

# 27 inspiring WOMEN ENTREPRENEURS and their stories for BUSINESS SUCCESS



## THERESA IMRE 's story:

Theresa (28) studied at the Vienna University of Economics and Business Administration and graduated in Socio-Ecological Economics and Policy with a Master of Science (MSc). Already in 2015 she founded her first company - Eingebrockt & Ausgelöffelt (a sustainable and holistic food project) and in 2016 a Community Marketplace & Digital Farmers Market ([www.markta.at](http://www.markta.at)). She is the Managing Director of Markta and currently employs 10 people.

### She recommends:

*"There is a great need for action, especially on financial issues. Women who are interested in becoming self-employed need more support - especially in the founding process - the first years of independence, they need feedback, confirmation, current communication and exchange."*

### Challenges:

The attempts of "self-realization" and "free will" play a more important role for her than economical reasons. She is active with her enterprise in 2 very different industries - on the one hand agriculture, but also technology. She had to fight with the stereotypes. The society social structures in Austria do not see women as entrepreneurs in general. Top Management is still reserved for men and there are still very few women in politics and business. Both in politics and technology there is less opportunity for women: women need to network more, better and harder. Women are very strongly represented in social sectors, less so in the technological sector (as they are more risk-sensitive) and in Austria exists also more promotion and support in the innovation sector and technologies and leads to a clear misalignment between technology and social companies.