

# Empower. Network. Grow.

Empowering women entrepreneurs in sparsely populated communities



## **W-Power - Empowering Women Entrepreneurs in sparsely populated Northern communities**

**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 will achieve this through capacity building and providing opportunities for transnational learning as well as creating and piloting a gender-aware business support concept.**

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## **The Final Seminar Week will run from Tuesday 28th to Thursday 30th September 2021**

For the last time, the W-Power project brings together female entrepreneurs and innovation & business support eco-system stakeholders from all regions associated with the W-Power project: Iceland, Ireland, Scotland (including the Shetlands), Sweden, Finland and Canada.

We warmly welcome all female entrepreneurs and other stakeholders to join us in the Final Seminar Week combined of:

- Seminar day on the 28th presents interesting keynotes and guest speakers
- 2 interactive panel discussions showcasing the main project outputs
- 2 workshops with useful advice for entrepreneurs
- Virtual networking via Tavata online platform

All participants can mix & match and attend as much or as little of the events during these three days. By participating in the Final Seminar Week you have the opportunity to network with other attendees and find new cooperation opportunities, ideas, customers, and other important contacts!

**Kindly note that you can book video meetings starting from the 14th September. Networking facility is offered in a flexible way with entrepreneurs being able to schedule around their busy life.**

**HERE'S HOW IT WORKS:**

1. Sign up and create a user profile at: <https://app.tavata.events/signup>
2. Join the event with the code **YOUW** (notice capital letters).
3. Edit your event profile and choose what you are offering or seeking for in this event.
4. Check the Program and select the events you wish to participate during the Thematic Seminar Week.
5. For virtual Networking you can arrange video meetings. Browse through other's profile cards and suggest a meeting.

The booking is available starting from the 14th September. Remember to accept or cancel meetings suggested to you as well. You can find them in your e-mail or on the Schedule.

Notice! On Desktop, the browser used for video meetings is Chrome. When using a mobile device for a video meeting, you need to download the Jitsi Meet application beforehand <https://jitsi.org/#download>. Other action is not necessary, access the meeting normally from Tavata schedule.

**[Here you can find the seminar programme](#)**

and

**[The TAVATA user guide](#)**

**See you soon!!!!**

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W-Power

📅 Thursday 16th Sept 2021 ⌚ 11.00am – 12.00pm (IST)  
📍 Online via Zoom

**Top tips on how to overcome  
Imposter Syndrome and  
Build Resilience**  
with Evelyn McMarketing



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W-Power partner WESTBIC from Ireland presents:

**'Top Tips on how to overcome Imposter Syndrome and Build Resilience' with Evelyn McMarketing.**

This workshop will take place online on Thursday 16<sup>th</sup> September at 11am Irish Time


Imposter Syndrome is defined as a psychological pattern in which an individual doubts their skills, talents, or accomplishments and has a persistent internalised fear of being exposed as a "fraud". This is extremely common amongst entrepreneurs and, in particular, female entrepreneurs – Evelyn will provide top tips on how recognise this, overcome it and actually turn it into your superpower!

Register by 15th Sept, [HERE](#)

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# Business Model Canvas

Fill in the boxes in numerical order by replying to the supporting questions



### 7 Networks

- 1) What kind of (key) partners/(key suppliers) are required to produce/implement your product/service? Who can support your entrepreneurship?
- 2) Describe your connections and networks: are there already existing partners?
- 3) Think about / describe your other networks which could be of use for your business (as a board member, marketing partner, etc.)

### 2 My Business Idea

- 1) Describe your product/service
- 2) Why is it so good that a customer would purchase it?
- 3) How does it differ from an existing product/service in the market? What makes it original?
- 4) Describe the quality-price ratio of the product/service

### 1 Me as an entrepreneur

- 1) The significance of your education and work experience for the business idea
- 2) Hobbies that support your business idea
- 3) Your knowhow and strengths supporting this business idea

### 3 Customer relationships and segments

- 1) Describe your target customer group as accurately as possible
- 2) State the characteristics for this/these specific customer target group(s)
- 3) Identify: who is making the purchase decision within this group? What is the number of such potential customers?
- 4) Do you know the shopping habits of the target group? Describe them.
- 5) How is the market evolving?

### 4 Competitors

- 1) Identify your top competitors
- 2) What is the best way to stand out from your competitors? Describe their visibility and presence in the markets

### 5 Business operations

- 1) The physical resources: premises, personnel, equipment, data, brand patents etc.
- 2) Financial resources
- 3) Do you have recruiting needs or needs for subcontractors?

### 8 Risks

- 1) Identify the biggest risks in implementing your business idea
- 2) How can you reduce any such risks?

### 6 Channels for marketing and sales

- 1) State your most significant channels for marketing and sales
- 2) How do you organize sales in practice?
- 3) What is the image and brand you want to build for your product/service?

### 9 Financial management

- 1) How do you handle accounting and contractual matters?
- 2) What is the level of your financial management skills?
- 3) What are your needs for funding/cost structure? Have you organized funding and do you need help?
- 4) What are your most critical financial questions?



### 10 Revenue streams

- 1) How is your product/service priced? (Incl. sales commissions, logistics, taxation, etc.)
- 2) What is the annual target turnover to achieve profitability?
- 3) Have the entrepreneur's own salary and ancillary costs also been taken into account in the calculations?

### 11 Sustainability

- 1) How does your business idea take sustainable development into account (ecological, social, cultural, economic sustainability)?
- 2) Does sustainable development require specific resources? Do you need more resources/knowledge/support for this?

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Are you planning a new product or service or maybe starting new Business?

W-Power project has further developed a Business Model Canvas based on commonly used Business plan model. Please, let us introduce our:

## W-Power Business Model Canvas

You can download the Business Model Canvas to help you plan, create and compare: [W-Power Business Model Canvas](#)



## MAHTAVA, innovation competition in Finnish Lapland 2021

MAHTAVA, innovation competition in Finnish Lapland has started again on 15th June 2021. Competition will be organised online and open for all entrepreneurs or those willing to become entrepreneurs in Finnish Lapland region. The themes of the competition are business-, product- and service ideas promoting sustainability and equality.

We accept individuals and teams who have permanent residence or business in Finnish Lapland county. Teams consist of 1-5 members and the deadline for registration is September 15th at 23:59 (EEST time). The winners will participate group training organised by the W-Power project during Fall 2021. The winners also prepare a report of their innovations and related stages of development with instructions set by W-Power.

Business-, product- or service idea will be described briefly on an application form online by one of the team members. We accept only original ideas which may not break copyrights - succesful idea is distinctive and generates added value when compared with the products and services already on the market. Maximum of 15 ideas, based on the applications, will be invited to pitch their ideas at the competition finals.

Further information and competition schedule can be found here: [TÄÄLTÄ.](#)



## 22ND SEPTEMBER 2021: EUROPEAN RURAL ENTREPRENEURSHIP VOICES FORUM



### EUROPEAN RURAL ENTREPRENEURSHIP VOICES FORUM

Wednesday 22th September 2021 at 13 - 17 (EEST, UTC +3)

We need **YOU** rural entrepreneur, developer, officer or just interested in the topic to envision together the Rural Future 2040. The Forum for European Rural Entrepreneurship Voices is based on the Rural Vision 2040 work and is organised by the Rural Future EU project, supported by the Rural Support Network Unit of Finland. We would like you to tell how rural entrepreneurship looks like in 2040, based on the learnings of the European Rural Vision 2040. The focus of the forum is especially to hear the voices of rural entrepreneurs

across Europe facing similar challenges and opportunities as the organizing regions North Karelia and Lapland in Finland. **Join us to create together.**

The forum is organised by the Rural future project financed by the European Agricultural Fund for Rural Development. Further information of the event and link for registration can be found on the [EVENTSITE](#).

**#Rural2040 #Maaseutu2040 #RuralFuture**

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**Dear business support organisation representative,  
Need speed and support in organizing a business idea competition?**

One of W-Power project innovations is the Innovation platform for new pre-start-ups, check it out here: [https://w-power.interreg-npa.eu/subsites/W-POWER/W-Power\\_Innovation\\_Platform.mp4](https://w-power.interreg-npa.eu/subsites/W-POWER/W-Power_Innovation_Platform.mp4)

www.https://w-power.interreg-npa.eu/

**W-Power**

**INNOVATION PLATFORM**

**FOR NEW PRE-START-UPS**

Northern Periphery and Arctic Programme 2014-2020

EUROPEAN UNION  
Investing in your future  
European Regional Development Fund

Innovation platform for new pre-start-ups.



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## Build your network

- Join our international [LinkedIn](#)-community
  - You can find us also on these channels:
    - Website: <http://w-power.interreg-npa.eu>
    - Facebook: <https://www.facebook.com/wpowerproject/>
    - Instagram: <https://www.instagram.com/wpowerproject>
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## DATA PROTECTION POLICY

You have registered as a W-Power newsletter recipient at some of our events or by sending us e-mail.

In case you wish to unsubscribe, please contact: [sini.yli-suvanto@lapinamk.fi](mailto:sini.yli-suvanto@lapinamk.fi).

Please, see Lapland University of Applied Sciences [DATA PROTECTION POLICY](#)

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