

# Module 1: Entrepreneurship

## Lesson 4. Women as Entrepreneur

## Module 1 : Entrepreneurship

<b>Unit 4</b>	<b>Women as Entrepreneur</b>
Topic 1	Statistics worldwide
Topic 2	Why women create their businesses?
Topic 3	Best practices
Topic 4	What do successful women advice for the beginners?
Topic 5	Fears of starting business
Topic 6	Conclusion. Conquering fears

# Module: Learning Outcomes

## Module 1- Entrepreneurship

**Introduction text:** *The Unit is about business issues women have world-wide, best practices and pieces of advice from behalf of succesful business women about mindset while starting business, advice from NLP coach of how to overcome fear in practical way.*

### Knowledge

A learner will know/have:

- Worldwide statistics about business women.
- reasons of women businesses creation
- Knowledge of best practices
- Practical pieces of advice about starting business and overcoming fears.

### Skills

A learner will be able to understand:

- how to use popular channels (like Youtube) as a resource for learning
- Main mindset principles of how to start business

### Competences

A learner will be able to do on completion of a learning process:

- they will know exercise of how to get rid of fear.
- viewer will be more motivated by Best Practices.


# Introductory video

Please provide here the script for the short video.

## Unit 4: Women in Business

# Topic 1.1: Statistics Worldwide

It's been challenging for few years for small businesses created by women entrepreneurs, as they had to deal with Global pandemic, problems in supply chain and other challenges.

Globally, only 1 in 3 businesses are earned by woman. In East Asia & Pacific, South Korea has the lowest rate of women business owners, with just 19% of firms, and the Federated States of Micronesia has the highest, with 87% of firms owned by women. Similarly, in the Middle East, it goes from a low of 7% in the Republic of Yemen to a high of 49% in Tunisia.

[Women entrepreneurs needed—stat! \(worldbank.org\)](https://www.worldbank.org)



# Lesson 1.2. Businesses in low-income countries

- Female participation in business ownership is positively correlated with countries' income level, but only to a small extent. In low-income countries, only 1 in 4 businesses have any female owners. In middle- and high-income countries, the rates are at 36% and 37%, respectively. Men are also more likely to borrow and save to start, operate and expand businesses than women
- In low-income countries, both men and women are more likely to save than to borrow. The relative importance of saving compared to borrowing decreases with income levels and it switches for high-income countries, where borrowing becomes more preferred than saving. But the gap between men and women remains at all income levels, where men have higher rates of borrowing and saving for businesses than women.

[Women entrepreneurship is soaring in the US, a new survey finds | World Economic Forum \(weforum.org\)](#)



# Topic 2. Why women create their businesses?

Project accomplished international research that analyses different statistics about women entrepreneurs. It was estimated that women create their businesses for following reasons:

- They follow their values and belief systems
- They integrate in community and bring community closer to themselves
- They bring likeminded people to join them by sharing experiences and buying their products
- They wish to produce locally and in a sustainable way
- They collaborate with network of local producers, businesses
- They wish to be independent financially and promote gender equality



## Topic 3.1. Best Practices. Language school.

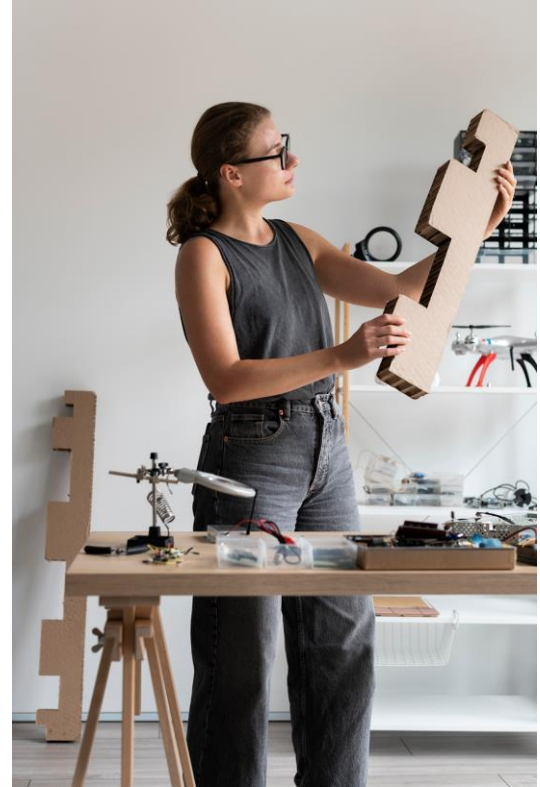


## Topic 3.2. Best Practices. Cosmetics business.



# Topic 4. What do successful women recommend for beginners businesswomen?

- When you start your business, follow your values, dreams and don't compare yourself to others. No one will do it the way you will.
- Reach for professional advice in circles of your friends.
- Don't take loan, rather take financial support from your family and friends.
- Know financing possibilities in your country: Grants for small businesses, European funds.
- Know laws concerning your business.
- There are plenty of free possibilities on popular channels, like Youtube, you can access online where you can learn different skills useful for your business. Use them.
- At the end, business is a hard work and needs dedication. However, if you follow your dream idea, it will help to motivate you in difficult times.



# Topic 5.1. Fears of starting business. Why?

The women who have participated in the research of YouGo, have had troubles, were not confident enough to start the business for several reasons:

- They were fearful, they can't make it (lack of confidence)
- They didn't have good enough skills needed for business, mostly digital skills, marketing literacy, financial literacy and networking skills.
- They didn't have good support system.
- They didn't have enough funds and knowledge about Grants and European or other funds for small businesses.
- They didn't have enough knowledge about documentation, fees and bureaucratic part of starting business.

All in all, they had lack of basic knowledge of what is needed to start business.

Some of these emotional/mental insecurities can make people starting business find themselves in a blind spot. However, there are ways of getting rid of these insecurities and empowering your strength.

For more, watch following video in Topic 5.2.

## Topic 5.2. Getting rid of fears with Circle of Excellence



# Topic 6. Conclusion

As the Unit 4 is coming to an end, the lessons from this unit could inspire you to pursue your dreams, your wishes, your values and no matter difficulties of starting a business, dedicate yourself to business you wish for. And when you reach blind spot, remember to breathe in and check out Circle of Excellence again. Now that you know how to start pursuing business that will certainly add value to the community you are in, you can start it by learning from free resources, acquire skills you need for your dream business and **step-by-step move forward one day at a time**. Watch TEDx talks, Youtube videos about women entrepreneurs and get inspired by their example. Good luck in following lessons and good luck in EVALUATION that will help you to know what you've learned.

# Learning Activity 4: Women as Entrepreneurs

*Please provide here relevant practical tools and exercises for the specific section and elaborate a mini-toolkit (3-5 learning activities per module ideally –1 per unit). The following table provides a structure for the activities. Please describe each activity within the table. Provide additional materials for an activity as a list of links or as an annex (e.g. handouts, images, graphics, charts, presentations, games, mind-maps, videos etc.). The table is filled with one example.*

Educational goal	Type of activity	Content	Additional materials
Knowledge and skills related recognizing initial issues of starting business and reflecting on solutions of how to deal with them	Multiple choice exercises, self-assement, reflections.	After revising the Unit 4, watch videos of Best Practices, student will be able to reflect and get best pieces of advice for being corageous to start an independent business.	See final page

# Evaluation

**Question 1:**

**What is the global ratio of businesses owned by women?**

a) 1 in 10 businesses

b) 1 in 3 businesses

c) 1 in 5 businesses

d) 1 in 2 businesses

**Correct answer:** b) 1 in 3 businesses.

## Question 2:

**According to international research on women entrepreneurs, what are some of the reasons why women create their businesses?**

- a) To invest in international markets and expand globally
- b) To gain popularity and fame through their business ventures
- c) To follow their values and belief systems, integrate in the community, produce locally and sustainably, collaborate with local producers, and promote financial independence and gender equality
- d) To prioritize profits above all other considerations

**Correct answer:** c) To follow their values and belief systems, integrate in the community, produce locally and sustainably, collaborate with local producers, and promote financial independence and gender equality.

### **Question 3:**

**What do successful women recommend for beginner businesswomen?**

- a) Relying on competition and imitating successful entrepreneurs
- b) Taking large loans to fund their business ventures
- c) Following their values, dreams and avoiding comparisons with others
- d) Ignoring professional advice and relying solely on personal instincts

**Correct answer:** c) Following their values, dreams and avoiding comparisons with others.

# Summary

*While proceeding and progressing in your further lessons, remember that main points to start business remain following:*

- Inner Motivation
- Support system both from external people or sources as well as from inside of you.
- Getting inspired by other women and paying attention to their advice.
- Learning skills useful for your future business creation, such as:
  - Digital skills
  - Marketing skills
  - Financial/law literacy
  - Networking and similar
- Conquering your fears
- Dedicating your time for creating your business.

# Further Material

For further motivational videos, follow TEDx on Youtube.



# Further material

*You can re-visit material mentioned in this Unit in form of Online articles:*

- [Women entrepreneurs needed—stat! \(worldbank.org\)](https://www.worldbank.org/en/news/press-release/2015/04/28/women-entrepreneurs-needed-stat)
- [Women entrepreneurship is soaring in the US, a new survey finds | World Economic Forum \(weforum.org\)](https://www.weforum.org/articles/2015/04/28/women-entrepreneurship-is-soaring-in-the-us-a-new-survey-finds.aspx)

Check out Efektas Group Youtube channel with more resources about different skills:

- [\(13\) Efektas Group – YouTube](https://www.youtube.com/watch?v=13EfektasGroup)

Or Efektas Group blog with articles about women:

[YouWeen Learning Teaching Training Activity – Panekelpiai Village - EfektasGroup](https://www.efektasgroup.com/youween-learning-teaching-training-activity-panekelpiai-village-efektasgroup)

# References

Examples of APA 7th edition referencing:

**For articles:**

Women entrepreneurs needed—stat! (worldbank.org)

Women entrepreneurship is soaring in the US, a new survey finds | World Economic Forum (weforum.org)