



HER FUND unlocked: Building Europe's Future with Women in Deep Tech

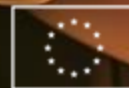
HEPTrepreneur webinar

May 7, 2025

Anne-Charlotte Joubert, project coordinator

Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Innovation Council and SMEs Executive Agency (EISMEA). Neither the European Union nor EISMEA can be held responsible for them.

HER FUND



Funded by
the European Union

The Current landscape



Investing in women...

... an Economic opportunity

Female
entrepreneurs on
average generate

150%

more revenue for each €
of investment than men

Venture firms with
women partners are

2X

more likely to invest in
women-led businesses

Closing the gender gap
in business could
increase global GDP by

26%

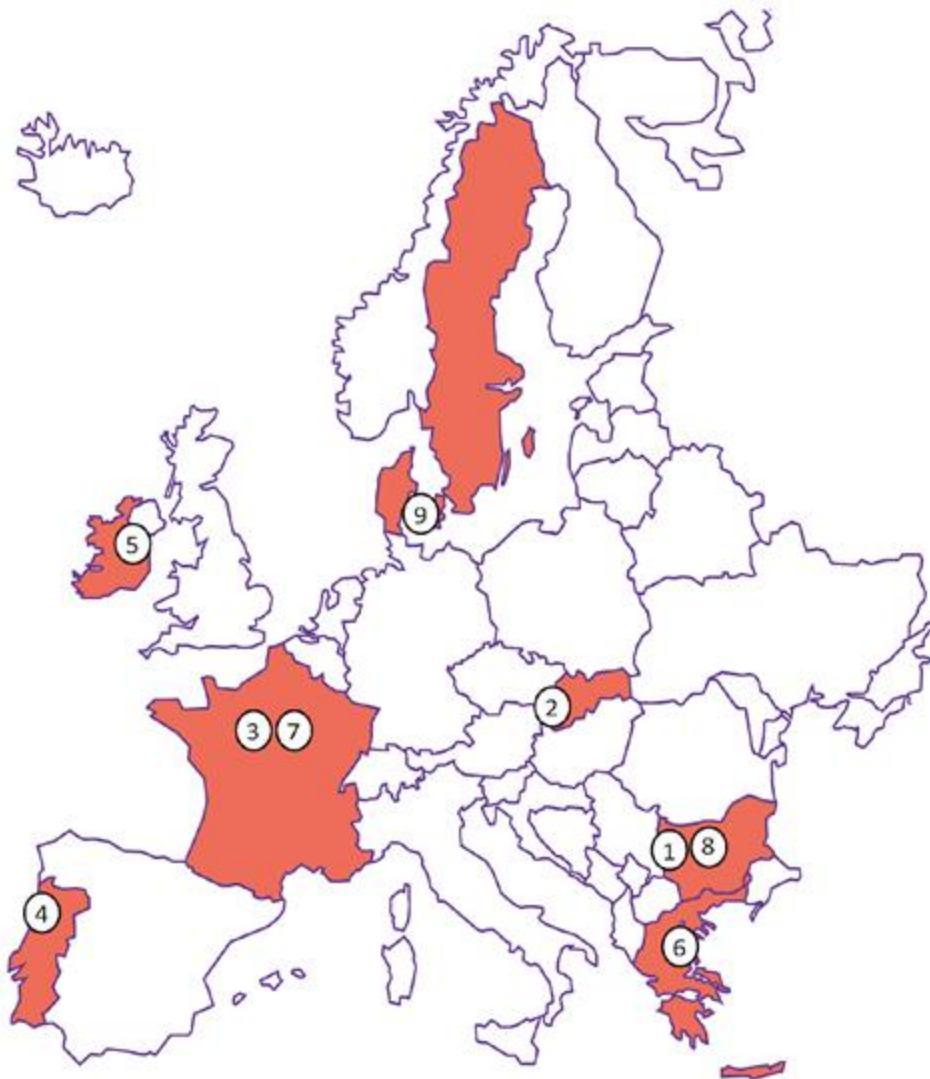
17.4%

11.4%

HER FUND



OVERVIEW OF THE PROJECT



DURATION

2 years



START-END TIME

1 March 2024
28 February 2026



BUDGET

1M€



CONSORTIUM

9 partners
7 countries

①

THE EDΔE

②

addsen

③

WILLA

④

UPTEC

⑤

Grit

International
Female
Accelerator

⑥

INNOVATION PARK
JOIST

⑦

euronovia

⑧

/dir.bg

⑨

WONDER
CODERS

Our Objectives

HER FUND aims to **build a community of gender-conscious investors and stakeholders** to support women-led startups and **create a more inclusive and gender-equal innovation ecosystem**

The HER FUND project relies on 4 main objectives



Close the gap between company needs and available funding for women-led companies by connecting them to investors, especially in LCIEs.



Provide a comprehensive analysis of the financing landscape in LCIEs, to attract additional resources and improve existing interventions



Connect women-led companies with potential investors through informative guidelines and a digital platform.



Create a pan-European community of gender-conscious investors to support women-led companies, with a focus on LCIEs

THE PROJECT JOURNEY



Landscape
analysis and
mapping



Co-design and co-
development of
programmes



Experimentation
and validation of
the programmes



Acceleration and
scaling

Through this 4-step methodology, HER FUND anticipates achieving the following results:



Transform less connected territories
into recognized and attractive
European innovation valleys.



Raise the number
of gender-conscious investors in Europe
for support to female-led companies.

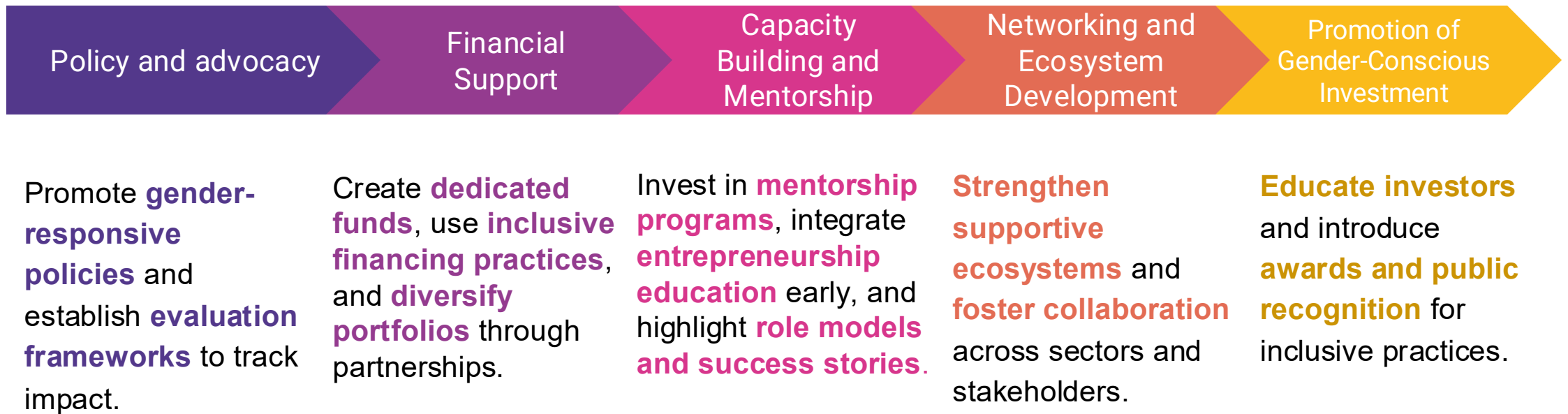


Create bridges between
European innovation ecosystems.



Boost female entrepreneurship in Europe,
especially in LCIEs.

Advancing Gender-Inclusive Investment: Strategic Pillars



More: Assessment of existing interventions by public and private funders in BCIEs and LCIEs

Empowering Female Entrepreneurship: Key Recommendations for Stakeholder

Recommendations for effective training programs for female founders

Female founders need inclusive, flexible, and supportive training with mentorship, networking, and continuous improvement.

Recommendations for effective training programs for investors

Investors should address biases, invest inclusively, and engage directly with diverse founders.

Recommendations for local and regional authorities including EU regulators

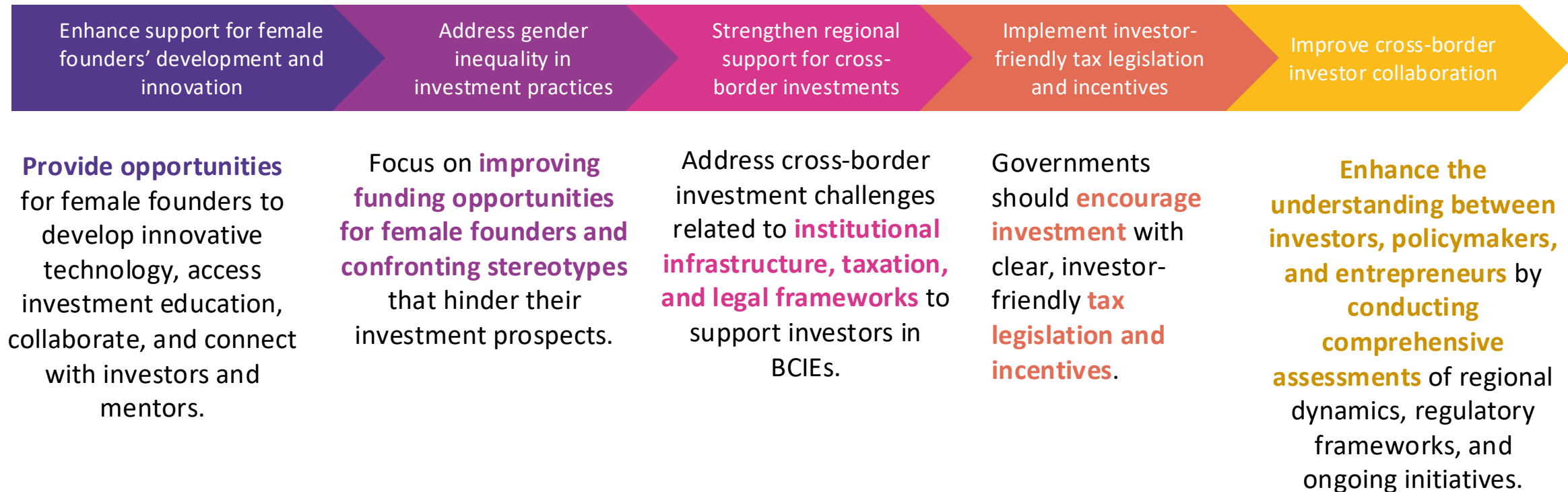
Authorities and regulators must implement inclusive policies, financial support, education, and gender equity standards

Recommendations for start-up support infrastructures

Start-up support infrastructures should ensure accessibility, prevent bias, provide role models, and adapt through ongoing assessment.

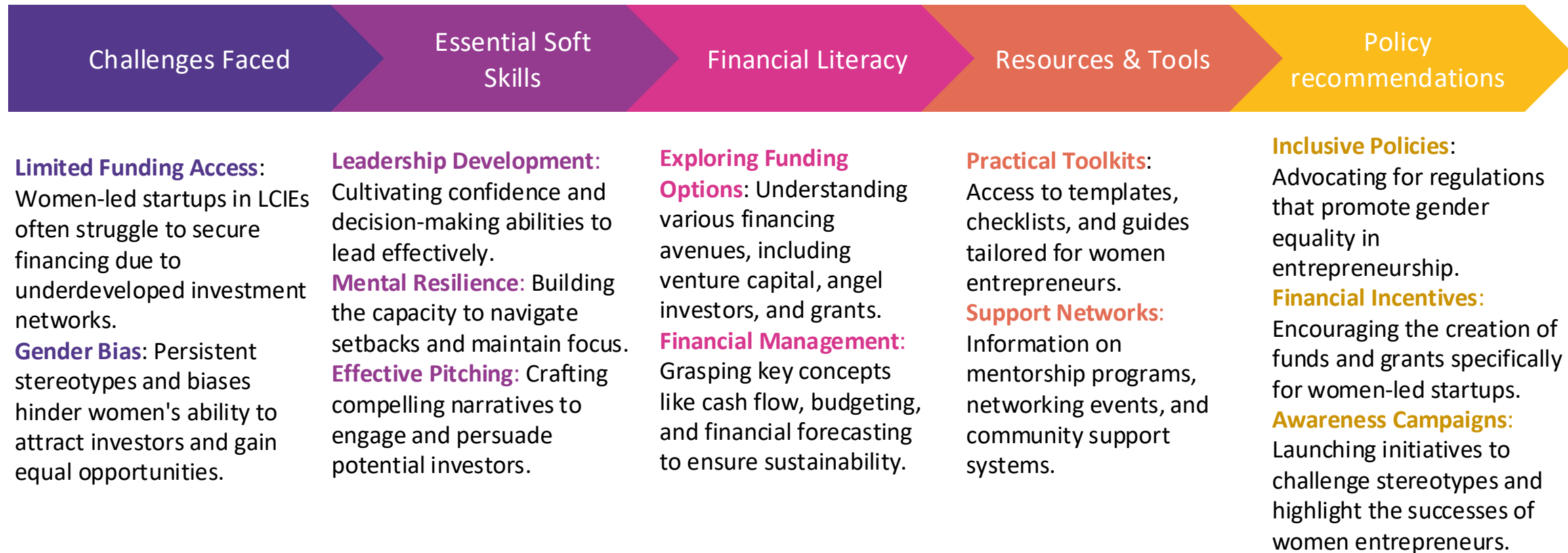
More: Start-ups needs for easier access to capital

Boosting Female Entrepreneurship and Inclusive Investment: Strategic Priorities



More: Assessment of investors entry challenges to market in LCIEs, and identification of best practices in BCIEs by public and private funders

Empowering Women Entrepreneurs in LCIEs: Key Insights



More: [Guidelines for Women-led startups in LCIEs](#)

HER FUND KEY INITIATIVES



HER FUND GUIDELINES

Available on website



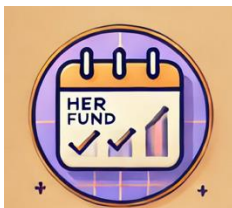
HER FUND TALKS

Podcast Series
Available on website



HER FUND NEWS

Quarterly Newsletter
Flash News to stay up to date



HER FUND TRAINING

Applications opening soon
Start May 2025



HER FUND DIGITAL PLATFORM

A one-stop-shop for
support & connection
Now available!



HER FUND EVENTS

Networking, Match-making, Info



HER FUND COACHING & MENTORING

To be launched Autumn 2025



HER FUND WEBINARS

New Series started March 2025

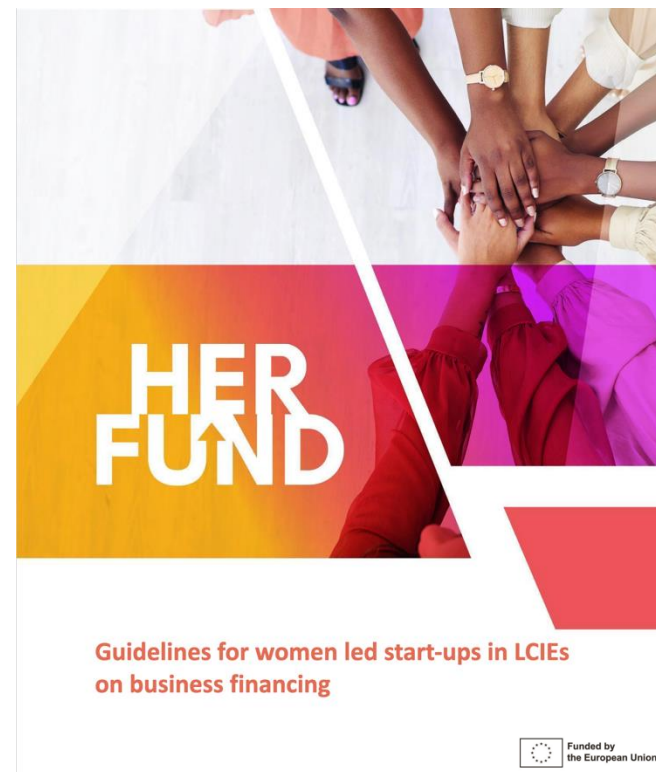
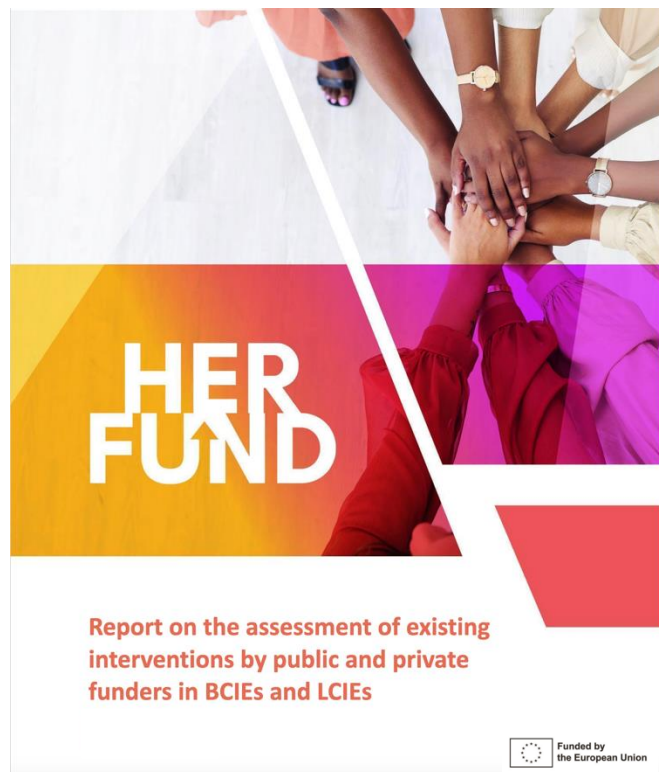


HER FUND SYNDICATE

Investing together in female
founders



HER FUND REPORTS & GUIDELINES



AVAILABLE AT:

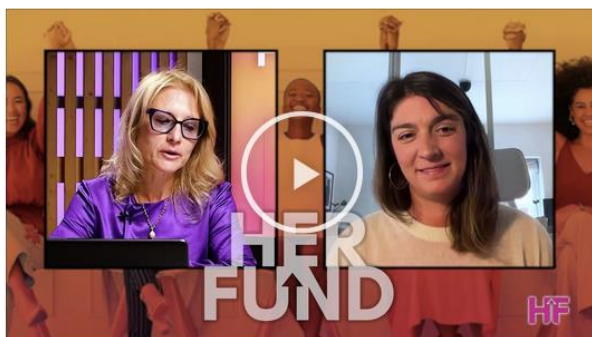
<https://herfund.eu/the-landscape/>

<https://herfund-project.eu/deliverables/>



HER FUND Talks

Podcast



Episode 1: Anne-Charlotte Joubert on empowering women entrepreneurs



Episode 2 : Elena Nikolova on how to attract more women to the investment world



Episode 3: Virginie Robin on confidently navigating female entrepreneurship



Episode 4: Lucia Davidova on raising awareness and empowering in LCIEs



Episode 5: Plamena Cherneva on stereotyping and its consequences



Episode 6: Salomé Le Goff on limits women-led startups face securing funding

MORE AT:

<https://herfund.eu/podcast/>

<https://herfund-project.eu/videos-webinars/>



HER FUND NEWS

EXCITING TIMES AHEAD!

HER FUND is actively engaging in key events across Europe, supporting female founders and fostering innovation.

Check out where we'll be in the coming months

Join us



HER FUND

A pan-European network of gender-conscious investors to support female-led companies for growth and sustainability

Stay tuned with HER FUND's key updates (events, results, progress, etc.) with our quarterly newsletter!

To receive the newsletter directly in your e-mail, subscribe below!

HER FUND

Sign up for the HER FUND newsletter and digital platform

PROJECT PROGRESS

Innovation ecosystem landscape analysis - Key findings

The **first step** of the HER FUND project journey is now concluded, with the completion of the landscape analysis and mapping.

All results have been published on our project website, you can download the full reports below:

- **D1.1 - Report on the assessment of existing interventions by public and private funders in BCIEs and LCIEs**
- **D1.2 - Report on the start-up needs for easier access to capital**
- **D1.3 - Report on the investor needs for easier access to LCIEs markets**

Based on these results, a **set of recommendations** is going to be disseminated all along the project. They will be very useful for the co-design and co-development of programmes to facilitate the entry of investors to LCIEs (Step 2) and the experimentation and validation of the designed programmes (Step 3).

LAUNCH OF OUR PODCAST SERIES

SIM CONFERENCE

The SIM Conference is an event designed to connect entrepreneurs, startups, and investors, both nationally and internationally. Focused on creating networking opportunities through carefully curated content, SIM offers a unique experience for founders and investors to establish meaningful connections.

When? 8-9 May 2025

Where? Alfândega do Porto in Porto (PORTUGAL)

[More information here](#)

The **first episode** was released on October 8, 2024 with the participation of **Anne-Charlotte Joubert**, HER FUND project coordinator. She shared her insights on:

- ◆ The **biases and stereotypes** that persist in the investment world;
- ◆ The importance of **bridging gaps** between more connected and less connected ecosystems;
- ◆ The **impactful work** of the HER FUND Project in supporting female founders and fostering inclusive growth.

HER FUND EVENT

Building a bridge between female founders and investors

Join us for a **full-day event** dedicated to bridging the gap between founders and investors. As part of the HER FUND project, this event will bring together **key players** from the investment community, successful entrepreneurs, and experts on financing women-led ventures, with a special focus on **Less Connected Innovation Ecosystems (LCIEs)**.

📍 **The Conduit Oslo**, Kristian Augusts Gate 21, 0164 (Oslo, Norway)

🕒 **13 November 2024** 9 h 00 min - 15 h 00 min (GMT +01:00)

This is a unique opportunity to:

- Learn from **experienced investors** and **female founders**
- Participate in **discussions** and **workshops** designed to provide practical insights
- Discover strategies to **overcome biases in fundraising**
- **Expand your network** in a supportive, collaborative environment
- Get access to **tools and resources** to improve your funding journey

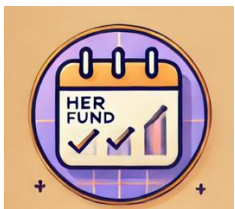
Register [HERE](#)

HER FUND

JOIN US

EVENT

SIGN UP AT: <https://herfund-project.eu/join-us/>



HER FUND TRAINING

TRAINING FOR (EARLY STAGE)FOUNDERS

Soft Skills

Building mental resilience

Pitch Design & Training

Understanding funding possibilities for growing startups

Mastering finance essentials

TRAINING FOR INVESTORS

Understanding the role of BA investor

Pitch Structure & Gender Lens Investing

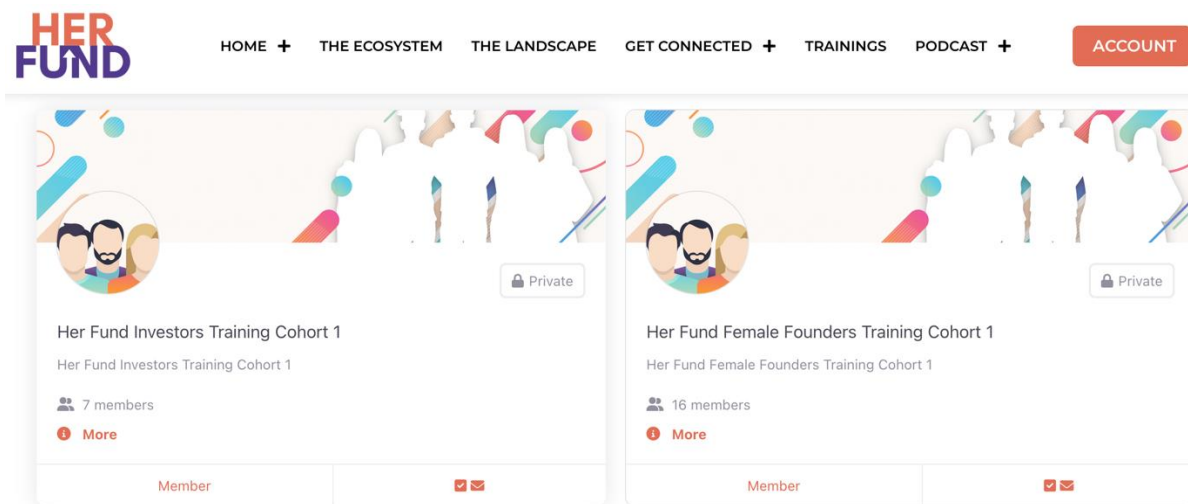
Mastering Due Diligence

Valuation

Governance

What you get:

- ✓ Online courses to study at your pace
- ✓ Training material included
- ✓ 2 Joint sessions bringing founders and investors together
- ✓ Private groups on our Digital Platform
- ✓ Access to the HER FUND Syndicate





HER FUND COACHING & MENTORING

Programme planned to run Sept 2025 – Feb 2026

Target groups
Female founders
Investor

INTERESTED TO BE PART OF THE PROGRAMME
AS AN ALUMNI OR MENTOR/COAH

Reach out to us!



HER FUND WEBINAR

| | WEBINAR TITLE | DATE |
|----|--|-------------------|
| #1 | Women TechEU: Key Insights, Expectations, and Q&A Session | 9 Sept 2024 |
| #2 | Unlocking EIC Funding: Opportunities for Women Entrepreneurs & Investors | 10 April 2025 |
| #3 | Start Smart: Build a Business That Wins from Day One | 22 May 2025 |
| #4 | Training sessions | June 2025 |
| #5 | Mastering the Art of Connection: Networking Strategies for Founders & Investors | 18 September 2025 |
| #6 | Sales Reimagined: Crafting Strategies for Sustainable Growth <i>*“special AW session”</i> | 23 October 2025 |

REGISTRATION and information : <https://herfund-project.eu/events-herfund/>



HER FUND EVENTS

UPCOMING EVENTS BEFORE THE SUMMER



8-9 May 2025, Porto, PT

** 50% discount for our members*



16-20 June 2025, Sofia, BG

HERFund.eu – The Hub for Female Founders & Investors!

- **Access funding/investment opportunities** –
Find investors who support female-led ventures
- **Explore expert reports & training** –
Gain insights and develop essential skills.
- **Expand your network & connect with investors and female founders** –
Build meaningful relationships.
- **Listen to inspiring podcast episodes** –
Learn from successful female leaders.
- **Engage in a thriving community** –
Share experiences and collaborate.

Supporting female-led companies.

Learn. Invest.

Get connected

BECOME A MEMBER

DISCOVER OUR ECOSYSTEM →

Let's reshape the future of
female-led innovation
together! Sign up today at
www.herfund.eu!



COMING SOON

Website



LinkedIn



Instagram

