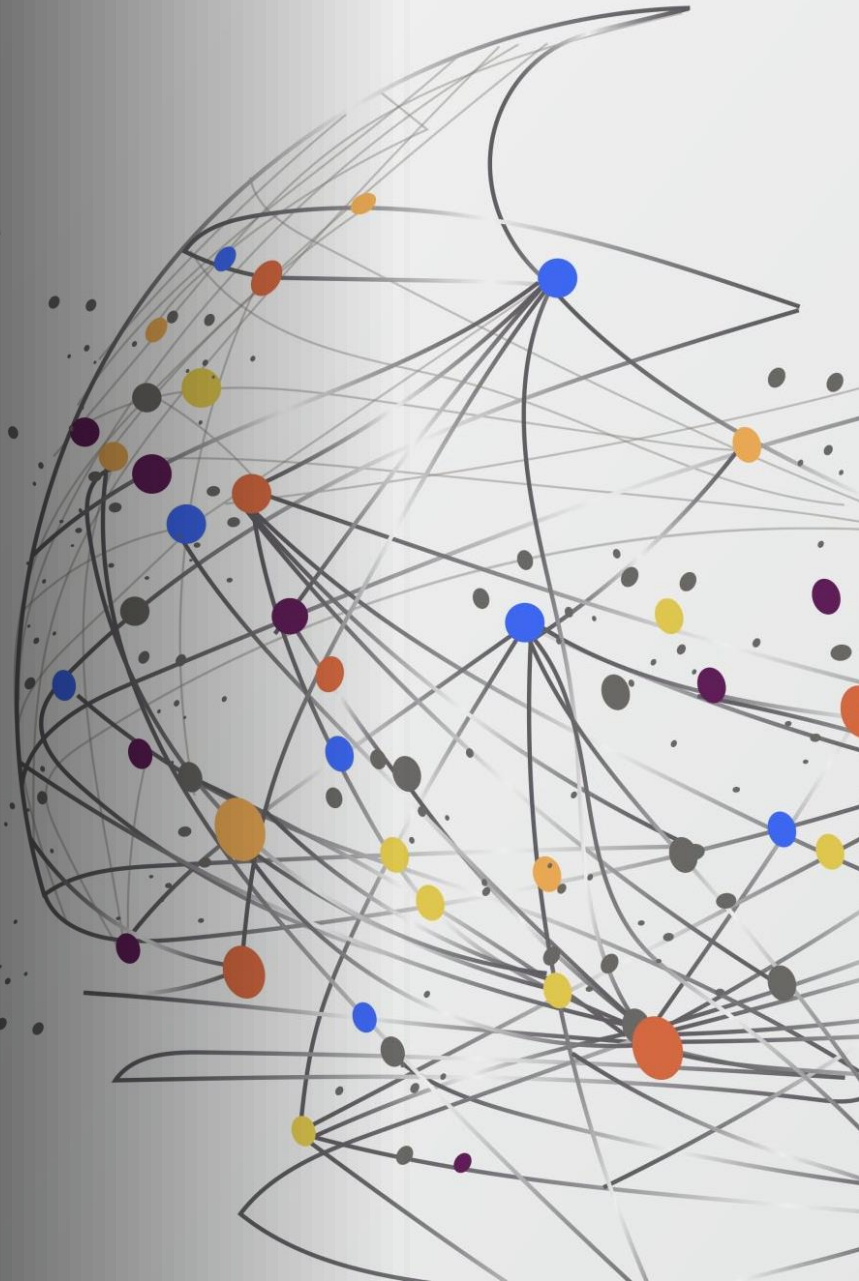



THE ART OF CRAFTING ENTREPRENEURS: INTENTIONS, COMPETENCES AND GENDER IN ENTREPRENURSHIP

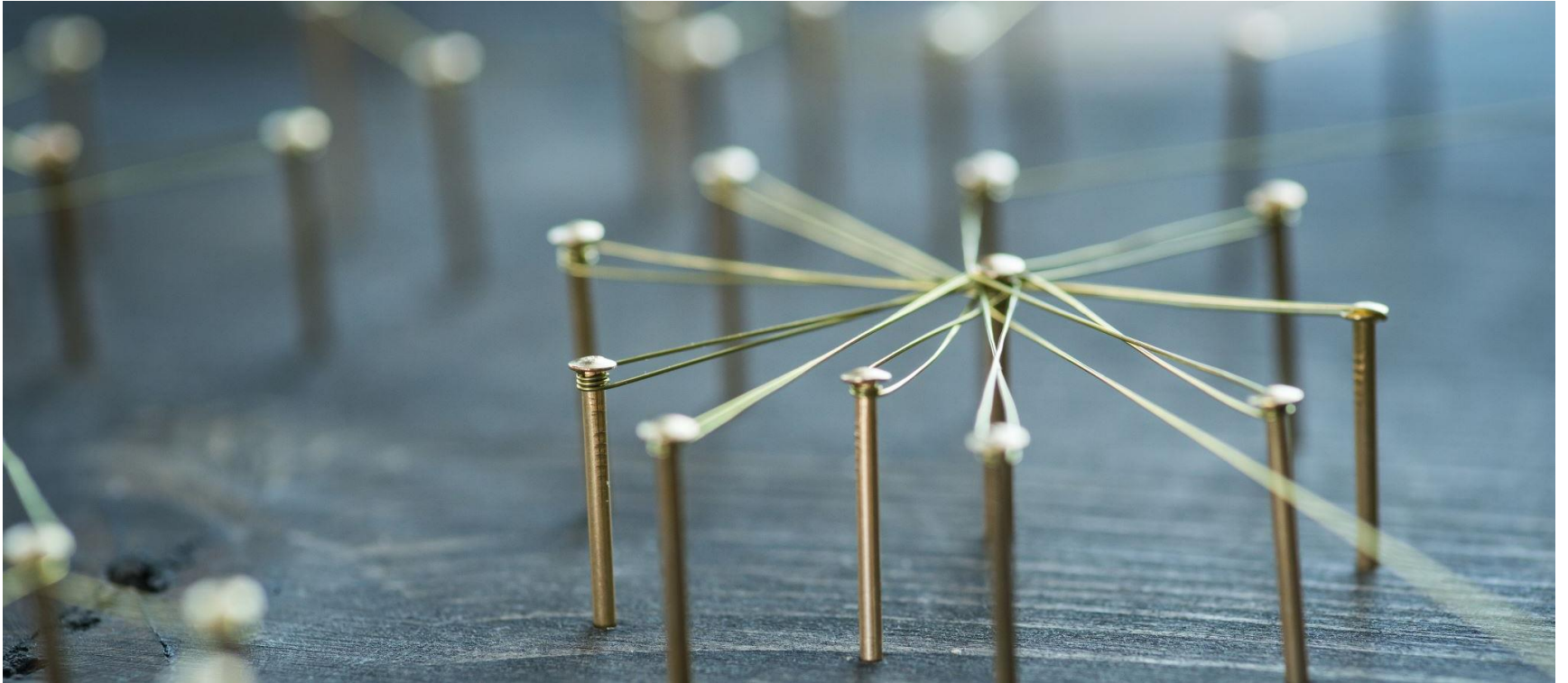
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A blurred background image of a desk with a laptop, a mug, and glasses. The scene is softly lit, creating a bokeh effect with warm, out-of-focus lights in the background. The foreground shows a white mug with a dark top, a pair of glasses, and a laptop screen, all slightly out of focus.

A day in the life of an entrepreneur

Let's break the Ice!



3

WHO ARE THE ENTREPRENEURS?

LET'S TRY TO DEFINE ENTREPRENEUR(SHIP)




INTENTIONS

FIRST STEP TOWARD ENTREPRENEURSHIP

EVEN THOUGH HUMAN BEHAVIOUR CAN BE A RESULT OF UNCONSCIOUS AND UNINTENDED FACTORS OF INFLUENCE, THE MAIN INTEREST IN STUDYING ENTREPRENEURIAL INTENTION IS THE CONSCIOUS AND INTENDED ACT (BIRD, 1988).



ABILITIES AND COMPETENCES OF ENTREPRENEURS

A woman is shown from the back, her silhouette dark against a soft, hazy landscape at dusk or dawn. She is looking out over a green field towards distant mountains. The overall mood is contemplative and serene.

Women and entrepreneurship

SHOULD WOMEN BOTHER AT ALL?

Successful women entrepreneurs

- **Zhou Qunfei** – founder of a touchscreen technology manufacturing company **Lens Technology**. She grew up in a poor village in China. In 1993, with savings of about \$3,000, she founded her company that today makes glass screens for mobile phones for companies such as Apple and Samsung.
- **Giuliana Benetton** – founder of the famous clothing brand **Benetton Group** in 1965 (with her three brothers, Luciano, Gilberto and Carlo). After the death of their father, her brother Luciano, at the age of 14, started working in a clothing store in Treviso, Italy. A bright yellow sweater knitted by Giuliana caught the attention of Luciano's colleagues as an attractive piece of clothing for consumers. The rest is history.
- **Judy Faulkner** – Founder of US medical records software provider, **Epic**. She founded the business in her basement in Wisconsin in 1979 and today supports the medical records of over 230 million patients from top medical centers such as Johns Hopkins and the Mayo Clinic. The company has never raised venture capital or acquired other company and develops all its software in-house.



Some solutions towards higher EI

Increase support factors

Decrease barriers

Create supporting programs for women entrepreneurs

Promotion of entrepreneurship

Develop formal and non-formal entrepreneurship, soft-skills and digital education

BUT WHY?



THANK YOU

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