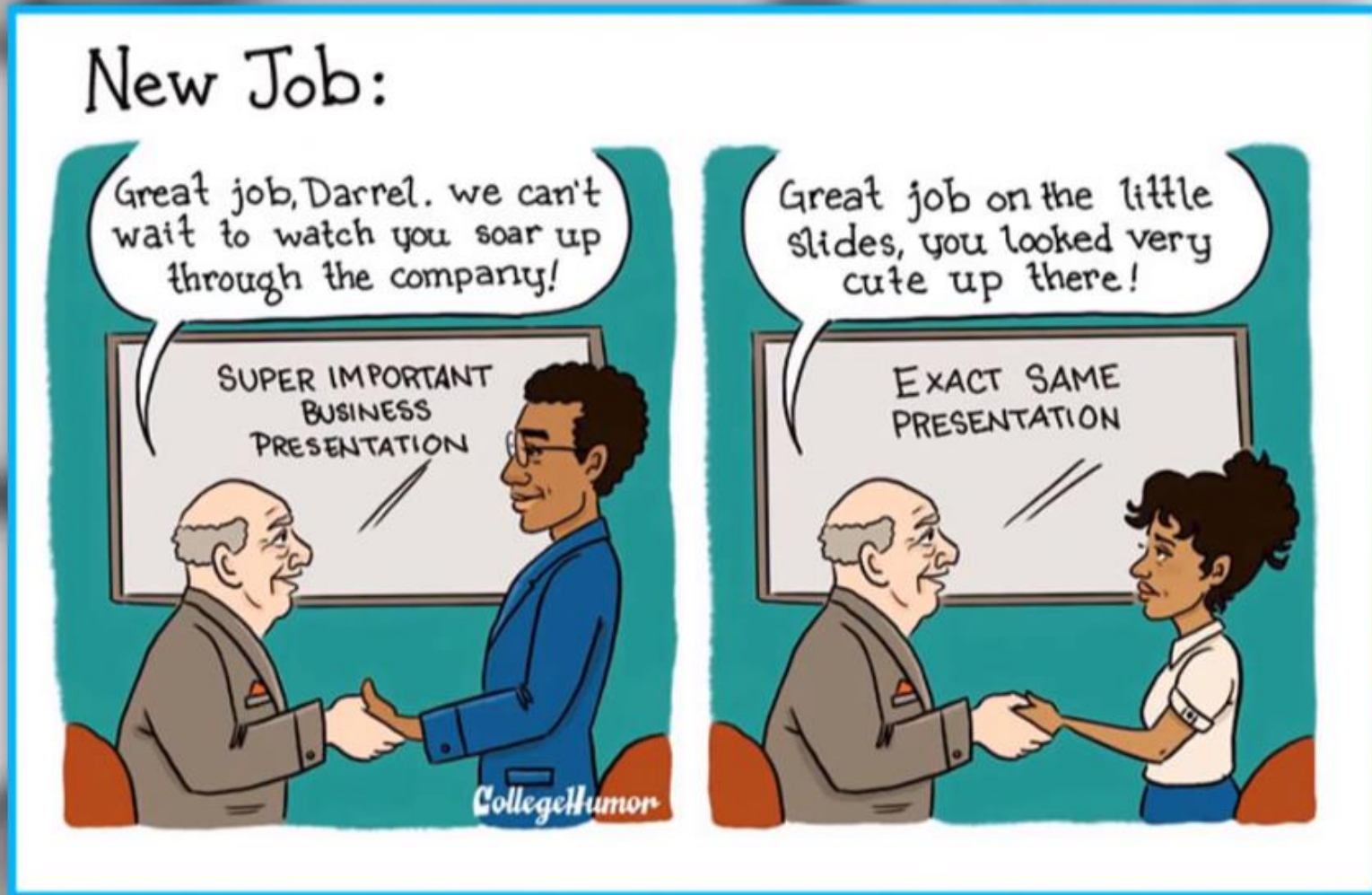


Testing the course Female Entrepreneurship

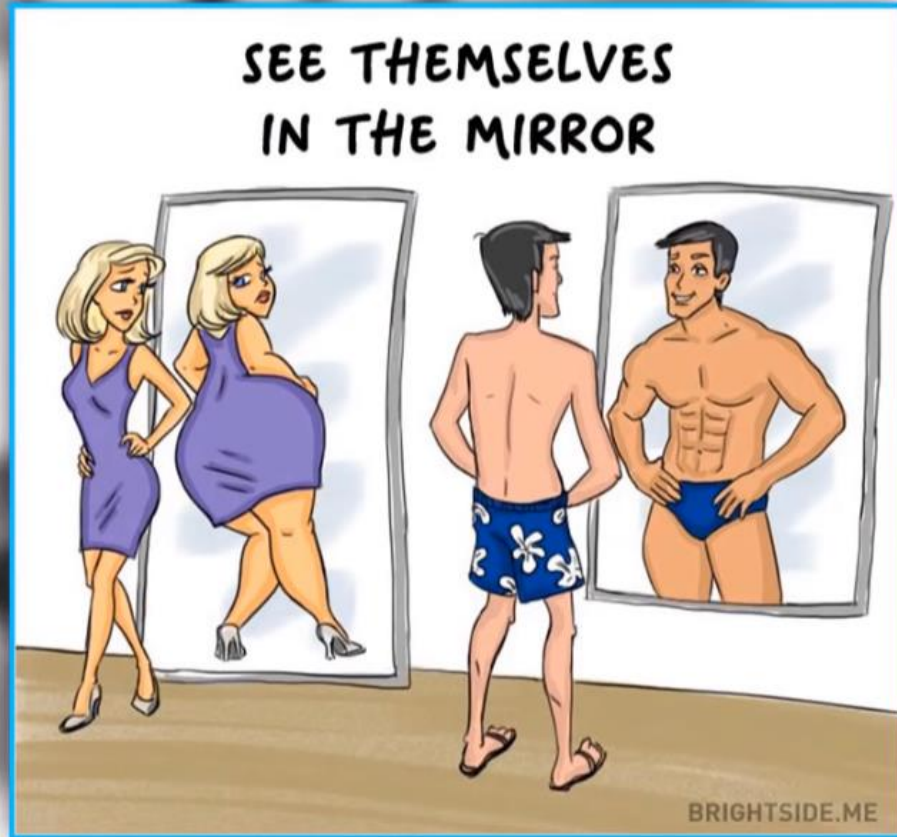


Facts

- Women earn less than men
- 50% of the women are not financially independent
- Women work more part time
- Men take care of financial things within families
- There are less female entrepreneurs
- Women think, learn, react and develop differently than man
- The most important thing for men, but if women stand for their business...

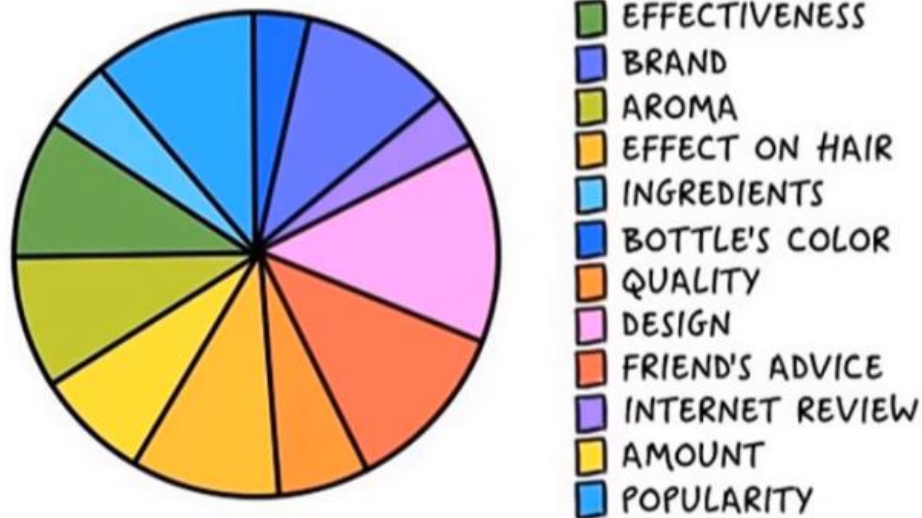


Self-efficacy



Decision making (financial)

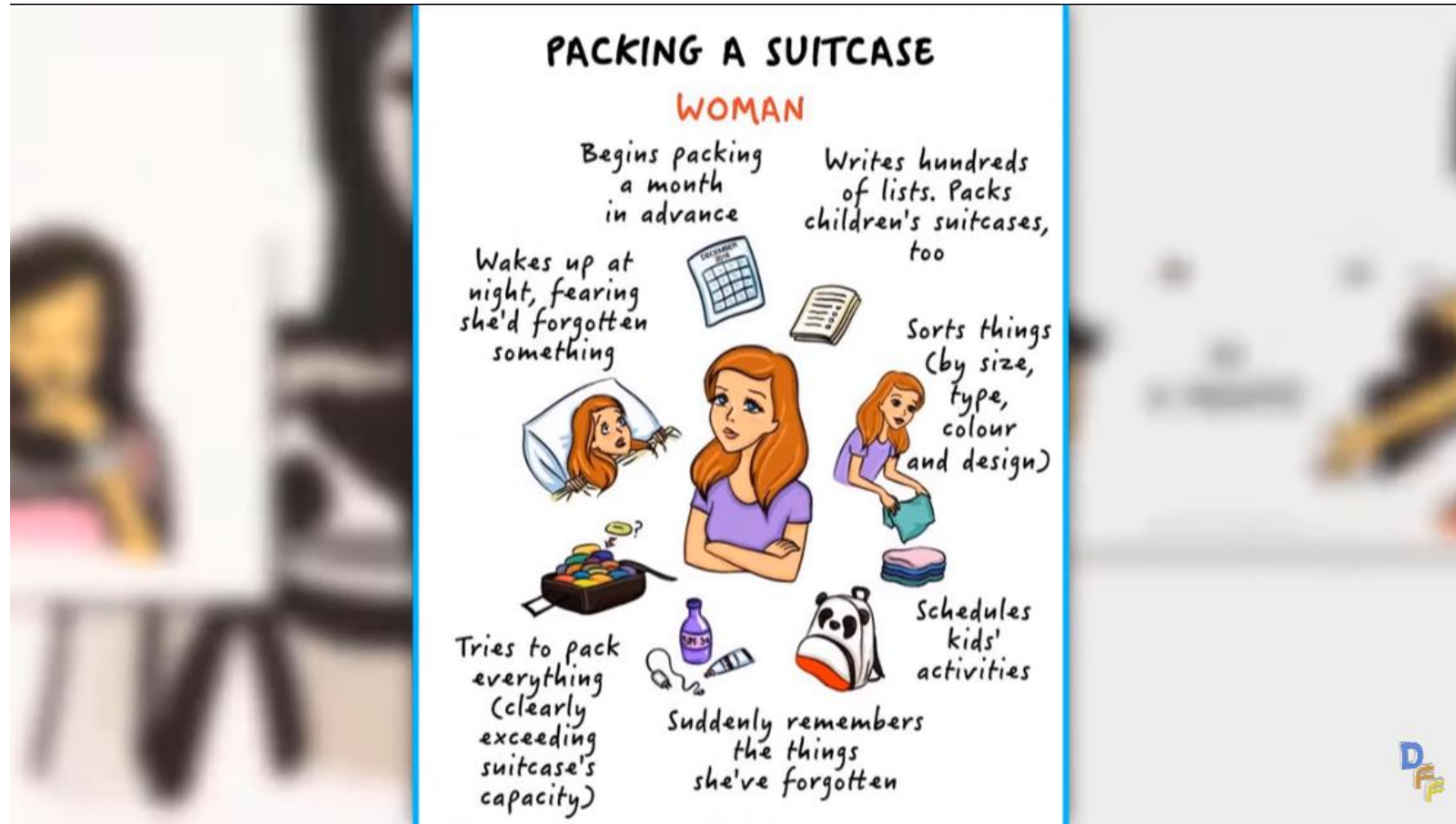
HOW WOMEN PICK A SHAMPOO



Decision making (financial)



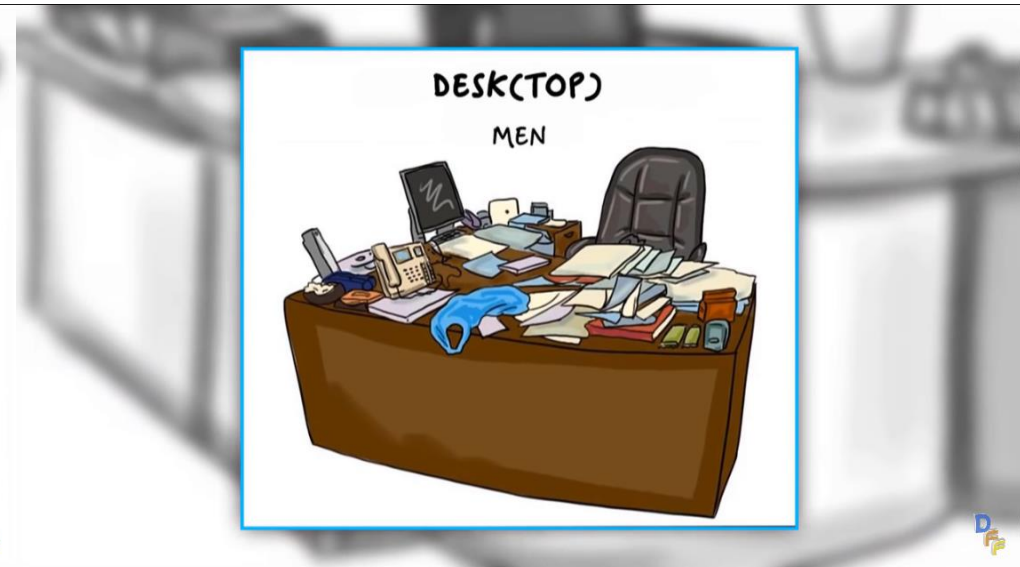
Decision making



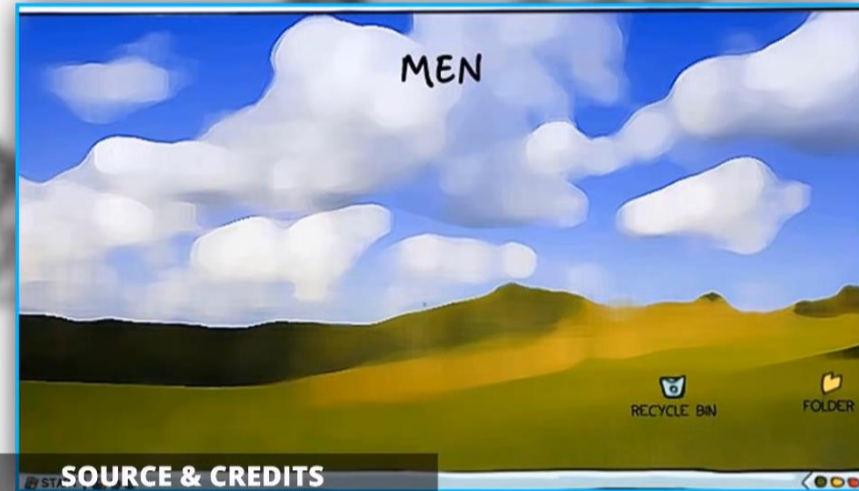
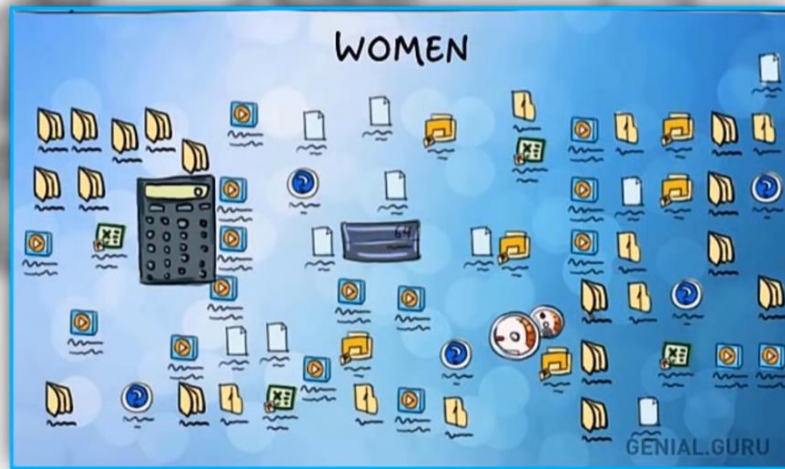
Decision making



Management style



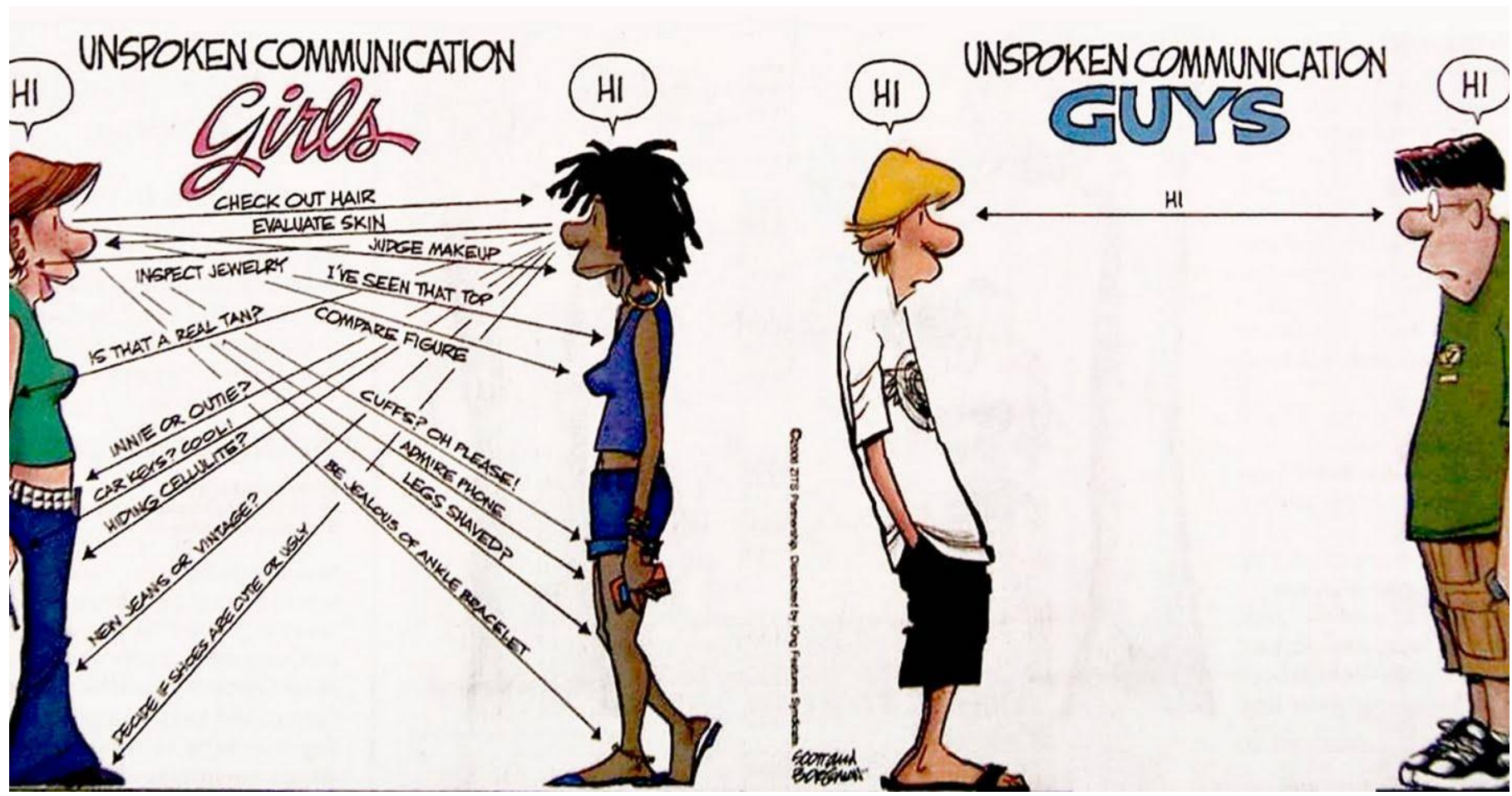
Management style



SOURCE & CREDITS

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Network ability



Risk tolerance



Female entrepreneurship

Approach

- Not easy to fill the pilot with female entrepreneurs

Structure

- Facts and perspectives
- Own personal development plan

Challenges

- Persuade women to join the course
- Stay focused upon developing the competences needed for the future
- Intrapreneurs need more guidance to translate it to their situation







