

FEMALE ENTREPRENEURSHIP

Workshop #4 in Aarhus 9-12 September 2019

PART OF WORKSHOP STRUCTURE, FROM APPLICATION FORM:

Joint development of new methods. All partners participate in a brainstorming session where new instruments will be developed. The new methods will be documented and made available for testing activities.

During the workshop, the partners jointly tested and developed new methods in focus area Female Entrepreneurship. The workshop was dedicated to find new ways to attract Female Entrepreneurs to incubators. The objective was to during the workshop design prototypes that were possible to bring home and test.

CULTURE DIFFERENCES

The workshop started with comparing the differences in country culture among the participating partners. This was based on Hofstede's (<https://www.hofstede-insights.com>) research on cultural differences investigating:

- Power Distance
 - *...the extent to which the less powerful members of institutions and organisations within a country expect and accept that power is distributed unequally.*
- Individualism
 - *...the degree of independence a society maintains among its members.*
- Masculinity
 - *The fundamental issue here is what motivates people, wanting to be the best (Masculine) or liking what you do (Feminine).*
- Uncertainty Avoidance

- *The extent to which members of a culture feel threatened by ambiguous or unknown situations and have created beliefs and institutions that avoid these...*
- Long Term Orientation
 - *...how every society has to maintain some links with its own past while dealing with the challenges of the present and future.*
- Indulgence
 - *...the extent to which people try to control their desires and impulses, (...based on the way they were raised).*

The conclusion partners drew based on Hofstede was that there are significant differences within the partner group and most likely that will influence the way we look upon female entrepreneurship.

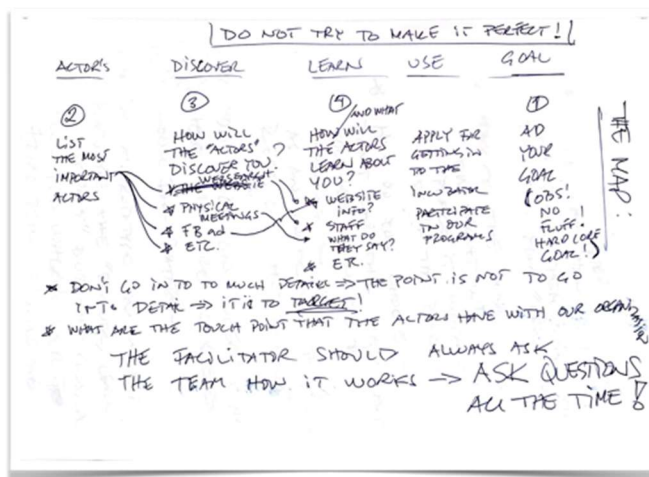
With this said, the joint workshop and development resulted in new methods and support instruments. The new IRIS method is a process to reach greater effects when it comes to attracting a wider range of female entrepreneurs.

“OPEN INNOVATION” – THE SPRINT MODEL

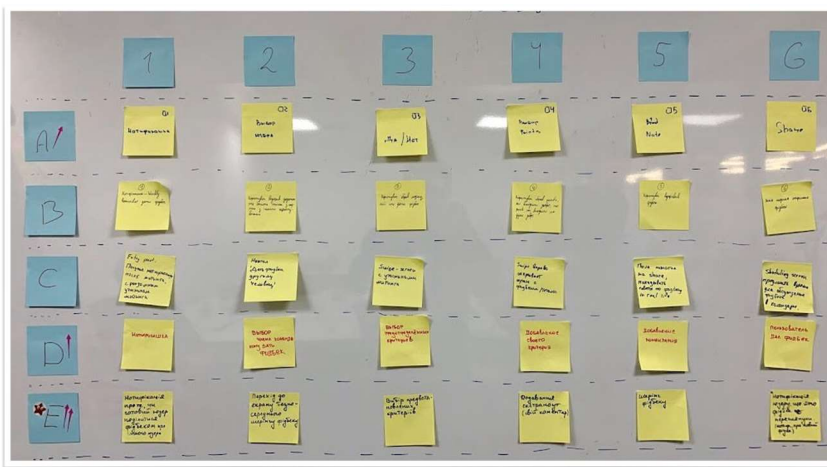
During the workshop, the partnership tested and evaluated several processes combining “mapping the problem”, “picking a target”, “sketching a solution”, “decision making”, “creating a storyboard” and “prototyping”. The final step in the process is testing the prototype on the target group, this is conducted with “in-real-life-interviews” with at least 5 persons representing the selected target group.

Under the process of development of new instruments to test, the partners jointly discovered some dilemmas to be solved in order to create real live results.

- Creating a map: It all starts with setting a long-term goal, in this case the goal is in some way to increase the number of female entrepreneurs in the partner organisations. Step number two is to find out what actors that have got an influence on the outcome. Of course, female entrepreneurs are one of the actors, but it can also be any kind of official authority, the staff within the incubator and so on. When this is set, the next step is to create a simple process chart, a map, of the actor’s way towards the set goal. The map contains the headings; Actors, Discover, Learn, Use and Goal.



- **Pick a target and create a demo:** This step includes researching other successful institutions, companies, NGO:s etc that are known for the way they attract the target group females and try to make a lightning demo of how they do it. Choose a part of your map that you want to focus on.
- **User Test Flow:** Aiming to identify the way your target group will takes towards your goal, with the lightning demo, the long-term goal and your critical questions that has to be solved.



- **Prototyping:** Finally, the partners created six different totally unique prototypes addressing our specific challenge and that are ready to test on the target groups in real life.
- **Testing:** The partners have the option to choose one of the six possible prototypes to test. These are the jointly developed methods.

SUGGESTED READING AND OTHER RESEARCH

- 🍌 Sprint - How To Solve Big Problems and Test New Ideas in Just Five Days by Jake Knapp, John Zeratsky, Braden Kowitz
- 🍌 Design Sprint 2.0 – Youtube: AJ&SMART
https://www.youtube.com/channel/UCeB_OpLspKJGiKv1CYkWFFw