



WeRin

Principles





Our Core Principles

- 100% inclusivity
- Relatable role models
- Realistic picture of entrepreneurship
- Opportunity-driven entrepreneurship
- Inclusive support and finance
- Structural change in the ecosystem

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





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)

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



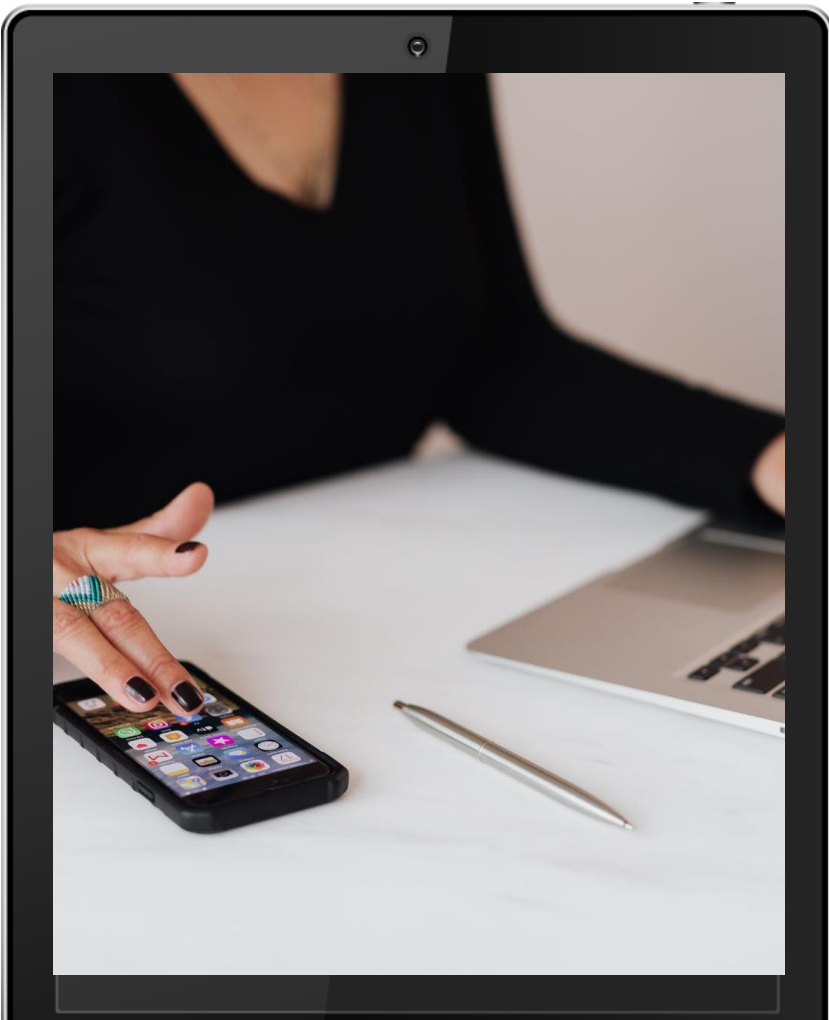


Opportunity-driven entrepreneurship

- 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

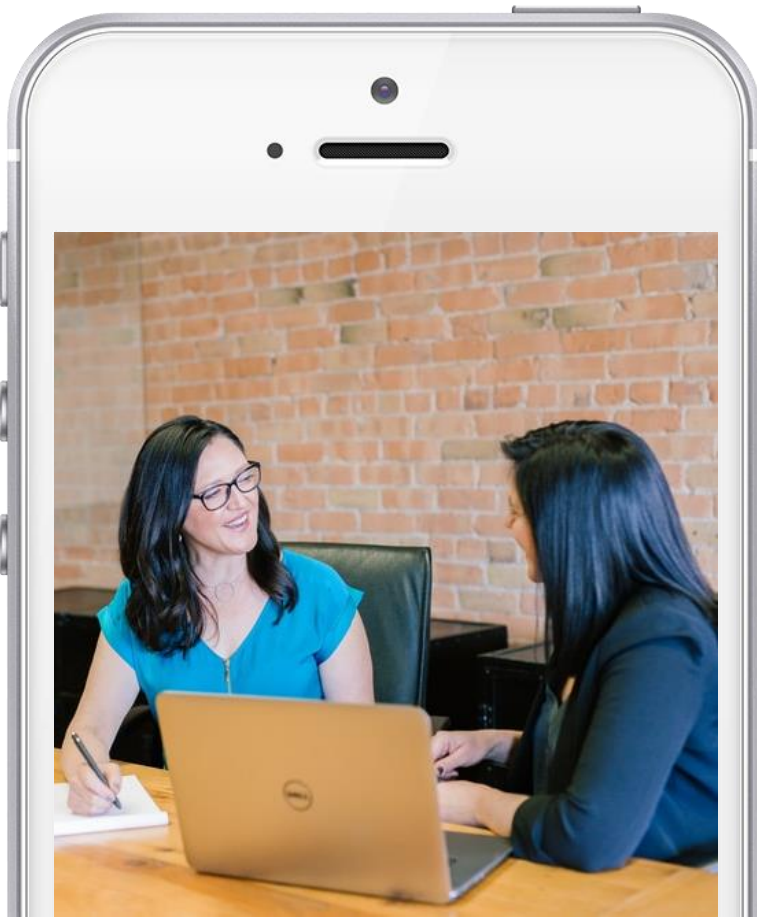
Inclusive support and finance

- 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



Structural change in the ecosystem

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





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