



EMPOWERING FEMALE ENTREPRENEURS THROUGH A FEMALE FOUNDERS ACADEMY

DANUBE CUP CONFERENCE
APRIL 28, 2022
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as part of:

PATEC Passau the
Entrepreneurial
Campus

Gefördert durch:



aufgrund eines Beschlusses
des Deutschen Bundestages

EXIST
Existenzgründungen
aus der Wissenschaft

 GRÜNDERINNEN AKADEMIE
Empower Female Founders.

In cooperation with:



Why Do We Need a Female Founders Academy?


There are still far too few female founders in Germany!

- On average, women show a better study performance
- Women increase the profitability of their business and its potential for job creation
- Women focus more on Green Economy and Social Entrepreneurship
- Hardly any sig. differences in founding intention

Why do women found start-ups less often???



Why Do Women Found Start-ups Less Often?

- Women teams often have less developed networks concerning
 - Cooperations with established firms
 - Potential investors
- Difficulties acquiring investments (gender-bias)
- Less developed Entrepreneurial Mindset: 
 - Self-efficacy: Key cognitive component
 - Influenced by entrepreneurial experience

*“cognitive perspective that enables an individual to create value by recognizing and acting on opportunities, making decisions with limited information, and remaining adaptable and resilient in conditions that are often uncertain and complex”
(Daspit et al. 2021)*

Who Are We?





 GRÜNDERINNEN AKADEMIE
Empower Female Founders.

How Can We Support Female Founders?

- ✓ Normalise stumbling and failures
- ✓ Set challenges
- ✓ Create safe spaces
- ✓ Open up networks and include role models



We Targeted the Ideation Stage

30 applications



- Topic-specific inputs and working sessions in teams
- Coaching through Start-up Hubs
- Learning from practice: input from female founders

...And Invited Inspiring Role Models



Final Event in Passau



Learning Outcomes



- Positive feedback and enthusiasm from participants
- Established female founders were highly supportive (in sharing knowledge, resources and networks)
- Positive feedback from public



- High number of no-shows or premature quitting (partly due to miscommunication or health reasons)



- For the future: include specific workshop on mindsetting and pitching

Thank you for your attention!

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References

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