

Ukrainian –Lithuanian women entrepreneurship program



Agenda

1. Welcome word by Audronė Alijošiūtė Paulauskienė (LAVA)
2. Introduction of Ukreate Hub
3. Context of the initiative
4. Concept of women entrepreneurship program
5. Q&A



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Lithuanian CEO at
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Ukcreate^{HUB}

A Vilnius based initiative, dedicated to Ukrainian diaspora in Lithuania, equipping them with knowledge, skills, network, and other tools to unleash their potential for the future of Ukraine.

OUR MISSION:

We believe in the power of civil society and therefore seek to strengthen resilience and build sustainable civic engagement of Ukrainian people to empower them to take an active part in rebuilding a democratic and sovereign Ukraine.

Creating Ukrainian narratives -
bringing Ukrainian voices to the forefront

**Women's role
in the recovery of Ukraine -**
social innovation and
entrepreneurship

Preserving and enhancing Ukraine's **democratic
orientation**



Results for the first 5 month of operating

01

170

active Ukrainian members

02

10 +

Educational, community building events, seminars and workshops

03

10

Mini grants were distributed to develop projects of community members

30+

Individual consultations for the hub members provided

3

International intellectual discussions were hosted

5

Partner's services launched

Ukrainian Women Social Entrepreneurship & Innovation Program

Ukreate Hub and UWE Hub are partnering to equip Ukrainian women displaced in Ukraine or abroad with the necessary skills and network to initiate social innovation and entrepreneurship projects.

46.2% of the Ukrainian refugees in Lithuania indicated they were considering starting their own business in Lithuania but needed more information.

80,000 temporarily displaced women in Zaporizhzhya

65% would like to receive knowledge of entrepreneurship.

OUR MISSION IS A SISTER'S HUB CONCEPT

The project foresees the creation of a strong community of women social entrepreneurs who, in the long term, contribute to the economic growth of post-war Ukraine. The project will also narrow the societal gap between Ukrainian women who stayed and those who fled the war by establishing sustainable networks and contributing to the social cohesion of post-war Ukrainian society.



Women entrepreneurship in Ukraine and the world

GLOBAL CHALLENGES

- **2/3 of 750 female founders** felt as though they were not taken seriously when pitching to investors (The Telegraph, 2019)
- **48% of female entrepreneurs** do not have role models, which limits their development. (Inc, 2021)

UNDER UKRAINIAN REALITIES

- **7,9 million refugees from Ukraine, mostly** - women with kids (UNCHR, 2022)
- **95% of women entrepreneurs' businesses in Ukraine** were affected by the war
- **54% of women face stereotypes** within the scope of entrepreneurial activity
- **4.8 mln** internally displaced people (7 mln)
- **New Purpose during War**

Women entrepreneurs in Ukraine want

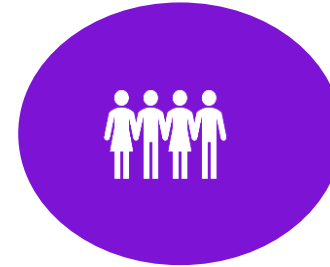
- New skills
- Restore/restart the business
- Have their role in Rebuilding Ukraine

UWE Hub research

UWE HUB Ecosystem



COMMUNITY OF FEMALE ENTREPRENEURS WHO CREATE BUSINESSES WITH SOCIAL IMPACT, IMPLEMENTED THROUGH A TRAINING PROGRAM, OPEN EVENTS, OFFLINE HUBS



COMMUNITY OF MENTORS WHO ARE READY TO DEVELOP AND SHARE EXPERIENCE



UWE HUB BOARD MEMBERS WHO CAN PROVIDE RECOMMENDATIONS ON IMPROVING AND STRENGTHENING PROJECTS, CREATING A FINANCIAL PLAN AND BUDGET, FINDING DONORS, AND DEVELOPING THE PROGRAM

We are proud
that
after the
Program online

30 % of participants registered their businesses

50% of participants have created a financial plan
for the first time

88% of participants have clarified the customer
profile of their business

67% of participants have improved their
business mode

15% of participants have increased the number
of clients and profits

1 online program: currently call for Applications

4 HUBs in Ukraine: Ivano-Frankivsk, Goscha, Brovary, Chernivtsi

Kids rooms in 4 Hubs

Plan to teach entrepreneurship to 10 000 women

UWE Hub Community (300): Hamburg Business Schools, Stockholm Business Schools (Riga, TBC)

UWE HUB TODAY

OUR SOLUTION

The two physical hubs in **Vilnius** and **Zaporizhzhia** will serve as focal points for women's communities to meet, as well as existing a vibrant online community.

Educational and development program
2023-2024

PROJECT CONCEPT 2023-2024

SURVEY

To study the extent to which Ukrainian women in Ukraine and Lithuania are actually open to the idea of starting or developing their own entrepreneurship, what challenges they face, what obstacles they experience, what opportunities they recognize, and what support they need.

RESIDENTIAL PROGRAM

Participants will be selected for the study visit based on an open call, where one of the criteria is motivation and plans to export to the Baltic States, including Lithuania.

SEED FUNDING FOR THE PITCH WINNERS

By the end of the first phase of the project there has been 12 women entrepreneurs who received a grant for business

EDUCATIONAL & MENTORSHIP PROGRAM

A hybrid entrepreneurship training program that includes online and offline components.

COLLABORATIVE COMMUNITY

Of women entrepreneurs living in Ukraine and Lithuania (Telegram Chat) as part of an even larger community of Ukrainian women.

TWO PHYSICAL HUBS EQUIPPED

Setting up entrepreneurship hubs (Lithuania, Ukraine) - creating enabling spaces within the hubs, with modern equipment and facilities tailored to women (for example, children friendly facilities)

Expected outcomes:

- 3 training programs implemented in Ukraine and Lithuania.
- 300 women will have completed the training program in Lithuania and Ukraine;
- 12 women entrepreneurs will have received seed funding (funding?) for business development.
- 10 Ukrainian women will have participated in the residential program.
- 1000+ women entrepreneurs will have joined the community and participated at the events.
- 100 social business ideas developed, of which 10% received grants or investments in business development.

Where we now

- The survey is launched.
- Partly equipped space in Vilnius.
- Physical space in Zaporizhzhya.
- Methodology of the training program.
- Partially speakers, mentors in Ukraine.
- Four hubs have been established in Ukraine: Chernivtsi, Ivano-Frankivsk, Brovary, Rivne region, 700 members of the existing community.
- Over 250 women have completed online training programs from UWE HUB in Ukraine

WHAT WE NEED



**Mentorship and
coaching**



**Lecturers and speakers in
Lithuania**



Funding

- The current need is funding for the first phase of the project in ammount of 71 746 euro
- The total budget required 207688 euro

Q&A

Thank you