

Hi everybody,

Welcome in Belgium ! 🎉 🍻

Hope you will enjoy your stay, have fun and learn more than expected thanks to this Hackathon !



My name is **Marine**, nice to meet you.  
I'll be your contact person in case of any questions.  
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### **Let me first introduce you the VentureLab.**

VentureLab is the first incubator in French Speaking Belgium for student entrepreneurs and young graduates. Our mission is to encourage the creation of companies by students and young graduates of the Liège-Luxembourg academic hub, while respecting their life path.

At VentureLab we dream of  
building a more serene world to pass on to future generations.

Our 3 roles are

#### **EDUCATION**

Helping students become true entrepreneurs by enabling them to develop their entrepreneurial ambitions, skills, and mindset.

#### **ECONOMY**

Supporting them in the creation, launch, and long-term management of their entrepreneurial activities, and helping them create real economic added value and jobs.

#### **SUSTAINABILITY**

To give them the means to assess what impact they're having and to respond to societal issues, through support and appropriate tools.

Our **values** to do so are :

- Be free to decide your path, as long as you decide!
- Act like an Entrepreneur: it's all about mindset.
- Make every step meaningful and useful.
- Don't guess what your customers want, Ask them!



That's our funny and happy working team.

Here are some additional details about the story of VentureLab.

## WHO ARE WE ?

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### ⌚ One observation

Faced with economic, societal, and environmental challenges, a growing number of young entrepreneurial candidates are expressing a strong motivation to invest in meaningful projects. These young people have innovative ideas, and are willing to shake things up. But above all, they're capable of building a better future. Unfortunately, all too often their approach remains stuck at the ideas stage. Very few of them make the leap into entrepreneurship. A fear of taking the plunge, a fear of failure, the lack

of a network, and a lack of clarity about the possibilities of support and guidance: all of these are factors that hold them back.

## One idea

What if we gave these young people the means to create their own projects and live their dreams? What if they were really allowed to take control of their future? The idea of creating an incubator specifically dedicated to students and young graduates as agents of change was percolating in [Bernard Surlemon's](#) head. He was Professor of Entrepreneurship at HEC Ulg,

# OUR SERVICES ARE MULTIPLE

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## 1. Multidisciplinary team

The VentureLab team has developed an innovative methodology and tools, designed to boost your skills and help your project while enabling you to create solutions to societal challenges.

These tools are grouped into six main areas of expertise :

- Development of individual & entrepreneurial skills
- Prototyping and market validation
- Innovation and sustainable solutions
- Legal and financial aspects
- Communications and press relations
- International development.

## 2. Experienced entrepreneurs as mentors

Entrepreneurial support is provided by a team of entrepreneurs-in-residence who put their experience and contacts at your service to speed up the development of your project. As soon as you enter the incubator, you will be assigned an entrepreneur-in-residence. As a true entrepreneurial coach, this passionate entrepreneur will help you with the advice you need to turn your idea into a business.

## 3. A network of 218 experts

Our experts are highly specialised in specific areas (accounting, finance, marketing, branding, auditing, and so on.) and can give you specific assistance in addition to the help you get from the team and your coach.

## 4. Partner companies

VentureLab has forged strong links with more than 30 corporate partners who are keen to build the future alongside the new generation of entrepreneurs, to connect with their budding start-ups, and to take inspiration from their spirit of innovation and determination—all with a view to bringing about changes that are full of promise for the future of both their business and society as a whole.

## 5. Courses

VentureLab gives you the opportunity to participate in a series of workshops to help you create and manage your business. These courses are collaborative, dynamic, and based on a practical teaching method, and will give you the tools you need to make your project a reality. They are based on exchanges with participants, a personalised approach, and the desire to build concrete deliverables with them.

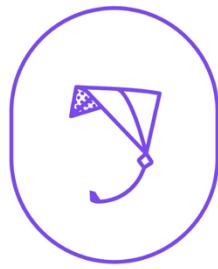


<https://www.venturelab.be>



<https://www.youtube.com/@venturelabbelgium6348/>

Our **YouTube** channel is also a wealth of information.



# Toutes des **Graines** de Changement



## Now let's talk about "Toutes des Graines de Changement"\*

\* Maybe we could translate that to « Seeds of Change »

From the summer of 2023, VentureLab will kick off a new program to empower and network young women entrepreneurs.

### 👁️ 2 killing stats

In Belgium, only 17% of women are working as an entrepreneur.

In VentureLab, 30% of applications are made by women.

Women entrepreneurs are less recognized and encouraged than men.

Moreover (except for Beyonce, Michelle Obama and SuperWoman) they are not under the spot in media.

→ There are almost **no role models of female entrepreneurs**.

### 💡 One call for projects

Last autumn, The Institute for the Equality of Women and Men (a Belgian federal institution) called for projects with the aim of **promoting inclusion of women in a vulnerable situation on the Belgian labor market**.

### 👁️ + 💡 = 🌱 One idea

**Let's open minds by promoting inclusion and promotion of women in entrepreneurship !**

20 lucky candidates will work on **what means being a woman entrepreneur in 2023**.

→ What are the **brakes** and **obstacles** they face ?

→ Which **solutions/ideas** could we outline to better **tool** and **support** them in the future ?

We will then bring their voice / messages to light by creating a **toolbox** useful for incubators such as VentureLab. It will help those entities to strengthen their ability to attract and provide targeted support to women entrepreneurs.

**Autumn 2023 will be an opportunity to get out "into the field".**

During a whole week, candidates will team up with experienced women in entrepreneurship and/or business management.

Each pair will be filmed in order to have a media coverage.

The show will be based on the 20 duos and will allow them to highlight

- powerful questions from participants to create change
- their shared visions on the responses to be provided

At the beginning of 2024, we will organize a **broadcast event**.

This will be open to the public and to actors of French-speaking entrepreneurial incubators.

## CASE STUDY

How would you promote women's entrepreneurship to young people ?

### What we expect

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Give us some fresh ideas of a communication campaign we could set up and broadcast from next autumn to spring in order to make as many students and young graduates aware of the ability for women to tackle entrepreneurial challenges.

The aim is to question and bring to light **2 big societal issues** :

- **gender issue in entrepreneurship**
- **women invisibilization in entrepreneurship**

### Good point for you

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Messages will be written by **young people** and target young people.

→ You know better than anyone which **media / social network** are the most effective.

→ You can use any **support** you would like.

### Our expectations = your attention points

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- Your final presentation shall pitch a **concept of campaign**:
  - What are the main message(s) ?
  - What is your creative idea ?  
(do not hesitate to show us what it will look like, if relevant)
  - How will you broadcast this campaign ?
- Be careful **not exclude men** at the promotional level.
- Show us (at least one) **examples** already done and you consider well done.

- If you propose a podcast / video / game to promote women's entrepreneurship, share some links that you find successful (**for the form**) and that have an impact (**for the content**).
- Suggest a relevant **partner** to transmit our message.

## Skills

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Skills you can use in order to achieve your case study :

- Time management
- Critical thinking
- Creative thinking

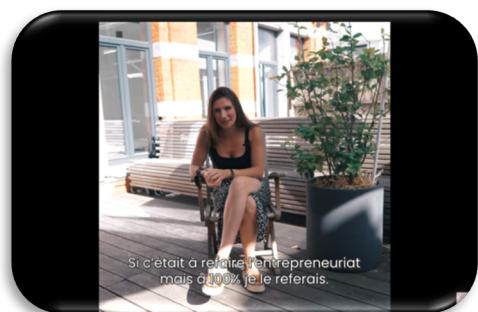
## Your resources

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Below you will find some inspirations from **videos** we already produce.



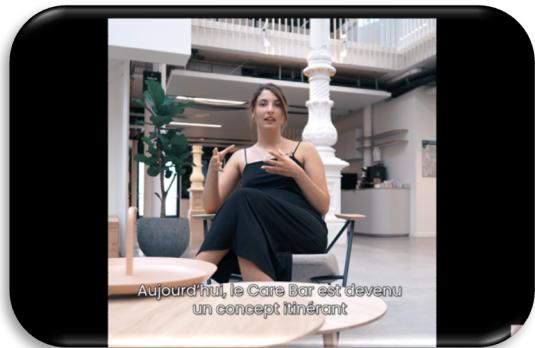
<https://youtu.be/nZbryfCzwxM>



<https://youtu.be/kXpbWOIPLaY>



<https://youtu.be/205vZOna1C8>



<https://youtu.be/0EjySYOGOJA>



I also encourage you to read **Ask Them**, our **magazine**

<https://www.yumpu.com/fr/document/view/66656972/ask-them-edition-2022>

<https://www.yumpu.com/fr/document/view/67886911/ask-them-edition-2>



Talking about reading, don't forget to get inspired by reading our **entrepreneurs portraits** !

<https://www.venturelab.be/ressources/blog>

## Some inspirations

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November 2022, Bordeaux (France),  
« Paroles de Femmes » immersive exhibition

Sound + visual exhibition bring to light 10 women life journey. The idea is to look them straight in the eye while listening to them. This way, you can feel the emotions they want to convey to us

<https://4f-projet.com/>  
What if we look at our weakness as asset ?



## Final word

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Be **creative, inventive, positive, and fun.** 😊