



WeRin

Principles





Our Core Principles

- 01 100% inclusivity
- 02 Relatable role models
- 03 Realistic picture of entrepreneurship
- 04 Opportunity-driven entrepreneurship
- 05 Inclusive support and finance
- 06 Structural change in the ecosystem

1. 100% inclusivity

- Targeting gender barriers and obstacles for women entrepreneurs with a view to fostering wider inclusivity
- Promoting **inclusive and diverse entrepreneurship** in the system and in networks (cooperation and equality of all)
- Raising awareness of hidden biases





2. Relatable role models

- Making female role models more visible in the entrepreneurial ecosystem, including in entrepreneurship education **at the earlier education stages**
- Presenting known, as well as unknown, local examples (they are more accessible and relatable, boosting the motivation and confidence of potential women entrepreneurs)

3. Realistic picture of entrepreneurship

- Including a holistic view of entrepreneurship - not just good example stories, but also sharing lessons learned and **failure experiences** from all types of entrepreneurs





4. Opportunity-driven entrepreneurship

- Changing the **narratives** that describe entrepreneurship from solo hero to ecosystem networks and the resource providers
- Including broader aims of entrepreneurship, such as **sustainability**, **social mission**, and **value creation** instead of focusing only on profit & business growth

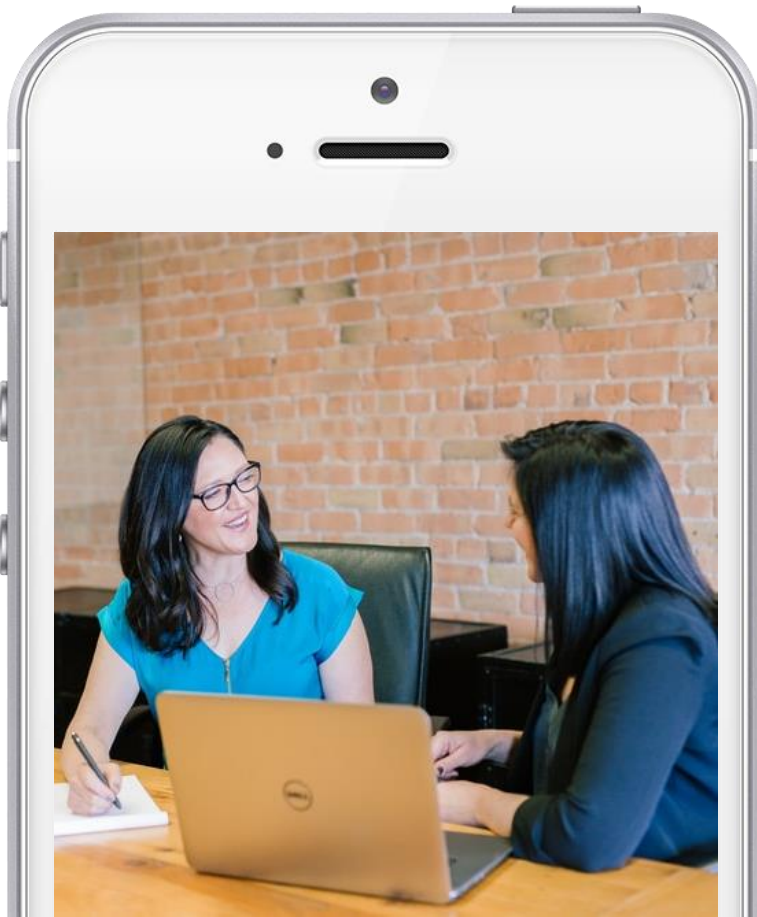
5. Inclusive support and finance

- Increasing the visibility, accessibility and equity of the **support programmes** and **financing schemes** in the entrepreneurial ecosystem
- Improving financial and investment literacy among nascent entrepreneurs



6. Structural change in the ecosystem

- **Increasing engagement with stakeholders** in the ecosystem to overcome structural barriers for female entrepreneurs





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