Women in Tech: History, Statistics, and Stories

Although often hidden by a male narrative of events, women have made important contributions to the technology sector, addressing disparities and challenges, often providing inspiration and guidance to future women in the sector. Women's existence in the technology space has never been easy, and to this day, there's a great deal of disparity between men and women across the industry.

In this article you can find a brief history of the major contributions of women in technologies, such as Ada Lovelace and Marie Curie, and their groundbreaking achievements in STEM disciplines.

The article discusses the disparity between men and women in the tech industry, including lower representation and unequal pay, lack of opportunities for promotion and discrimination in the workplace. It is intended to be an inspiration to harness one's potential, break glass ceilings and contribute to the continuous advancement of STEM disciplines. With determination and resilience, women can make a significant difference and create a more inclusive and diverse tech sector.

Click here to read the full article about women in tech

ECommerce4Women learning environment

ANNOUNCEMENT! The eCommerce4Women leaning environment is almost ready and the piloting is going to start soon!

Designed with e-commerce beginners in mind, this course offers a clear and comprehensive foundation for those with little to no prior experience. It's specifically crafted to empower aspiring women entrepreneurs, providing them with the knowledge and confidence to take charge and build their own online businesses. Whether you're a seasoned entrepreneur or just exploring the possibility of starting your own venture, this course offers valuable insights and foundational knowledge applicable to various online ventures. Gain actionable skills and navigate the exciting world of e-commerce with confidence and clarity.

In the learning environment you will find

- Learning videos for each module
- Textual insights
- Interactive and gamified activities
- Exercises
- E-commerce Guidebook for Trainees

Double click on the right to see a sample video

E-commerce
for women entrepreneurs

Shopping in Ecommerce Lesson

In this section, we'll dive deep into understanding the online shopper. This knowledge is the foundation for your e-commerce success. You'll learn how to conduct market research to grasp your target audience's preferences and behaviors. We'll discuss creating detailed customer personas, which are fictional representations of your ideal customers. By creating personas, you can tailor your marketing and product offerings effectively. We'll delve into demographic and psychographic data

More information about the project?

www.ecommerce4women.com

EU Corner
EU initiatives supporting female entrepreneurship

Women TechEU

Funded through the European Innovation Ecosystems work program of Horizon Europe, Women TechEU emerges as a novel endeavor of the European Union. This initiative extends top-tier coaching and mentorship to female entrepreneurs, alongside tailored financial backing to propel their ventures forward. Women TechEU provides:

- Financial backing in the form of an individual grant
- Mentorship and coaching facilitated by the EIC Business Acceleration Services (BAS)
- Access to specialized events orchestrated by InvestEU and Enterprise Europe Network

Starting from 2023/2024, the administration of the Women TechEU program will transition to an external consortium. Further details can be found in the Horizon Europe European Innovation Ecosystems Work Programme 2023-2024.

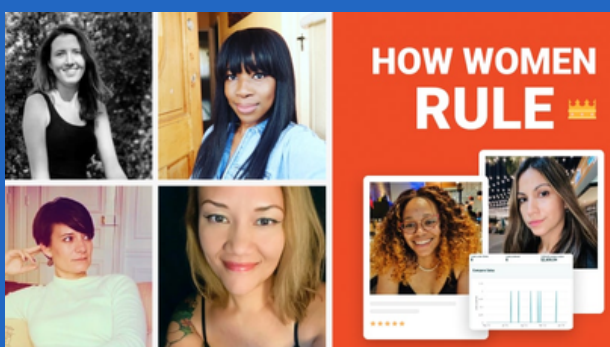Click here to see the official web page of the Women TechEU Initiative

> *"We need to show young women that it's okay to be imperfect and take risks, to dare greatly and embrace failure."*
>
> Reshma Saujani, American lawyer, politician, civil servant

News from the web
Digital Resources for Entrepreneurial Insights

This Is How Women Rule: 8 Incredible Stories Of Women In Ecommerce | AliDropShip

Technology Needs Women! | Mona Badie | TEDxAirlie