



The Program

THE BIGGER PICTURE



The uneven playing field



Högsta befattningshavare	Identifierade PB		Investeringsvolym	
	Antal	Procent	Miljoner kr	Procent
Kvinna	20	9	48	4
Svensk	19	9	34	3
Utländsk	1	0	14	1
Man	195	91	1 244	96
Svensk	185	86	1 093	85
Utländsk	10	5	151	12
Totalt	215	100	1 292	100

Not. Underlagsdata om högste befattningshavare är inte per år (såsom uppgiften om antalet anställda), utan är senaste tillgängliga uppgift, dvs. ifrån år 2017. En konsekvens av detta är att för två av portföljbolagen var den högste befattningshavaren nu en likvidator. Dessa två portföljbolag räknas inte med här.



The purpose

Supporting growing female entrepreneurs and business leaders with a non-European background will lead to

- ✓ job creation
- ✓ economic empowerment
- ✓ more investments to female led businesses

Part of a wider program funded by Tillväxtverket – looking for the underlying reasons for lack of growth and tools to address hurdles



Who are we looking for?

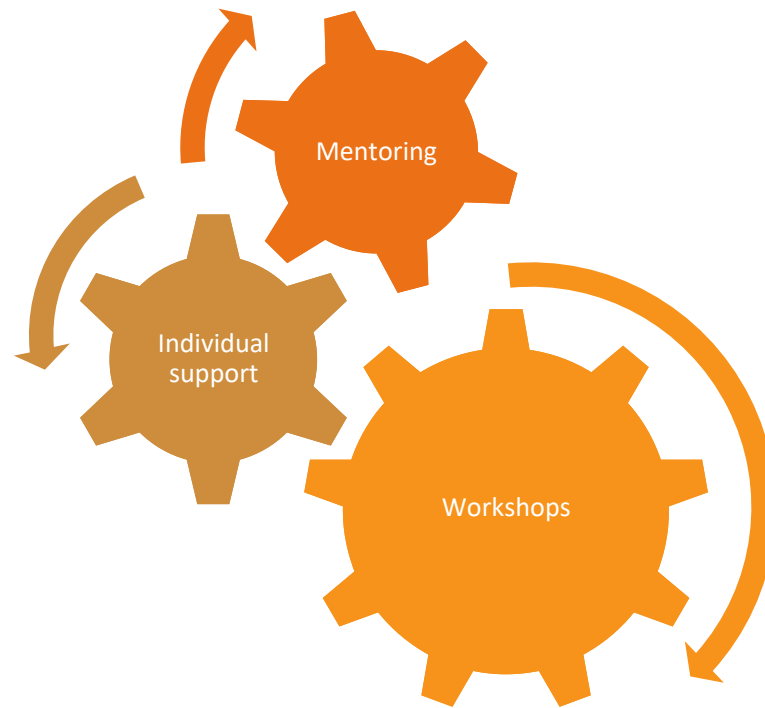
Established business leaders and entrepreneurs – wish list:

- ✓ minimum 3 years in business
- ✓ turnover of at least 2-3 million
- ✓ Want to grow!!

Born outside Europe – been in Sweden since...

You want to grow, but what stops you from achieving your goal?

Components of our support



Support structure

Thematic workshops

- Growth
- Sustainability
- Leadership
- Teams
- Partnership
- Business modelling
- Financing

Individual support:

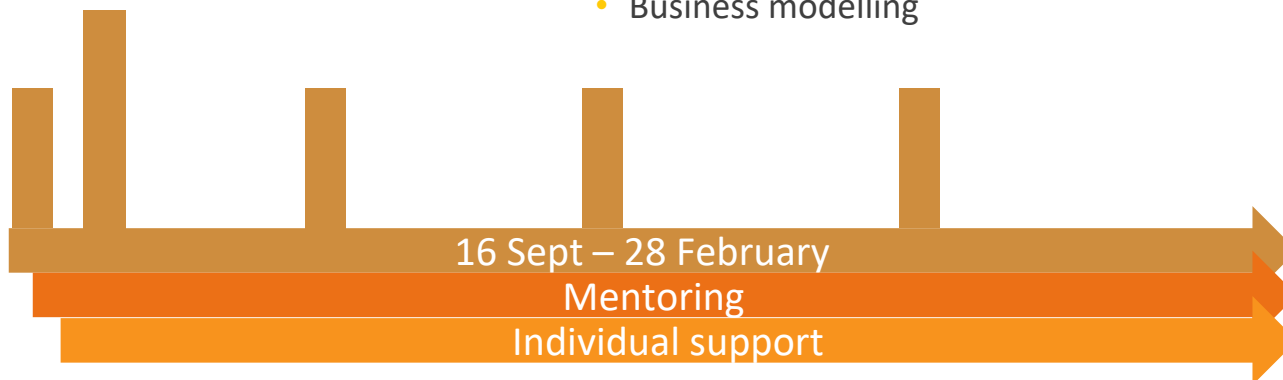
- Leadership
- Staff/team
- Accounting
- Marketing strategy
- Digitalization
- Legal
- Business modelling

Tool space:

- Space and tools to develop a prototype/your product further

Mentoring:

- You as a business leader
- One-to-one
- Experienced business leaders/entrepreneurs





Important dates

15 August – application deadline

31 August – selection of participants (total 10) finalised and communicated to applicants

Workshops

- 16 September – start-up workshop (full day)
 - 17 September – Leadership (full day)
 - 5 October – Business modelling (full day)
 - 16-17 October – Financing (full day Friday, half day Saturday)
 - 30 November – Partnership (full day)
 - 2 December – cont'd leadership and teams
 - 5 February – Final workshop (full day)
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