access to finance, the mental side of entrepreneurship, and the lack of physical test space
- The biggest sectors the #SheDIDIT entrepreneurs are in, are cosmetics/beauty, food and services.

Acknowledging this, especially the lack of access to finance, convinced us to reach out to financial institutions but to also do it ourselves: in an unseen pace we made partnerships with Funds for Good and microStart, and were able to invest in the 4 winners of the 30 applicants to our new baby: the #SheFUND. Installing this fund was the starting point for #SheDIDIT as an accelerator.

The growth in regions and services also made us realize that it is important to grow internally, so 2023 was also the year to invest in systems, programs, internal policies etc. We stay ambitious, but are considerate about sustainable growth, since the quality of what we offer will always be put first. The need for what we do is felt in Wallonia, Limburg, West-Vlaanderen and even in the Netherlands, it is clear that female entrepreneurship and diversity is reality in so many contexts. The waiting list of 108 people for SheMeansBusiness, as well as for the SheHUB and for Youthpreneurs, is showing that our mission is alive and 2024 is looking bright!

— Lien Warmenbol

Made possible with the support of:





IMPACT

2023

138



youngsters in our
group coaching

240



women in our one-on-one
business coaching

66



brands in our inclusive
concept store

138



Confidence gap
sessions

28



Rentfree loan with pitch
competition

40



Sessions with career
counselor & psychologists

+350

experts in our
Talentpool

+3,9k

online/offline events

+250k

online reach

From the start in July 2018 until March 2023

138



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#She DIDIT

THE PROGRAMS



GROUP COACHING FOR YOUNGSTERS



Group program, going from no idea to a business plan. Different options possible: 10 Sundays, 1 Summerschool, a three-day weekend. Ending with a pitch!



15,9 % | 15-17 y/o
24,6 % | 18-21 y/o
34,8 % | 22-25 y/o
24,6 % | +26 y/o

138

YOUTHPRENEURS

FROM ANTWERP TO GHEENT & BRUSSELS



WHAT WE DID



4 x 10 weeks programs in Ghent, Antwerp & Brussels



1 Summerschool in Antwerp



2 x Weekends in Antwerp



12 Ateliers for 147 youngsters

FROM DREAMERS TO DOERS

THE IMPACT *after finishing the program*

- 73% feels empowered by the stories of our womenpreneurs
- 70% is able to fill in their business plan & keep it updated
- 81% knows how to present, pitch & sell their business idea
- 46% feels more confident & secure in what they say or do
- 67% has an realistic idea of the financial side of their idea
- 54% learned to lose doubts & take decisions

TEAM OF COACHES





ONE-ON-ONE BUSINESS COACHING



Personalized business coaching program based on your needs, obstacles and objectives. Get coached up to 4 months in Dutch, French, English & Spanish.



1,8 % | 15-19 y/o
37,9 % | 20-29 y/o
37,5 % | 30-39 y/o
19,2 % | 40-49 y/o
3,6 % | 50-59 y/o

240
Coachees

THE MOST COMMON...

- **Legal status**



Working
Self-employed (main)
Students

- **Needs**



Business plan
Financial plan
Customers & Marketing

- **Sectors**



Fashion
Creative sector
Services (all kinds)

THE IMPACT *after finishing the program*

- 93% has the discipline to launch/work on their business
- 80% understands how to make a financial plan
- 86% trust their knowledge & skills as a womanpreneur
- 60% is prepared for the road & knows which steps to take
- 90% is better informed about the Belgian context

TEAM OF COACHES





#SHEHUB

CONCEPT STORE



Inclusive concept store which gives female owned small businesses the opportunity to have their first retail experience.

67

FEMALE OWNED BRANDS

TEAM STORE



THE MOST COMMON...

• Legal status



Working
Self-employed (main)
Students

• Needs



Digital marketing strategy
Customers & sales
Admin & legal

• Sold best



Books/literature
Cosmetics
Fashion/jewelry

THE LEARNINGS

- Commitment: owners stand in the store / host event to experience retail & get in touch with customers
- More than renting a spot: think outside of the box to stand out, communicate, optimize customer experience,...
- Coaching is key: access to business coaching to grow and tackle difficulties in sales/retail/marketing/...



AFTER CARE + COMMUNITY BUILDING

#

#SheFUND

Closing the female funding gap

After 2,5 years of coaching up to 500 women, it became even more clear that access towards funding to launch or support their business still remained a significant obstacle. Up until this point we actively worked together with existing organizations and institutions through partnerships, but the need for our #SheFUND grew bigger. Why?

- the lack of diversity or cultural sensitivity in existing organizations/institutions
- giving entrepreneurs their first experience with investments, in smaller ticket sizes
- working on the confidence and investor readiness of a target group that is underfunded

Adding to internal factors, numbers such as only 2% of global investments are made in female owned businesses. Besides gender, factors like cultural background, access to info or education, societal obstacles, and so increase women's disadvantage. By creating our own starting capital structure, it allows us to add new step to our coaching ecosystem: making sure our womenpreneurs have access to money. It's time to close the funding gap. **This year we held our first pitch competition with 28 candidtates, which 5 of them were called out to be winners.**



- **Iera Nguijoel**, founder of Cuff Season, offering versatile and inclusive jewelry solutions for everyone, such as nose and ear cuffs without piercing.
- **Lina Laplume**, founder of Plume Evasion, a sustainable and experiential travel designer specializing in Caribbean destinations.
- **Aurelie Shomari**, founder of Mangazi Studio, creates 3D visuals for architects and interior designers.
- **Debora Nijs-Demeulemeester**, founder of Newds.be, a platform specializing in the sale of sustainable beauty products and underwear in "nude shades" suitable for women with darker skin.
- **Adia Bey**, PhD, founder of The Green BnB, an eco-friendly guesthouse and community for social and ecological change designed to demonstrate and celebrate a sustainable lifestyle.

POWER TALKS x #SheDIDIT

KÉRASTASE
PARIS

More than 1 in 2 women feel less confident than men. The 'Confidence Gap' represents the difference in self-confidence between genders, where women often tend to have lower levels of confidence compared to men. This gap can manifest in various aspects of life, such as the workplace, education, and personal relationships. It might mean that women are more hesitant to voice their opinions, negotiate for better opportunities, or take on leadership roles due to self-doubt or societal expectations.

In order to close the 'Confidence Gap' we co-organised with Kérastase several online and offline PowerTalks to inspire, mentor and advise a group of young girls and women to become their most confident selves. A three year partnership with the multinational! For each session we hosted, we invited a mentor who could share her confident journey on a specific topic, some of the session we hosted were:

- "Confident in Your Personality: Discover your Unique Gifts" with Amber Ansah
- "Confident in Money: Managing your Money Mindset" with Zeynep Akdemir
- "Confident in Your Purpose: Building a Life you Love" with Angela Onuoha

Besides these online sessions we also hosted 4 offline sessions with following partners: IGBO Union, Humanitarian Welfare Association, Steunpunt Gender en Migratie, and Avansa.

Some facts & figures about the first edition of the Kérastase x #SheDIDIT PowerTalks in 2023:

- 160 mentees joined the online and offline sessions (KPI was 50 mentees).
- 82% of participants reported increased confidence after engaging in Power Talks sessions.
- PowerTalks garnered significant media attention with six publications, including a media value of €25,000 and five organic publications. The press coverage extended across Belgium, the Netherlands, and Luxembourg, showcasing the initiative's broad reach and impact.



EVENTS

NETWORKING EVENTS



MENTAL HEALTH WORKSHOPS



ONLINE WORKSHOPS



THE FACES BEHIND #She DIDIT





Lien Warmenbol
Founder & Director



Siham Zarkan
Co-founder &
Communication manager



Gladys Henar
Operations Manager



Harisonne Meert
Youthpreneurs Manager



Iman Hussein
Youthpreneurs +
Events Manager



Zarái De Pelsmacker
#SheHUB Manager



Karima El Moussaoui
Head of #SheMeansBusiness



Wendy Agyin
Business coach &
Aftercare Manager



Manon Acke Moembo
Business coach &
PowerTalks Host



Patty Maureira
Business coach



Victoria Vandersteen
Business coach



where diversity meets womenpreneurship