

**CALL FOR THE APPLICATIONS – Deadline 20<sup>th</sup> June, 2025**

## **EEN-Power-HER**

**Advanced Pitching Skills Workshop for women entrepreneurs – EEN clients of the TGWE members and other interested TGs and SGs**

**Third edition (2025)**

**Organizer: Thematic group Women Entrepreneurship**

**Supported by: TG A2F and TG Start-ups & Scale-ups**

**WHEN: 23<sup>th</sup> September,** from 10 a.m – 12 p.m (Brussels time)

**WHERE: ONLINE,** Join from the meeting link:

<https://ecconf.webex.com/ecconf/j.php?MTID=m6596434a71f879f0402f21d658b713a5>

Dear EEN colleagues,

Are you interested in supporting your EEN female clients to enhance their access to finance? We invite you to participate in the 3<sup>rd</sup> edition of **EEN-power-Her**, an advanced pitching skills workshop designed to help women entrepreneurs refine their presentation techniques and secure funding.

This event is organized by TG Women Entrepreneurship in collaboration with TG Access to Finance and TG Start-ups & Scale-ups.

**Background:** Women entrepreneurs play a crucial role in economic development, but they often face challenges in financing, networking, and obtaining knowledge resources. Building on the success of the two previous editions we are committed to continuing our support for women entrepreneurs.

### **First and Second Edition Highlights:**

The pilot action (1st edition) as well as the second one marked the steps toward empowering women entrepreneurs.

While the pilot action highlighted two notable success stories of women entrepreneurs and achieved significant milestones, demonstrating the event's effectiveness, the second edition further encouraged companies to participate in larger-scale pitching events and present their refined pitch decks to potential investors. Both editions successfully provided women entrepreneurs with opportunities to learn, practice, and gain valuable knowledge on improving their pitches to secure financing.

Feedback from participants highlighted the event's effectiveness in building confidence and enhancing pitching skills.

### **Who Should Apply?**

- Female CEOs, founders, co-founders, or women in leadership roles in startups or scale-ups with high-growth potential.
- Applicants from more mature companies looking to transform and scale their businesses through digital or green technologies are also eligible.

### **How to Apply**

Your female clients are invited to submit a concise pitch abstract (maximum of 2 pages) to you. Please ensure these summaries are sent to [caterina.sperandio@handelskammer.bz.it](mailto:caterina.sperandio@handelskammer.bz.it) by **20th of June 2025**.

**The Abstract should include the following elements** (that could serve at the same time as the headlines of the ppt Pitch Desk):

- Company name and motto
- The problem your pitch aims to address
- The solution you propose
- Market size and competitors
- Your business model
- Your team
- The stage of your company and future milestones (money secured so far, if any)
- About funding needs: How much is the company looking for? What is the team planning to do with the money? What is a potential exit strategy? Does the team plan other investment rounds in the future?"

*For the preparation of the pitching, you as an advisor may want to learn about the "Trips and Tricks" prepared by TG A2F Chair, in the Guide (attached).*

### **Eligibility criteria for potential pitchers**

- Core topics: Digital and Green transformation, AI. Pitchers should operate in the digital/green area or strive to digitalize/green their offline business. Companies that successfully apply AI in their operations are also welcome.
- Stage of the company: Startups & scale-ups or growing companies.
- Female CEOs, founders, co-founders, or women with leading roles in the company.

**Event Details:**

- Deadline for applicants: 20<sup>th</sup> June 2025
- Date: 23 September 2025
- Duration: Approximately 2 hours, starting at 10 a.m – 12 p.m (appx) (Brussels time)
- Pitching: 10-12 selected pitchers, each with a 5-minute presentation
- Feedback: Expert jury members include expert colleagues and business angels who will provide constructive inputs to help WEs refine their pitches for success.
- Moderated by: TGWE Chair Sanja Popovic Pantic

**Additional Opportunities for the pitchers**

Successful participants will unlock further opportunities beyond the workshop itself, receive personalized one-on-one mentoring sessions with EENs expert advisors, and gain enhanced visibility by being featured on our digital channels. Additionally, will be invited to pitching competitions, opening doors to further funding opportunities and strategic partnerships.

We encourage you to support your EEN female clients in this valuable opportunity to improve their pitching skills and access financing. Together, we can empower women entrepreneurs to thrive in the business world!