



How to apply

To obtain an application form, log onto
www.EmpowerHer.ie

For more information on the EMPOWER
Programme, call **094 – 904 3198**
or email ihubmayo@gmit.ie

www.fb.me/EmpowerHer.ie



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GMIT
INSTITUT TECHNOLÓIGIC HA GÁILÍNÍ-MHÉI
GALWAY-MAYO INSTITUTE OF TECHNOLOGY



The EMPOWER Programme

Fast-tracking Female Entrepreneurs

What is **EMPOWER**

The EMPOWER Programme is a new Female Entrepreneur Programme targeted at female entrepreneurs from Galway, Mayo and Roscommon. This programme plans to address specific challenges that hinder females and will help to fast track female-led businesses.

It will be delivered by the GMIT Innovation Hubs who have a successful track record in delivering entrepreneurship programmes across the region.

Check out www.gmit.ie/innovationhubs or www.EmpowerHer.ie for more details.

There are three parts to the EMPOWER Programme.

EMPOWER EXPLORE

**Date: Wed 13th Sept
(from 4.30pm – 7.30pm approx)**

This event is aiming to inspire more early stage females to start up their own businesses and those in business to look to grow. Challenges and opportunities faced by female entrepreneurs will be discussed on the evening with networking before and after.



EMPOWER START

Commencing Oct 2017



Who is it for?

A group of 20 early stage female-led businesses (at early stage of idea or in business less than 1 year).



When?

Taking place once a week (10am-3pm approx) over 3 months plus networking and mentoring.



Objective

To gain confidence, think creatively, go through the start-up process and develop pitch / business model. Networking will be encouraged and a start-up community will be created.



Examples of Topics:

Problem, Solution, Opportunity, Customer Relationships, Revenue Streams. Areas such as Confidence, Leadership, Communication etc will also be developed during the Programme.

EMPOWER GROWTH

Commencing Sept 2017



Who is it for?

A group of 12 female-led businesses (in business over 2 years who clearly understand their value proposition and customer segmentation) looking to scale.



When?

Taking place once a month (half day on Saturday) over 11 months plus networking and mentoring.



Objective

To build a strong network of like-minded female CEOs in the region who are looking to scale and learn from experienced business people.



Examples of Topics:

Sales (online selling, branding, distribution), Risk Management, Investment, Innovation, Strategy, Team Building etc. Topics will be based on needs assessment of the group.