

Keynote "From Idea to I did: Empowering Women Entrepreneurs"

Friday, September 20, 2024 9:00 AM (45 minutes)

This keynote builds the central impulse and backbone for the workshop on "empowering women entrepreneurs". This keynote sets the central theme and foundation for the workshop on "Empowering Women Entrepreneurs." Prof. Dr. Stephanie Birkner will offer valuable insights into the complex landscape of female entrepreneurship, debunking prevalent myths and examining the critical factors that influence women's entrepreneurial journeys. By drawing parallels between research cycles and startup creation, the discussion will illuminate the iterative and dynamic processes that underpin successful entrepreneurial ventures.

Emphasizing the diversity of entrepreneurial thinking and actions, this talk will demonstrate how varied approaches contribute to a robust and innovative entrepreneurial ecosystem. Participants will discover and harness their innovative potential, understanding that entrepreneurial success is not a one-size-fits-all model but a personalized journey of creativity, resilience, and strategic action. This keynote aims to inspire and equip female entrepreneurs with the insights and tools necessary to navigate and thrive in the entrepreneurial world.

Presenter: BIRKNER, Stephanie (Hochschule Bremerhaven)

Session Classification: Course 3 (HIDA / Helmholtz AI)