EMPOWERHER

ENSURING DIGITAL INNOVATION (GAMIFICATION), QUALITY AND RECOGNITION IN YW FOR BETTER GENDER BALANCE IN ENTREPRENEURSHIP EDUCATION

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GUIDELINES AND TEMPLATE FOR DEVELOPING EMPOWERHER ENTREPRENEURSHIP ACTIVITIES

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EmpowerHER Activity Template

Title of the Activity	She Built It
Partner	ESPLAI SOCIAL
EmpowerHER Competence Framework reference	5. Business Model Canvas
Competences	• Business awareness • Creativity • Team work Knowledge: • Understand the structure and components of the Business Model Canvas. • Learn from existing case studies and industry practices of business model design. Skills: • Capacity to analyze the feasibility and sustainability of a business model. • Competence in presenting and defending a business model in pitch or mentoring sessions. Attitudes: • Motivation to create innovative and sustainable business models from a gender-inclusive perspective. • Increased confidence in entrepreneurial thinking. • Openness to experimentation and iterative development.

Format	Both formats: online and offline.
Target Group	Young people Mixed groups This activity can be significant for female entrepreneurs. It aims to help you meet role models, learn about the barriers that gender imposes on entrepreneurship, and identify ways to overcome them. However, it is also necessary for male entrepreneurs to understand this inequality and gender roles that also affect entrepreneurship, so as to raise awareness. This activity is designed for adolescents and young adults interested in entrepreneurship and understanding how gender influences the conditions for entrepreneurship.
Duration	75 minutes
Materials & Tools Needed	Offline: Business Model Canvas templates for each group. Online: Zoom, Business Model Canvas on Jamboard.

Methodology	Introduction: The session will open by explaining that the objective of the activity is to explore real stories of women entrepreneurs and build empathy.. Description of the activity: 1. Show the cases of entrepreneurial women on the EmpowerHER Module 5 presentation. 2. Assign each group a real woman entrepreneur (e.g., Sara Blakely, Whitney Wolfe Herd, Mariam Kamara). 3. Each group prepares a 2-minute skit representing/imagining a key moment in her business journey (e.g., pitching to a store, building a prototype, facing a barrier). 4. Groups perform their scene and briefly explain: • What and how BMC blocks were involved? • What values or strategies helped her succeed?
Reflection & Evaluation	What qualities stood out in these entrepreneurs? Can you relate to any part of their journey? How would you apply this idea in real life?
Resources	EmpowerHER Module 5 presentation: https://view.genially.com/68623b709283f130e2855991/interactive-content-asociacio-esplai-social

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