

# Empower Network Grow

W-Power works with women entrepreneurs in sparsely populated areas across Northern and Arctic communities, encouraging them to set up, develop and grow their businesses.

The project's baseline study shows that, while both men and women successfully start and grow their business, **women are:**

- LESS** likely than men to be entrepreneurs
- MORE** likely to work part time
- MORE** likely to work in the service sector
- MORE** likely to start a business for financial need or work/life balance

#### Men are:

- MORE** likely to work in higher earning sectors
- MORE** likely to benefit more from established networks
- MORE** likely to see earning potential as the reason for starting their business

These differences mean that women can face a range of particular challenges affecting:

- their access to relevant finance and business support
- the benefit they gain from role models, networks and mentoring
- the impact of cultural assumptions and stereotyping

So, where are the best places to get the support you need to start and grow your business?

You will want different types of support as you set up and grow your business.

You can find useful information online as well as contacting local or national agencies and networks. Look out for support tailored for groups such as women, young people or indigenous entrepreneurs.

## Formal business and innovation support providers

- offer advice, workshops, events, training on funding and investment; business planning; marketing and sales internationalisation; innovation etc.
- provide skills development and training: entrepreneurship, leadership and management etc.
- deliver coaching and mentoring schemes



## Banks, accountants and other financial institutions

- may offer financial advice, business planning and/or access to funding
- some offer micro-loans, often preferred by women at start-up stage

## Networking and mentoring

- look for informal local groups as well as formal networks



## Business idea competitions or pitching events

- these give you a chance to showcase your ideas, receive feedback and you may win specialist support to help develop your ideas



**W-Power:** empowering women entrepreneurs in sparsely populated Northern communities