

# Entrepreneurial Women Project 2015

want to expand your knowledge about legal and administrative aspects of running a business? *have an idea for a start-up?*



**Dear LPBC members,**

**Dear LPBC friends and followers,**

I had again the great pleasure to lead this very unique initiative to the Luxembourgish business market. Based on our experience last year we have been able to expand the program, involving new trainers as well as new companies and therefore encouraged more ladies from a large number of nationalities to participate. Each Saturday brought a new challenging topic, which intellectually stretched the participants and led to many constructive discussions. The atmosphere was open and positive, and attendees were motivated to share their ideas and knowledge in a team building environment.

We are already looking forward to the next edition, with a further development of the program and to the new ideas which will be uncovered.

The Entrepreneurial Woman Project would not be so successful without the meaningful support of our sponsors, other LPBC members and especially Sylwia Pomienska, whom we thank.

Yours sincerely:

Grzegorz Peczkowski

*The event has been under the patronage of*



Ambassade  
de la République de Pologne  
au Luxembourg



THE GOVERNMENT  
OF THE GRAND DUCHY OF LUXEMBOURG  
Ministry of the Economy

*The event has been supported by*



B. B. Włodarczak, LL.M., MBA

**Facts:**

The event targeted women with a business idea interested in setting up a start-up in Luxembourg, with no or very basic knowledge in running their own business.

27 women (21 nationalities) now have a better chance to realize their ideas.

Block of 8-9 hour-workshops within 6 Saturdays comprised of lectures and case studies

**Program EW:**

- idea generation
- networking
- types of business entities
- inbound & outbound marketing
- business plan
- credits for start-ups and fundraising
- individual business plan
- business model canvas
- rental law
- webpage development
- social media,
- coaching for entrepreneurial
- project management etc.
- corporate responsibility.

**Quotes from participants:**

*"Attending this training really opened my eyes to the possibilities available to entrepreneurs in Luxembourg. Not all of the workshops were entirely relevant to the business I am starting but I left each one with new ideas to explore. I also made many new contacts - both with the other women and with the trainers that will certainly help me in the future."* - Lynsey Baxter

*"I find the EW project very useful to start up and develop the business in Luxembourg. It was an intense course, but thanks to the very professional trainers, it was an interesting and amusing experience at the same time! I've met fantastic people there and have gained a lot of useful and practical knowledge, that now I can use in my business area."* - Kinga Schubert

*"This course taught me exactly the kind of detailed information about opening a business in Luxembourg that I was missing. The energy, support and empowerment from teachers and other students boosted my confidence to start my business as soon as possible"*. - Nancy Wendt

*"Isn't it wonderful that those brave people who represent all different disciplines within business and its development spent several Saturdays with us and donated their time sharing knowledge and expertise? For me "native art language speaker" this was the first of such an intense business training and contact with its different language and concepts. I am very grateful for all of the speakers, to make it possible and to the LPBC for organising it. I just wish it lasted longer. Our ladies group however will continue to meet and to encourage each other as we formed a kind of mutual support developing further our ideas and sharing insights. What is also wonderful - our speakers were open to answer our questions "offline" and left their contact details. We need mentors! Many thanks for this initiative!"* - Kinga Kolouszek

*"I am glad to have participated to this incredible platform mixing entrepreneur minded women with different backgrounds. I believe EW is becoming an institution in Luxembourg"*. - Fatou

*"Very interesting subjects and great approachable speakers willing to help. I met a lot of great entrepreneurial women with great ideas. Very active and encouraging board of LPBC"*. - Ewelina Tabone

## Quotes from trainers:

*"It has been my pleasure working with such a great group of creative and dedicated women Entrepreneurs. With their positive attitude and passion for their business idea, nothing will stop them realizing their dreams. Recognizing and identifying the Stakeholder Value and Impact are the key elements when working on a new Business idea!" -Viktoría Valdimarsdóttir*

*"Open mindedness and willingness to share are two conditions to fully benefit from participation to the Entrepreneurial Women Project. I was happy to see during the Idea Generation session 2016 that all these wonderful women were open to listen and share and were eager to optimise their ideas, products and services for the customers' needs". - Esther Celosse*

*"My sincere thanks to the Polish Business club for the opportunity to work with a great group of smart, charming and motivated future business owner entrepreneurs. The teaching went two ways as I appreciated what I learned from them... And can only hope what I gave them was good in return". - Paul Michael Schonenberg*

## Awards 2015



**2nd place (250€)**

Kinga Schubert - Interior Design



**1st place (500€)**  
K. D. - Villa for pets



**3rd place (Wine)**

Heidi Kurki - Moroccan Feast

Luxembourg, 14/11/2015

Dear Organizers and Participants of "EW 2015"

*It is such an honor to write this letter a year after my participation to Entrepreneurial Women 2014. This event has been a big step in this long, amazing journey of starting up my business. I thank LPBC for their initiative, hard work, but mostly, for putting me on track for deciding to make the first step.*

*I read somewhere that the difference between dreams and reality is called work. This is so true. Setting up a business requires a lot of energy, working long hours, and many sleepless nights. The good news is that if you are doing what you absolutely love, you will always find this energy and be excited in the process.*

*It has been an interesting year, but I would rather say, it has been an interesting life journey. In May 2015, I have started my interior design business, Gerta Psachou Interiors (<http://www.gertapsachou.com/>). There is not a single way to do business. Don't try to copy-paste someone else. Find your difference rather than your similarity to the stream. But most of all enjoy communicating with people. Good business is built on good human relationships.*

*I wish you all a happy journey finding and creating the business and life you want.*

Sincerely,

Gerta Psachou

## Press releases 2015

