

## GP 3: Mentoring Program

**Start date:** 2017

**End date:** on-going

**Owner:** Female Founders Global

**Scope:**

✓ training needs

policy measures

other

**Geographical focus:**

local and regional

national

✓ international

**Mentoring Program** is an independent initiative in Austria and Europe for networking and supporting women in the startup scene. In addition to offers to impart relevant hard and soft skills (e.g. negotiation and presentation techniques), which are necessary for the foundation and development of a company, the networking and, subsequently, the visualization of the founding scene is an essential field of action.

### Aim:

Exchange between aspiring & first-time female founders and experienced founders, managers and experts who want to share their knowledge thereby enabling female founders to take their business to the next level.

### Target group:

Female founders or women who would like to start in the founder scene and already have a project idea.

### About the programme:

Although not specifically designed for a young audience, 90% of the participants of the program are less than 34 years old. This shows that especially in this target group, the need for mentoring from experienced founders/business experts is in high demand.

The mentors help the participating entrepreneurs in different areas, ranging from finding the product-market-fit, to fundraising to finding new customers. All being elements of crucial importance to successfully develop a young company. It runs for 12 months. During this time, Mentors and Mentee work in individual 1:1 meetings on questions that are defined together.

### The key factors of success:

- Branding & Communication: specifically designed for the target group.
- Selection of mentors based on hard and soft skills and personal experience/ recommendation

### Resources needed:

0 €

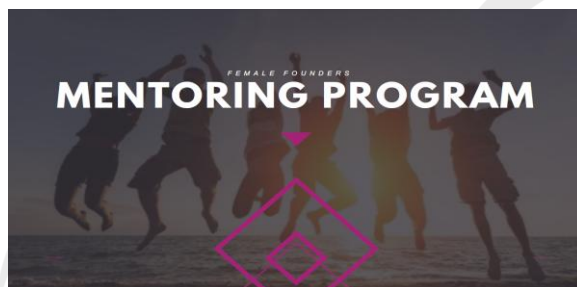
The program was designed and executed by both the NPO and the participating mentors on a pro bono basis.

### Evidence for success:

- ✓ 90+ mentors
- ✓ 300+ applicants from all over the Europe

### Potential for learning or transfer

- organizational model / implementation process
- marketing strategy



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