

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

HEPTrepreneur webinar

May 7, 2025 Anne-Charlotte Joubert, project coordinator

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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%



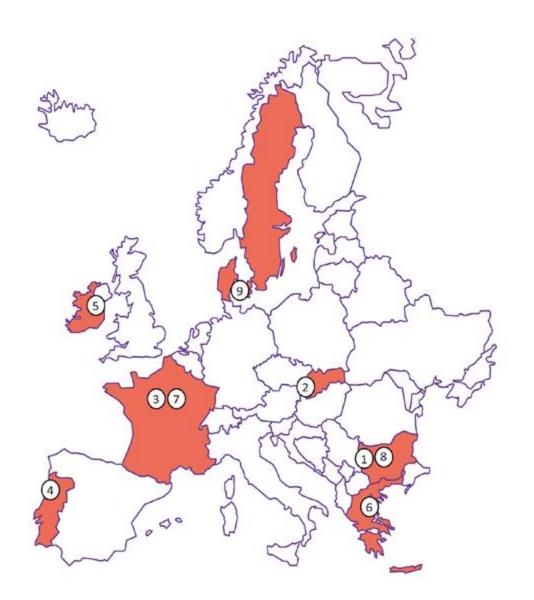




HER FUND



OVERVIEW OF THE PROJECT











DURATION 2 years

START-END TIME 1 March 2024 28 February 2026 BUDGET 1M€ 9 partners 7 countries

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THE EDAE

UPTEC PARAMETERS DE CONTRA DE CONTRA

























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





Co-design and codevelopment of 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

Policy and advocacy

Financial Support Capacity Building and Mentorship Networking and Ecosystem Development

Promotion of Gender-Conscious Investment

Promote genderresponsive
policies and
establish evaluation
frameworks to track
impact.

Create dedicated funds, use inclusive financing practices, and diversify portfolios through partnerships.

Invest in mentorship programs, integrate entrepreneurship education early, and highlight role models and success stories.

Strengthen
supportive
ecosystems and
foster collaboration
across sectors and
stakeholders.

Educate investors and introduce awards and public recognition for inclusive practices.

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

Recommendations for effective training programs for investors

Recommendations for local and regional authorities including EU regulators

Recommendations for start-up support infrastructures

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

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

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

standards

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

Enhance support for female founders' development and innovation

Address gender inequality in investment practices

Strengthen regional support for cross-border investments

Implement investorfriendly tax legislation and incentives

Improve cross-border investor collaboration

Provide opportunities

for female founders to develop innovative technology, access investment education, collaborate, and connect with investors and mentors. Focus on improving funding opportunities for female founders and confronting stereotypes that hinder their investment prospects.

Address cross-border investment challenges related to institutional infrastructure, taxation, and legal frameworks to support investors in BCIEs.

Governments should encourage investment with clear, investorfriendly tax legislation and incentives.

Enhance the understanding between investors, policymakers, and entrepreneurs by conducting comprehensive assessments of regional dynamics, regulatory frameworks, and ongoing initiatives.

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

Empowering Women Entrepreneurs in LCIEs: Key Insights

Challenges Faced

Essential Soft
Skills

Financial Literacy

Resources & Tools

Policy recommendations

Limited Funding Access:

Women-led startups in LCIEs often struggle to secure financing due to underdeveloped investment networks.

Gender Bias: Persistent stereotypes and biases hinder women's ability to attract investors and gain equal opportunities.

Leadership Development:

Cultivating confidence and decision-making abilities to lead effectively.

Mental Resilience: Building the capacity to navigate setbacks and maintain focus. Effective Pitching: Crafting compelling narratives to engage and persuade potential investors.

Exploring Funding

Options: Understanding various financing avenues, including venture capital, angel investors, and grants.

Financial Management:

Grasping key concepts like cash flow, budgeting, and financial forecasting to ensure sustainability.

Practical Toolkits:

Access to templates, checklists, and guides tailored for women entrepreneurs.

Support Networks:

Information on mentorship programs, networking events, and community support systems.

Inclusive Policies:

Advocating for regulations that promote gender equality in entrepreneurship.

Financial Incentives:

Encouraging the creation of funds and grants specifically for women-led startups.

Awareness Campaigns:

Launching initiatives to challenge stereotypes and highlight the successes of women entrepreneurs.

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



NEWSQuarterly 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!



EVENTSNetworking, Match-making, Info

HER FUND

HER FUND



HER FUND
COACHING & MENTORING
To be launched Autumn 2025



HER FUND
WEBINARS
New Series started March 2025



SYNDICATEInvesting together in female founders



HER FUND REPORTS & GUIDELINES







AVAILABLE AT:

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

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







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





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!

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

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

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The first episode was released on October 8, 2024 with the participation of Anne-

- ◆ The biases and stereotypes that persist in the investment world;
- ♦ The importance of **bridging gaps** between more connected and less connected

Charlotte Joubert, HER FUND project coordinator. She shared her insights on:

♦ 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 wi together key players from the investment community, successful entrepreneurs, and experts on financing women-led ventures, with a specia on Less Connected Innovation Ecosystems (LCIEs)

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

(CMT +01:00)

This is a unique opportunity to:

- Learn from experienced investors and female founders
- Participate in discussions and workshops designed to provide practical in
- 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 TRAINING

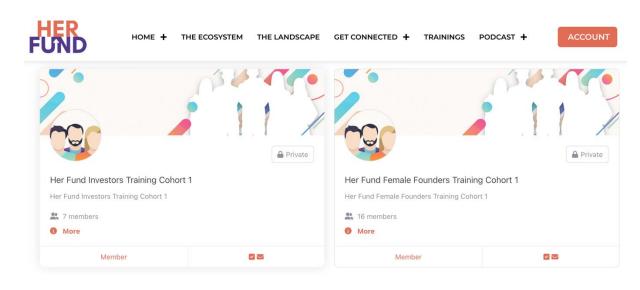
TRAINING FOR (EARLY STAGE)FOUNDERS Soft Skills Building mental resilience Pitch Design & Training Understanding funding possibilities for growing startups

Mastering finance essentials

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

TRAINING FOR INVESTORS Understanding the role of BA investor Pitch Structure & Gender Lens Investing Mastering Due Diligence Valuation Governance





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 *"special AW session"	23 Otober 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

