



HER FUND

Digital platform informing on the local investment ecosystems (demo version)

D2.3

Document track information

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Author(s)	Maria Samichkosvska (Dir Bg) Anne-Charlotte Joubert (The Edge R&BD)
Organisation name of the lead contractor for this deliverable	Dir Bg.

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Disclosure statement

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List of acronyms

Acronym	Full name
LCIE(s)	Less Connected Innovation Ecosystem(s)
BCIE(s)	Best Connected Innovation Ecosystems

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Executive summary

The HER FUND Digital Platform represents a pivotal step in enhancing gender-conscious investment across Europe. As part of the HER FUND project, this platform is designed to connect female founders, investors, and innovation ecosystem stakeholders, fostering collaboration, knowledge exchange, and access to funding.

This deliverable, D2.3 – Digital Platform Informing on Local Investment Ecosystems (Demo Version), outlines the initial design and functionality of the platform. It serves as a comprehensive resource, providing key insights into investment landscapes, facilitating networking opportunities, and offering tailored training modules.

Structured around five core sections, the platform enables users to:

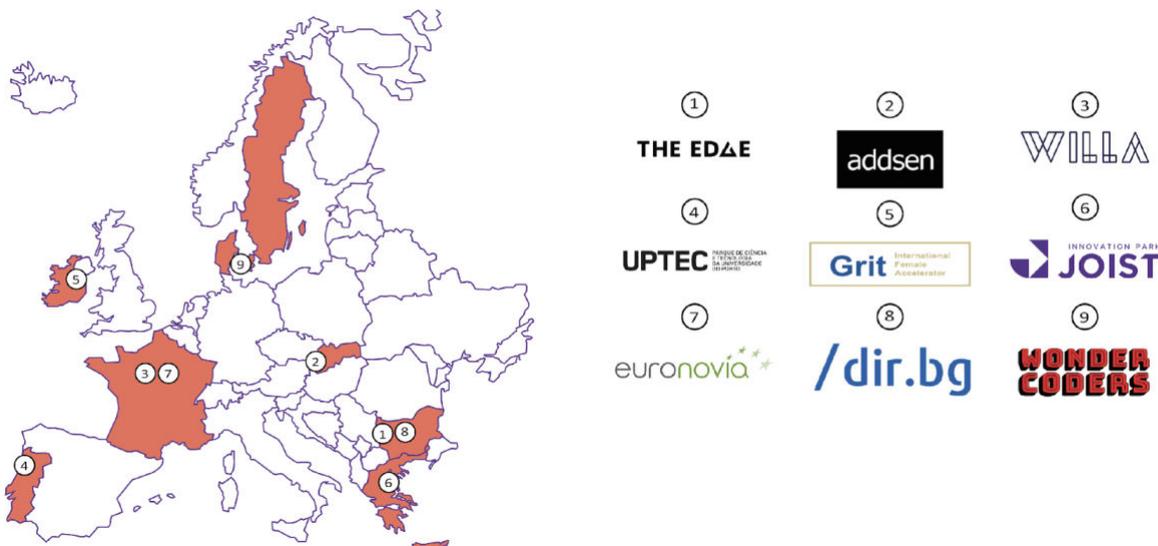
- **Explore the investment ecosystem**, accessing profiles of investors, female entrepreneurs, and support infrastructures.
- **Gain market insights** through detailed reports on start-up needs, challenges, and funding strategies.
- **Build connections** via an interactive community, enabling users to engage with peers, share experiences, and participate in discussions.
- **Access podcasts and webinars**, featuring thought leaders, investors, and successful female entrepreneurs.
- **Enhance skills** through structured training programs designed to support business growth and investment readiness.

By bridging gaps between Less Connected Innovation Ecosystems (LCIEs) and Best Connected Innovation Ecosystems (BCIEs), the HER FUND platform aims to strengthen investment opportunities for women-led companies. This demo version marks the foundation for a fully operational digital hub that will drive inclusivity, economic growth, and innovation across European markets.

1. Background of HER FUND

HER FUND is a pan-European network of gender-conscious investors to support female-led companies for growth and sustainability, and it aims to foster knowledge-sharing and synergies between innovation stakeholders, existing initiatives/projects to support the next generation of startups, with an emphasis on women-led companies and gender-conscious investors. To achieve this goal, the consortium of the **HER FUND** project will invest efforts on identifying best practices across Europe, to help conducting capacity-building activities, and providing guidelines to female founders and investors. Additionally, the project aims to transform less connected territories into recognized and attractive innovation hubs, create bridges between EU innovation ecosystems to increase access to capital, raise the number of gender-conscious investors to support women-led companies, and boost women entrepreneurship, particularly in Moderate and Emerging Innovators, by offering them more funding opportunities.

The **HER FUND** consortium is constituted by 9 partners spread across 7 European countries:

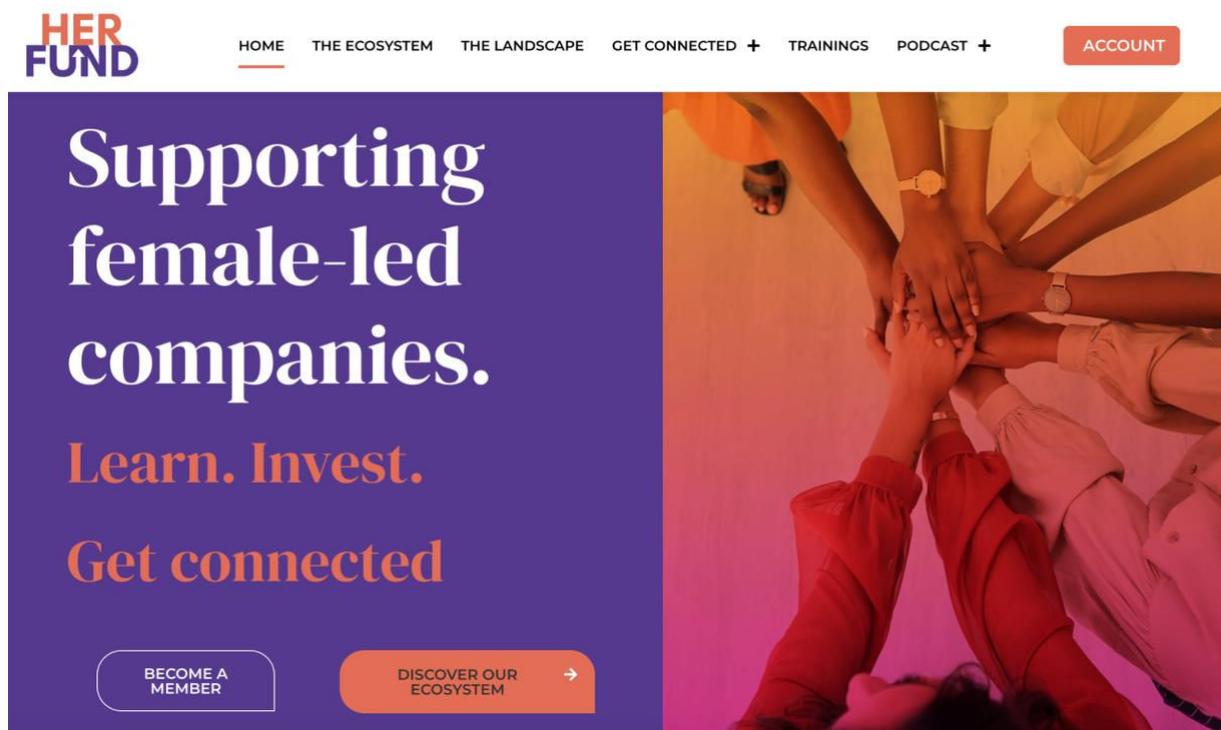


These partners represent both best connected innovation ecosystems (BCIEs) and less connected innovation ecosystems (LCIEs), and each of them brings unique expertise in foreign investment, innovation ecosystems, startups, women entrepreneurship, and women-led companies.

2. The HER FUND digital platform

2.1 Objectives of the platform

The HER FUND platform is designed to connect, support, and empower female founders and investors. It aims to be an interactive, user-friendly, intuitive, one-stop-shop, targeting decision makers, investors and capital providers, as well as start-ups. It will be offering multiple entry layers, including information on the market (sectors, types...) and regulations, available funding support, access to local start-ups in LCIEs.

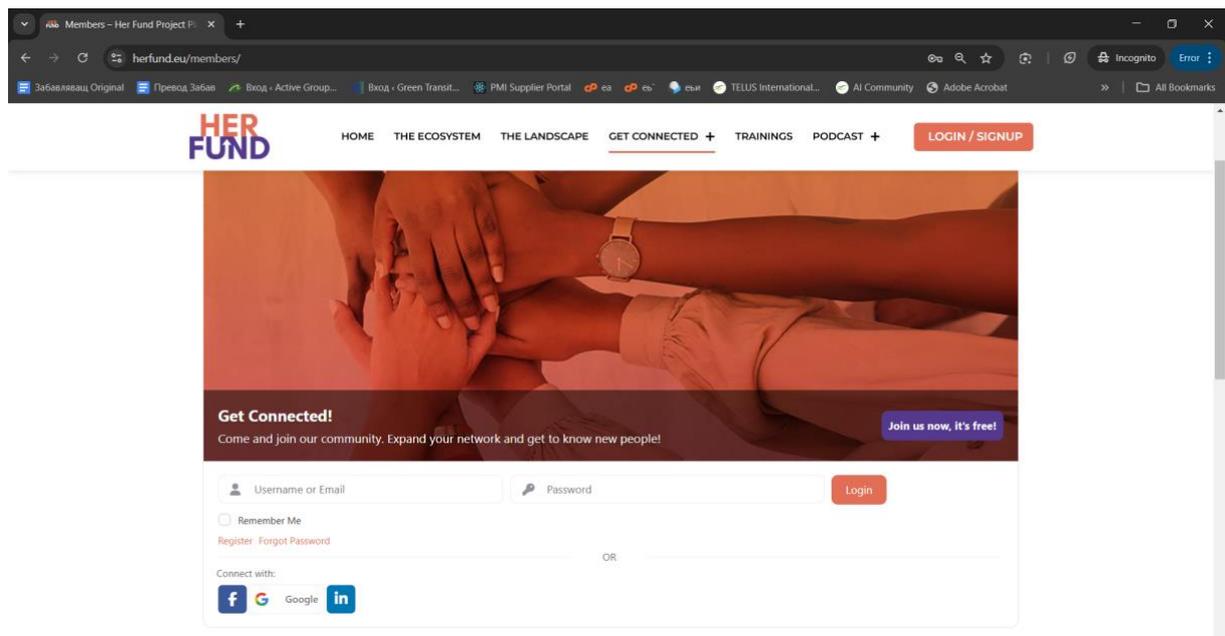


Built around 5 main sections, the platform, in its initial version, provides information on the status of the innovation landscape using the output from WP1, allowing local authorities and EU regulators to get access to insightful recommendations and action plans. It will also offer a place for investors to exchange and include an access to advice from more senior investors. Women-led companies will get the possibility to present their companies and thus potentially attract investors thanks to a dedicated area. Access to training and coaching material will be available and used in WP3 and WP4.

2.2 Access

The platform is easily accessible through the homepage www.herfund.eu. The digital platform features a responsive design and provides an equally good experience on both desktop and mobile devices.

New users can easily ‘Log In/Sign Up’ clicking on the button. New users are invited to fill in the registration form with name, email, and a secure password. They also have the flexibility to register by linking their Facebook, Google, or LinkedIn account.



2.3 Ecosystem Section – Investors, Female Founders, Support Infrastructure

The Ecosystem section offers access to a vast network of investors, female founders, and support infrastructure from different countries and sectors—both public and private.

Via the search bar at the top, users can search a specific company or search and filter by contact (investor/support infrastructure/women-led company), sector (public or private), or country. From there one can access the company’s website or the contact person’s email address and LinkedIn page (if publicly available).

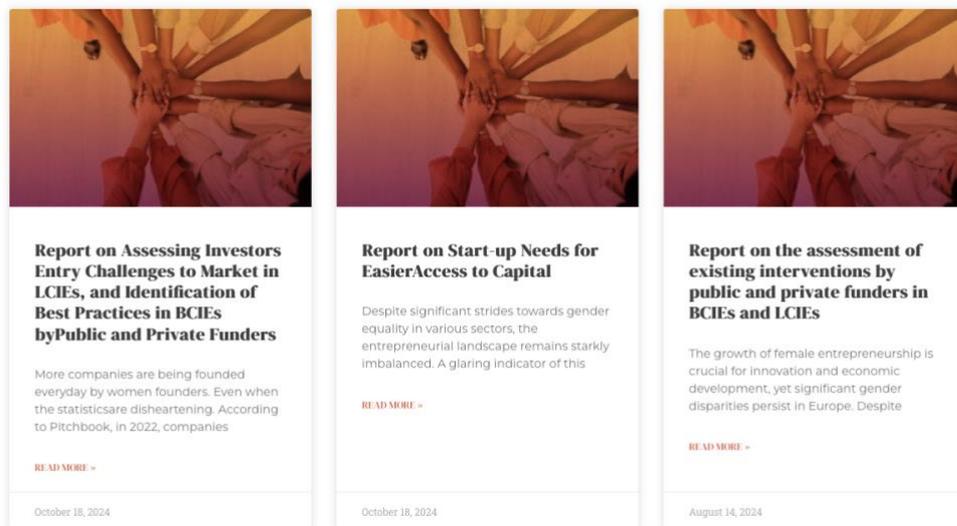
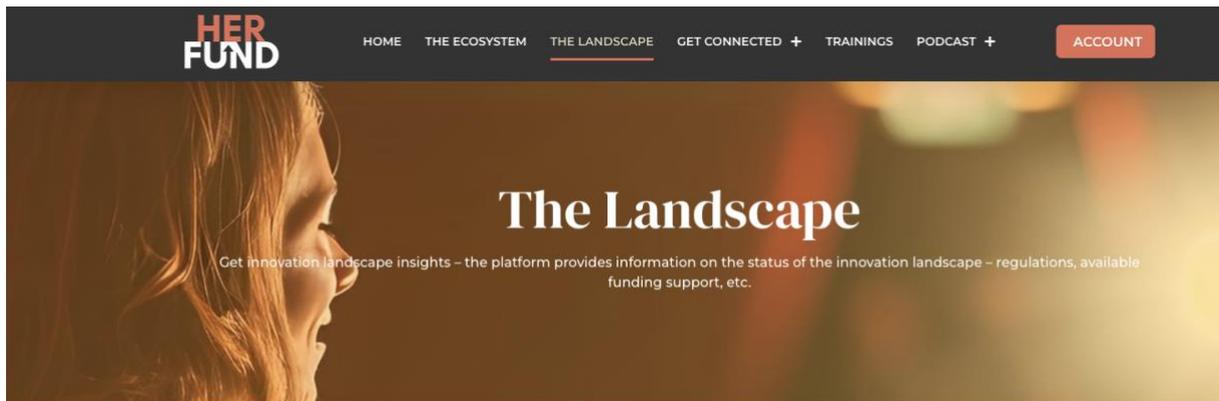
The screenshot displays the HER FUND website interface. At the top, a dark navigation bar contains the logo and menu items: HOME, THE ECOSYSTEM (underlined), THE LANDSCAPE, GET CONNECTED +, TRAININGS, and PODCAST +. An ACCOUNT button is located on the right. On the left, a purple sidebar filter contains a search bar and three sections: 'Contact Type' with options 'All Types' (selected), 'Investor', 'Support Infrastructure', and 'Women led start-up'; 'Sector' with options 'All Sectors' (selected), 'Private', and 'Public'; and 'Country' with a scrollable list including Austria, Bulgaria, Czech Republic, Denmark, and Estonia. The main content area shows three investor profiles:

- Investor Speedinvest**: Company Name: Speedinvest, Country: Austria, City: Vienna, Sector: Private. Includes a globe icon and a LinkedIn icon.
- Investor Fountain Healthcare Partners**: Company Name: Fountain Healthcare Partners, Country: Ireland, City: Dublin, Sector: Private. Includes a globe icon. A 'Contact Person: Tania Papkovskaia' box is shown to the right.
- Investor Frontline Ventures**: Company Name: Frontline Ventures, Country: Ireland, City: Dublin, Sector: Private. Includes a globe icon. A 'Contact Person: Zoe Chambers' box is shown to the right.

2.4 Landscape Section – Reports

This section offers comprehensive market insights. Users can explore detailed reports on start-up needs, challenges, and strategies for easier access to capital.

Report’s executive summary can be read online and the full report can be downloaded for offline reference.



2.5 Get Connected Section – Networking and Community Building

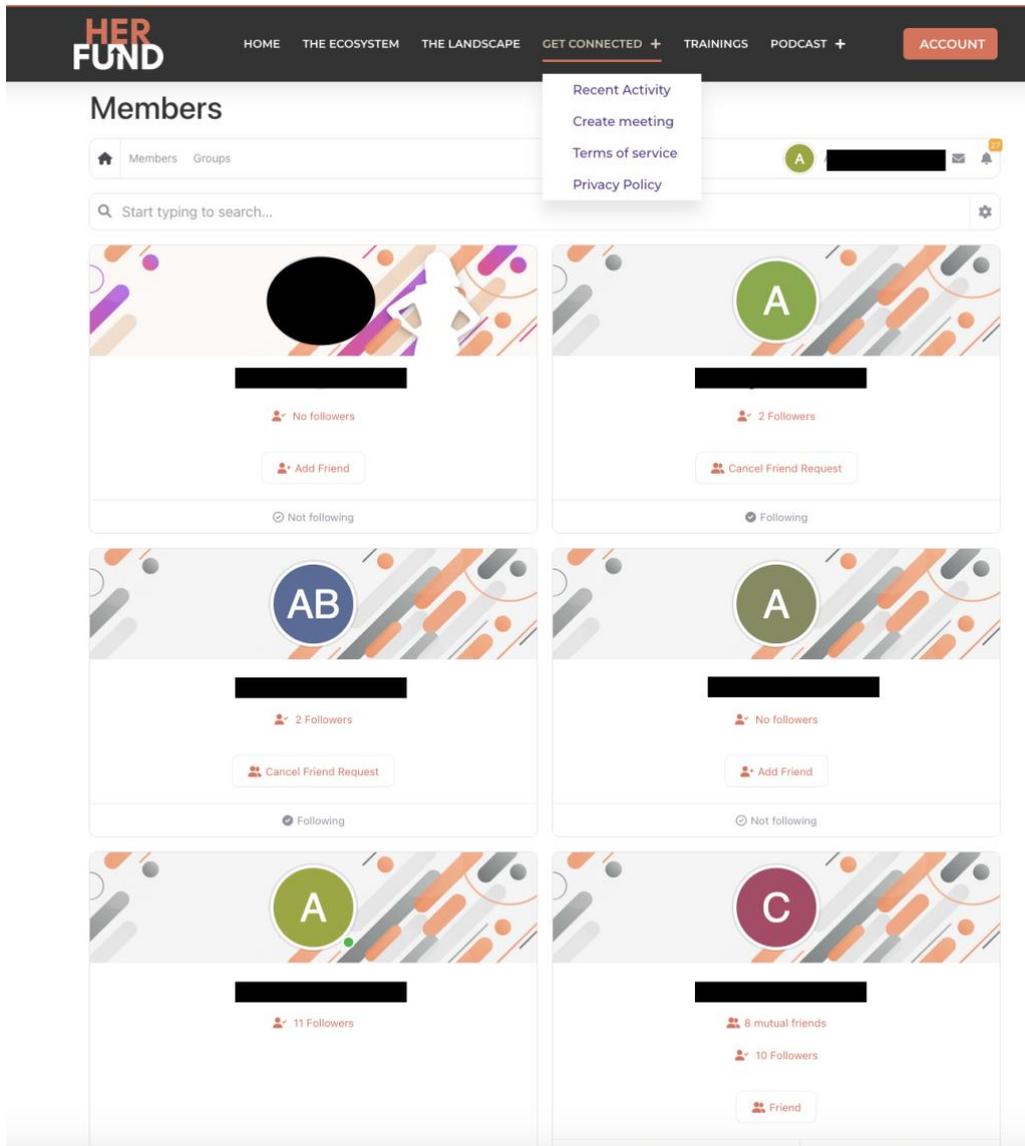
Networking and community-building are at the heart of HER Fund, offering a very intuitive and user-friendly navigation.

In the Get Connected section, users can view other members, make friends, and join or create groups tailored to interests. Users can invite other members to join a specific group and request to become members of groups they find interesting.

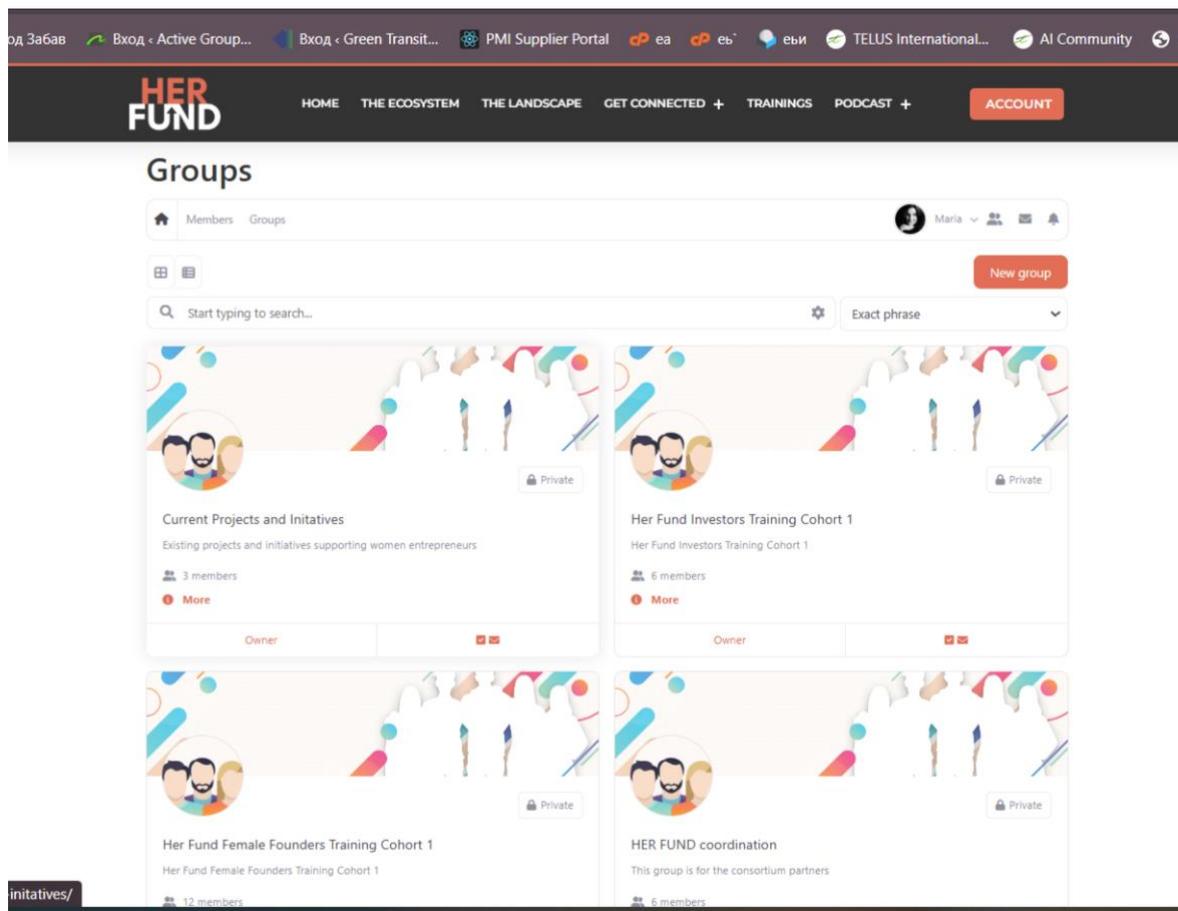
This section also offers the possibility to create posts to share experiences, insights, or questions with the community, as well as chat in the general stream or within a closed group.

There is also the possibility to share documents or video on a simple click on the respective button or sharing links directly in the stream.

The Get Connected section is designed to be user-friendly, following the intuitive patterns and principles commonly found in popular social media platforms.



For any activity in the Get Connected section—whether initiated by the user themselves, by a friend, or by a member of a group the user belongs to—the user will receive both an email notification and a notification in their profile on the digital platform.

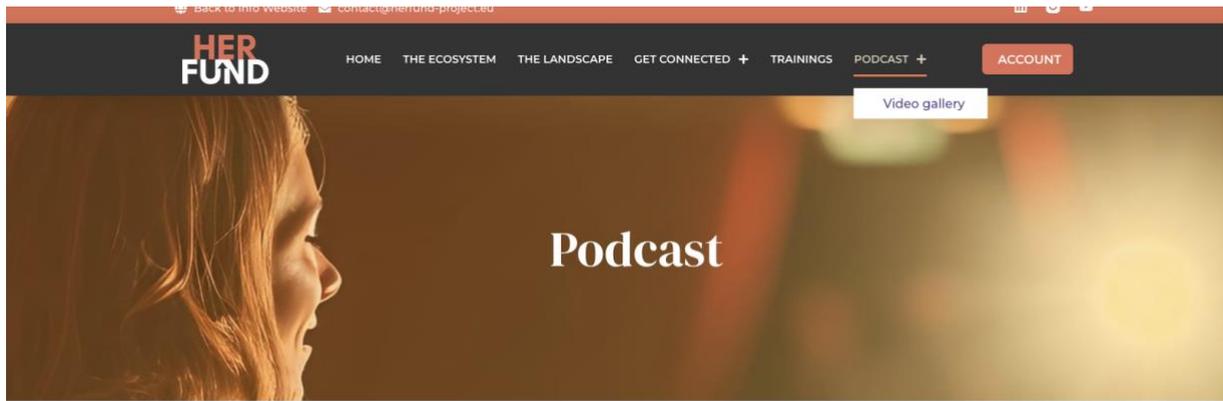


2.6 Podcast Section

The Podcast section offers insightful conversations with key thought leaders, investors, and successful female founders.

Each episode is easily accessible by scrolling through the list to find topics of interest. Episodes can be listened to directly from the platform.

In the video gallery below the podcast section past Her Fund webinars and conferences can also be watched.



HER FUND Talks Podcast



Episode 1: Anne-Charlotte Joubert on empowering women entrepreneurs

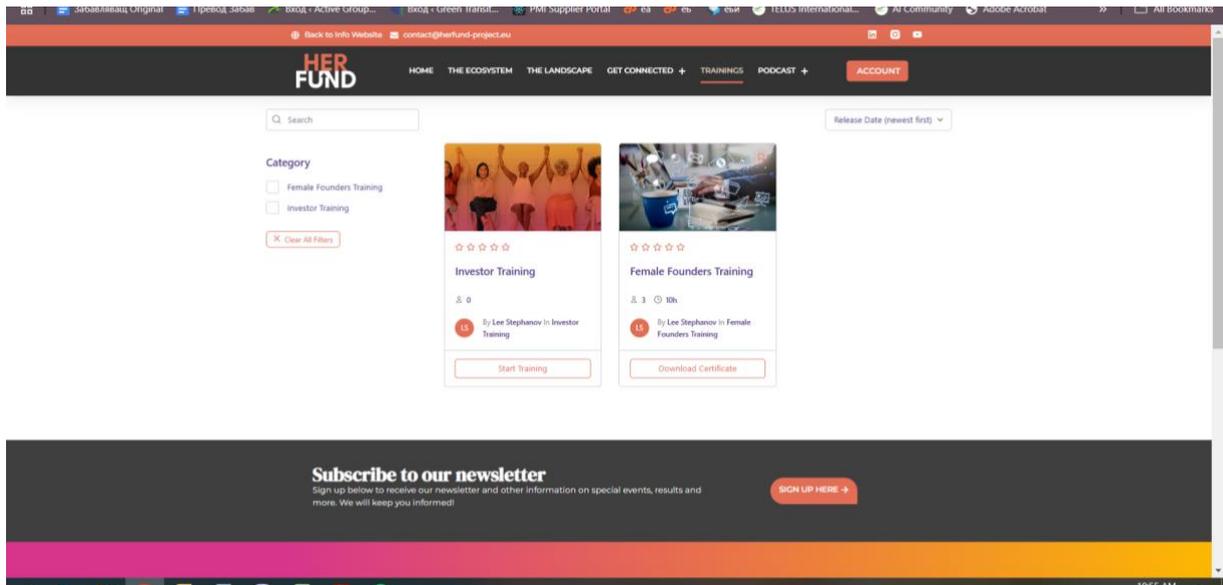


Episode 2 : Elena Nikolova on how to attract more women to the investment world

2.7 Training Section

The Training section is designed to help users grow skills and knowledge. Browsing through the available training modules one can 'enroll' to start the training.

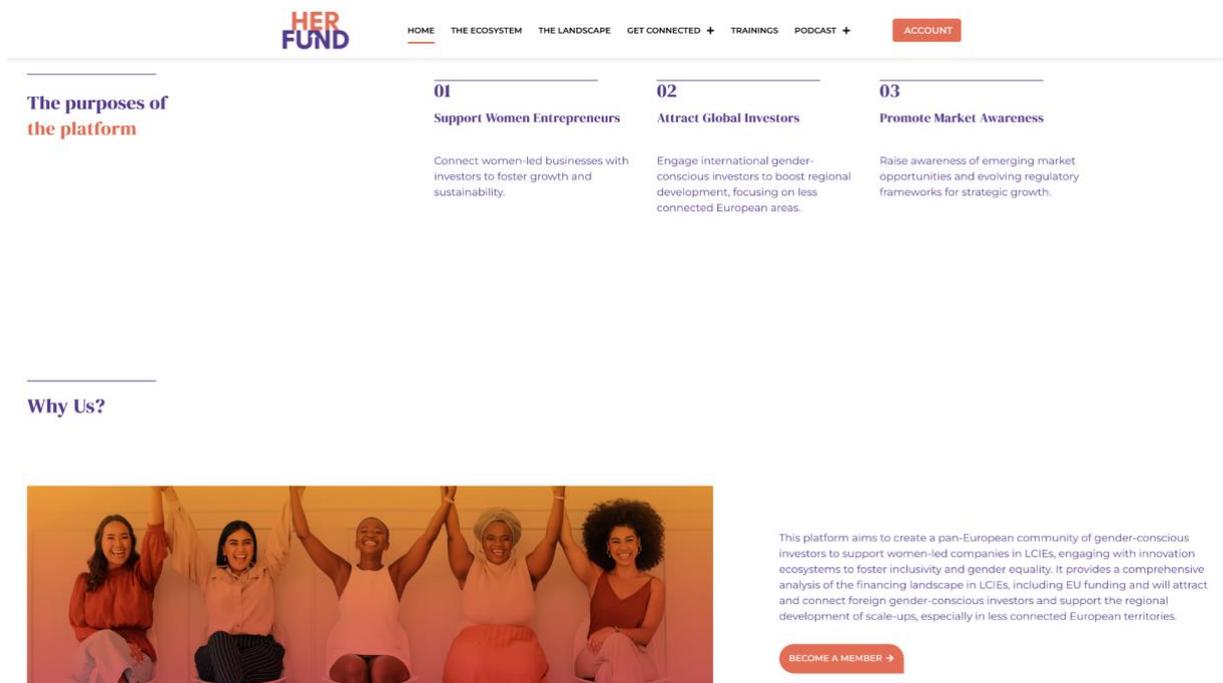
Each module includes videos, documents, and interactive exercises. Progress can be tracked and certificates can be generated for completed training sessions.



3. Conclusion

The HER FUND platform isn't just about resources; it's about building a thriving community of female founders and investors as well as offering insightful information and recommendation to innovation ecosystem stakeholders and decision makers.

Whether looking for insights, networking, mentorship, or skill-building, HER Fund has it all in one place.





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