

**EMPOWER
GEN-Z WOMEN WITH
DIGITAL
ENTREPRENEURSHIP
SKILLS**



E-BRIEF

September 2023

DIGITAL Z-WOMEN Online hub and tools

The online hub and toolkit created in the DIGITAL Z-WOMEN project offers participants a comprehensive and interactive learning experience complemented by interactive exercises (e.g. action cards, quizzes) inspired by game-based learning strategies, in addition to the previously developed content that facilitates both self-directed learning and facilitation of face-to-face, eLearning and b-Learning training on the above topics. Digital tools and an open access online platform were used to create the toolkit.

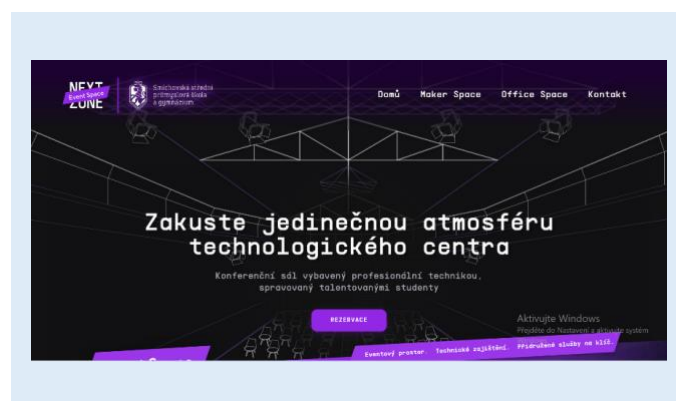
<https://digitalzwomen.erasmus.site/hub/>



**Inspirational
Stories**



**Learning
Journey**



INTERNATIONAL CONFERENCE

How to Succeed in Digital Entrepreneurship - Inspiring Stories from Generation Z Women

29. 11. 2023, Prague, NEXT ZONE, 8:30 – 12:30

Dear all, we invite you to the final conference of the Erasmus+ project DIGITAL Z-WOMEN.

Come and be inspired by the experiences of partner countries in the field of digital entrepreneurship. Among other things, you can look forward to inspiring stories of young women entrepreneurs from the Czech Republic and Europe as well as practical tips for your business.



www.facebook.com/Digital-Z-Women-105497428688662



www.linkedin.com/company/digital-z-woman/



www.digitalzwomen.erasmus.site



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What can you expect at the conference?

Young female entrepreneurs, Naďa Seidlová and Šárka Kuráková, who have even made videos and podcasts about how they started their business...

We will introduce you to the outputs of the project, the project partners will share their experiences with digital entrepreneurship in their countries.

We will discuss topics such as balancing childcare with entrepreneurship, wellbeing in business, dealing with the financial situation when starting a business, etc.

There will also be space for networking and discussions on entrepreneurship and digital literacy topics not only with partners from Europe. At the conference you will meet partners from Portugal, France, Poland, the Netherlands, Denmark, Greece and Italy.

We will present 18 inspiring stories of young women who are doing business in digital. These stories are to show that you can do it if you want to. You can watch short films with subtitles in Czech or view interesting infographics. We have also made podcasts, but these are only available in national languages. In Czech, you can listen to an interesting podcast by Nadine Seidlová or Šárka Kuráková and be inspired by their stories. We will also present the educational programme Journey to Knowledge. This includes knowledge about what types of digital entrepreneurship there are, what the key platforms for digital entrepreneurship are, what the profile of a digital entrepreneur should look like and what key competencies they should have. Other areas include how to balance life roles, how to manage innovation and business ideas, how to develop a product or service and how to develop a business plan. In other modules, participants will learn how to create prototypes and how to test a business in digital. They will also understand how to the marketing and monetization strategies and digital business management needed to run a successful business in the digital world.

