

# Education for women's entrepreneurship and the role of the Universities in the EUSAIR Area

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# The British Business Bank

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recently found that:

*“for every £1 of venture capital investment in the UK,*

*all-female founder teams get less than a penny,*

*all-male teams get 89p, and mixed-gender teams receive 10p.*

*The situation is mirrored across Europe, where 93 cents in every euro of venture capital goes to companies without a single woman on their founding team.*

*This is a loss for the investors and for the world. ....”*

*<https://www.theguardian.com/education/2019/mar/25/we-need-more-female-entrepreneurs-universities-can-help-create-them>*

# Females Vs Males Entrepreneurs

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“Just 8% of partners of the top 100 venture firms globally are women.

..... men often choose to invest in other men like them.

***Female entrepreneurs report that investors routinely assume  
they lack technical knowledge about their products,  
their pitches are subject to greater interrogation,  
and they have to fight harder to prove their worth.”***

<https://www.theguardian.com/education/2019/mar/25/we-need-more-female-entrepreneurs-universities-can-help-create-them>

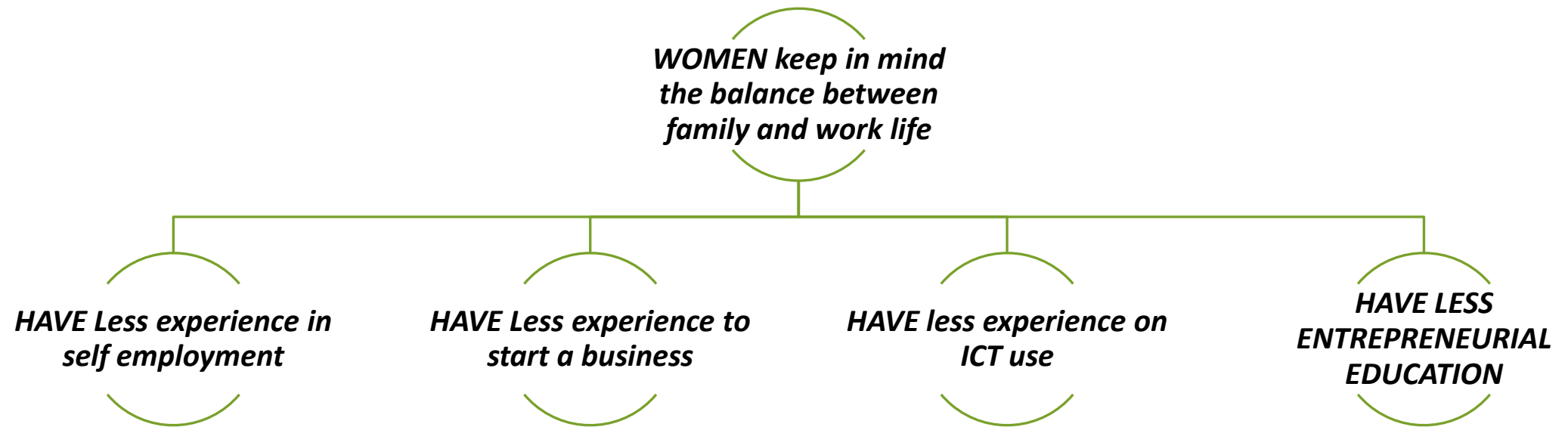
# Main driving factors for entrepreneurship

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# The barriers: Education & Choice of Profession

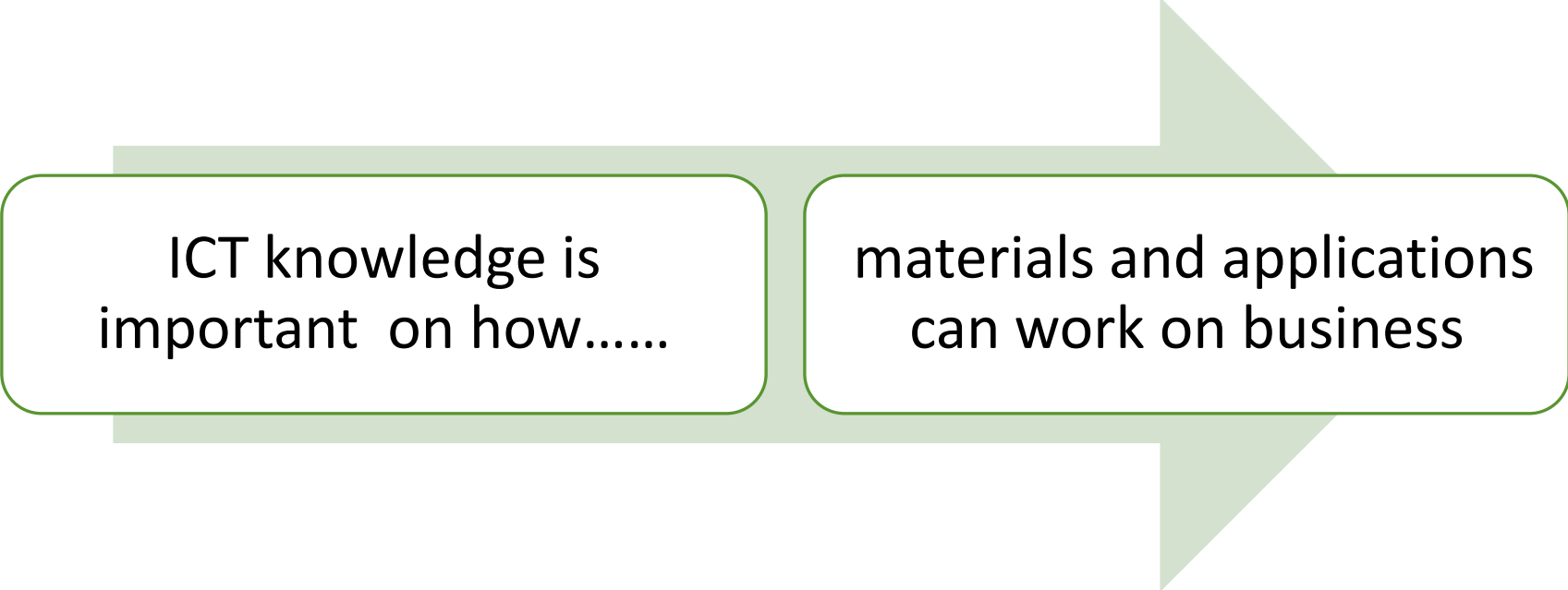
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# ICT and business

## the Fourth Industrial Revolution

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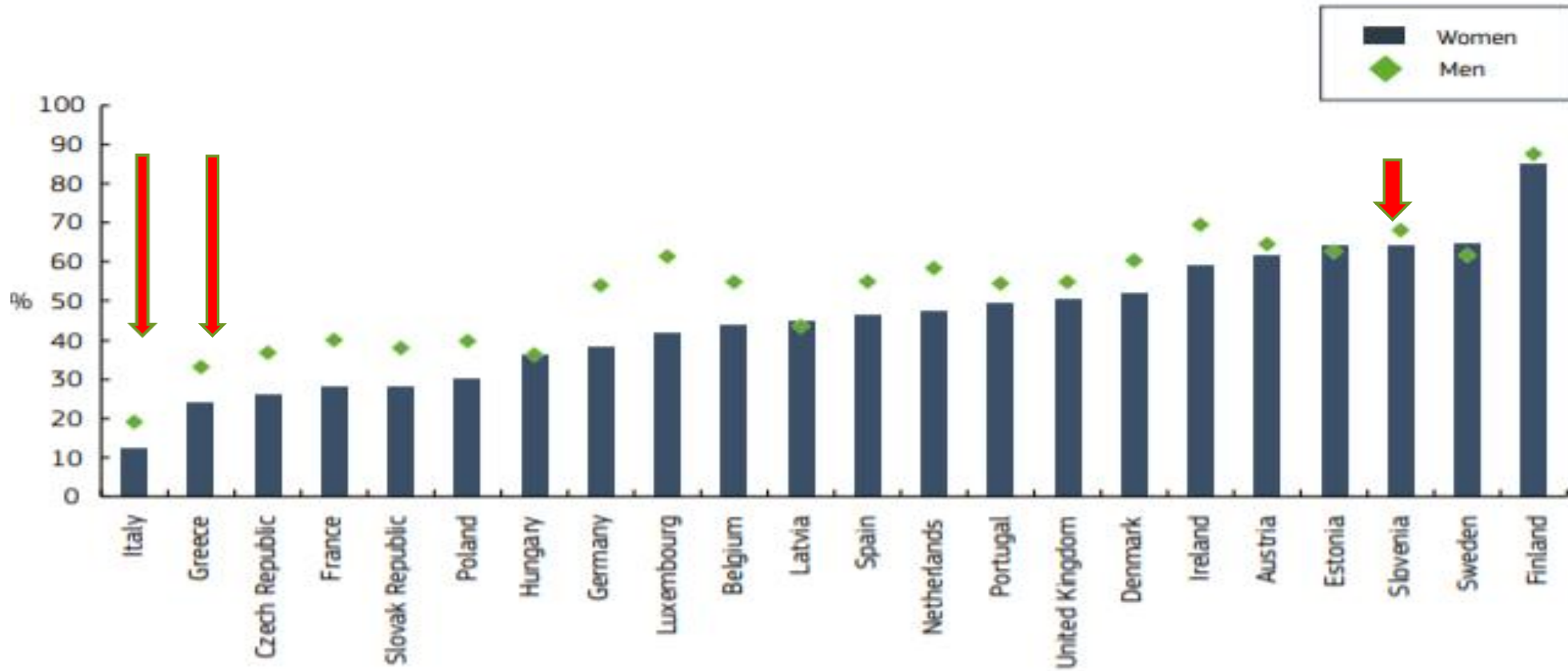
ICT knowledge is  
important on how.....

materials and applications  
can work on business

# Why Education on women's entrepreneurship is important? our case...

<b>TITLE PROPOSALS</b>  <b>SOURCE: Entrepreneurship Competitiveness and Innovation - EPANEK 2014-2020 (EPANEK_MIS), APRIL 2019</b>	<b>TOTAL NUMBER OF APPROVED APPLICATIONS (I)</b>	<b>TOTAL NUMBER OF APPLICATIONS WITH PARTICIPATION OF WOMEN (II)</b>	<b>I/II %</b>
<b>Strengthening the self-employment <u>of Higher Education Graduates</u></b>	<b>2.831</b>	<b>1.084</b>	<b>38,29036</b>
Neophyte Entrepreneurship	2.614	749	28,6534
Strengthening Tourist Small medium enterprises for modernization and quality upgrading of the services provided	2.036	131	6,434185
Upgrading micro and small businesses to develop their skills in new markets	6.355	384	6,042486
<b>Strengthening Self-Employment of <u>Higher Education Graduates</u> (2nd Cycle)</b>	<b>7.298</b>	<b>2.775</b>	<b>38,02412</b>
Strengthening the Establishment and Operation of New Tourism Small and Medium Enterprises	6.701	15	0,223847
<b>Digital leap</b>	<b>689</b>	<b>10</b>	<b>1,451379</b>
<b>Digital step</b>	<b>5.828</b>	<b>456</b>	<b>7,824296</b>
Competitiveness Toolkit for Small and Very Small Businesses	2.069	80	3,866602
Entrepreneurship Toolkit: Commerce - Food services - Education	81	9	11,11111
<b>TOTAL</b>	<b>37.542</b>	<b>5.713</b>	<b>15,21762</b>

The percentage of individuals, by gender, who answered "yes" to the question "Do you have access to training on how to start or grow a business?" in 2013



Source: a. Special tabulations of data from the Global Entrepreneurship Monitor; b. OECD Gender Data Portal based on Gallup World Poll.



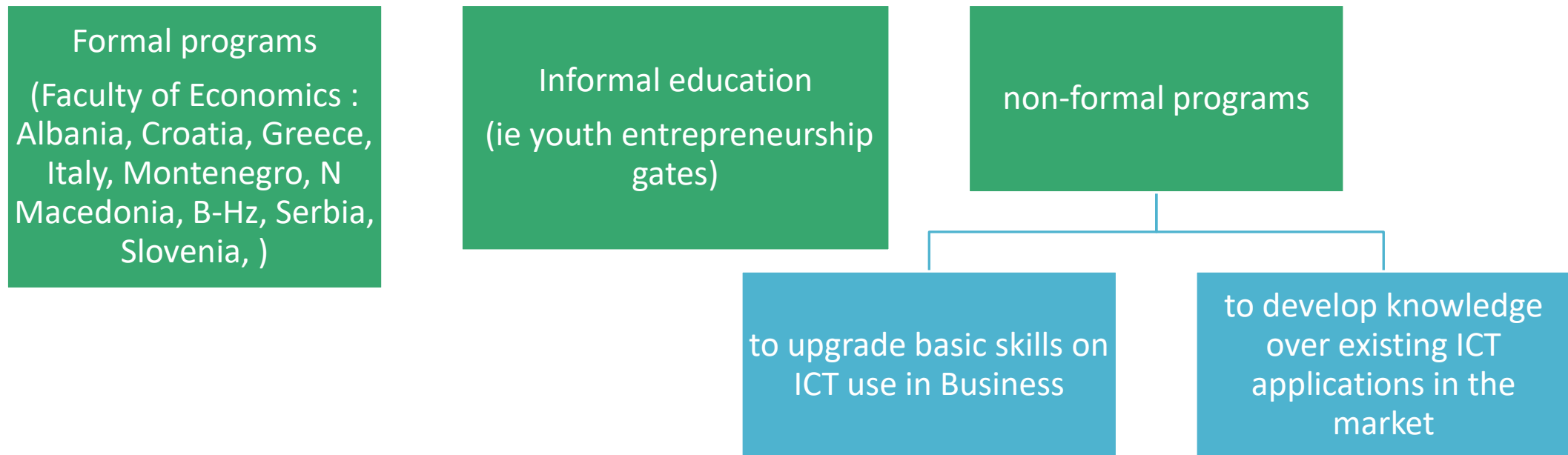
# Universities are knowledge transfer centers

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# Entrepreneurship courses in Adriatic Ionian area: undergraduate curricula in Universities

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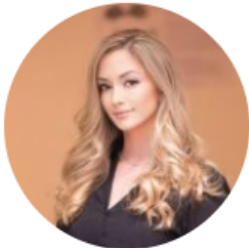


Sonja Markova



Marina Berlusconi

Well known Women entrepreneurs graduated from Universities in Ionian Adriatic region



Vesna Prčkowska

Vesna Prčkowska is a graduate in Electrical Engineering from the Ss. Cyril and Methodius University in Skopje. Before co-founding her start-up in computational analytics, the alumna continued studying in the Netherlands and worked for five years as a researcher and afterward opened with two co-founders, [QMENTA](#) (former

<https://valuer.ai/blog/the-45-best-schools-for-entrepreneurship-in-europe/>

# How Universities Support Women Entrepreneurs in EEC

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## **BEST PRACTICES**

Digital Enterprise programs to support women-led businesses ..... through targeted **workshops**. (University of Winchester's )

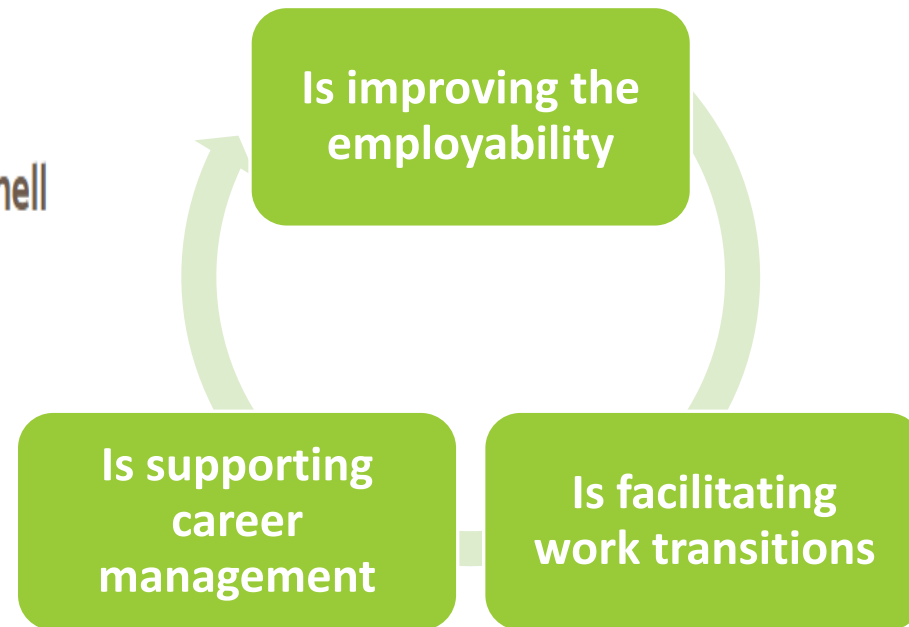
Hosting special **events or conferences** to highlight the achievements of women entrepreneurs. (University of Suffolk, UCL )

**Programs for student** women entrepreneurs (providing access to funding, mentoring, etc) (Imperial UK)

# Entrepreneurship education for women

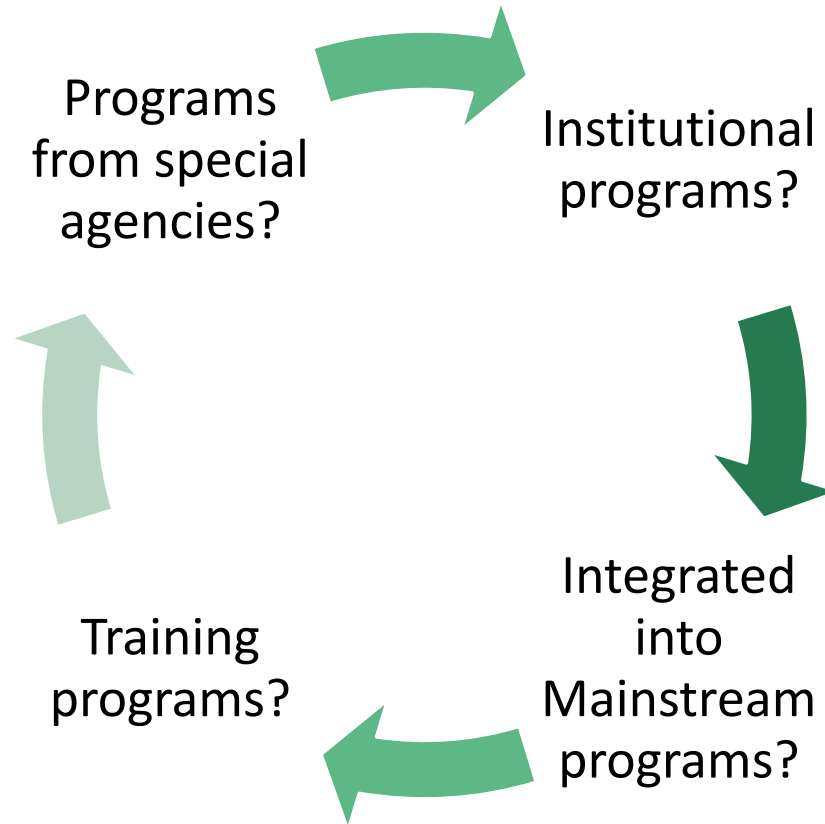
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Bank of America Institute for Women's Entrepreneurship at Cornell



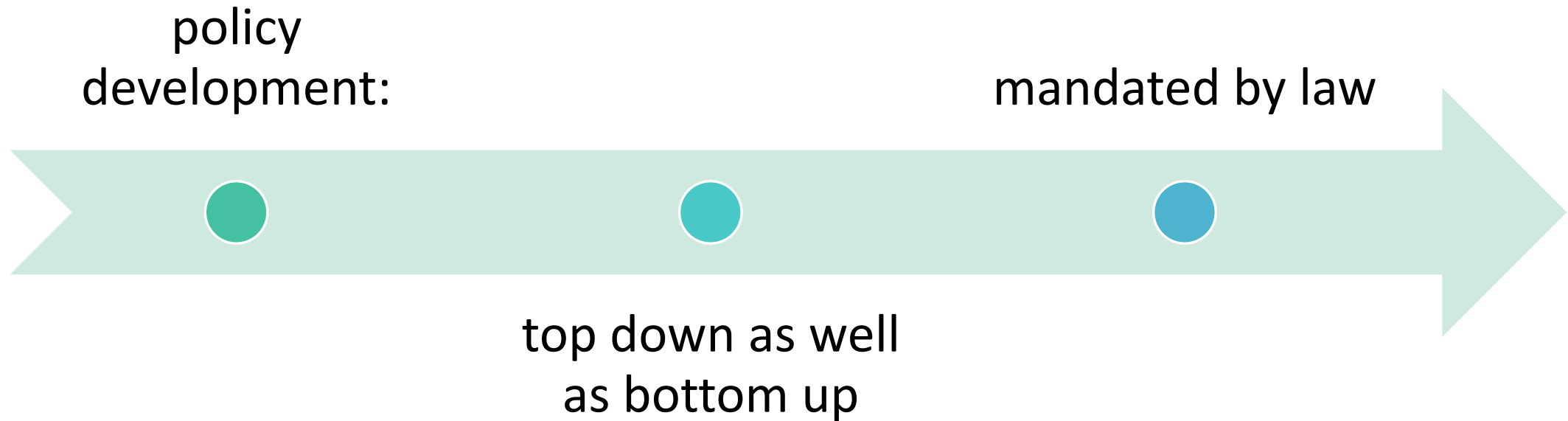
# What 's next?

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# Entrepreneurship education

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Thank you