

GP 2: Grow F – The accelerator for female-led ventures

Start date: October 2018

End date: on-going

Owner: Female Founders Global

Scope: ✓ training needs policy measures other

Geographical focus: local and regional national ✓ international

The Female Founders Accelerator combines mentoring, co-working with experts, corporate collaboration and personal development with individual support and a strong network in Austria and beyond..

Aim:

To help female led ventures to reach market and investment readiness by participating in a three-month program based in Vienna.

Target group:

- Startups with at least one female founder.
- A digital and innovative business model which is scalable
- Dedicated and supportive kick-ass founders

About the programme:

The program is an independent initiative in Austria and one of the first female focused startup accelerators in Europe. It offers a highly individualized program to support each and every startup in the most effective way. The Accelerator is specifically designed for startups – fast growing, scalable and innovative companies with rather risky business models. Most of the selected founders are first-time founders and most of them being younger than 34.

The practice supports the selected startups in terms of personal development, startup-corporate-collaboration and above all: market and investment readiness. Through different formats (ranging from 1:1 workshops to group pitching sessions), the program is highly individualized and aims to fit the needs of the specific companies. On top each startup is being matched with a mentor from either an investment or corporate background that supports the accelerated companies along the whole program.

The key factors of success:

- Selection process of the startups that had applied and the involvement of industry experts.
- Selection of the speakers and mentors for the program

Resources needed:

120,000 €/Y

75,000 € provided via a public grant from AWS

Evidence for success:

- ✓ 100+ applications
- ✓ 10 start ups supported
- ✓ 10 countries covered

Potential for learning or transfer

- specific tools (e.g. training, financial support)
- methodology for the assessment of the problem to be address



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