

Women Welcome Recap



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#Women Welcome
#Campus Women

Profile of Women Attending #WomenWelcome Meetup

1. Women in their 30s
2. Process to entrepreneurship as freelancers
3. Time to evaluate the viability of what they have in mind. (Own savings)
4. Geographic diversity: Venezuela, France, Italy, Spain.
5. Demand practical things.

In my opinion the key is...

Economic freedom in this stage

They need to minimize the time that they need to deal with the basic firsts steps.

What they are looking for in #WomenWelcome Meetup

1. How the Campus works. What resources they can use in a practical way
2. Is there any specific help for women starting projects in Spain?
Economic help, advisors?
3. Mentoring for first steps. “ Someone who is like they are and they can talk with freedom with her/him”

First steps: Technical, financial, legal...

1. Launch a basic landing page to get feedback from users soon.

Problem: They usually don't have programming skills and the communication with developers and designers is not so fluent as desire.

First steps: Technical

1. Launch a basic landing page to get feedback from users soon.

Paola's Proposal: Teach them how to do it. Sponsorships?

Tutorial for women entrepreneurs to create their own basic landing page to solve these problems. Basically it will include a copy, their contact info, and a button to pay (Stripe integration) if required.

First steps: Legal

1. How to make an invoice legally in the easiest way.

Fund a company, start like freelancer or IAE, cooperatives?

Solution: Workshop: Practical cases from other entrepreneurs.

First steps: Financial

1. Is there some economic help in Spain specific for women that start projects?

Solution: Sharing info about public/private organizations.



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2.

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First steps

Let's do it.



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Conclusions (my opinion)

**We need some specific help that
provide us economic freedom
when we start a project and a
strong community around**

Let's do it.

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