

HER FUND marks three achievements this winter !

A pan-European network of gender-conscious investors to support female-led companies for growth and sustainability

THE HER FUND COACHING PROGRAMME

The HER FUND Coaching Programme has successfully concluded its latest edition, running from September to November 2025 and supporting **11 early-stage female (co)founders from less-connected innovation ecosystems** (LCIEs) across Europe. Guided by **4 experienced coaches**, including CEOs, investors and founders, the programme helped participants strengthen their strategic capabilities, sharpen their investment readiness and build the confidence needed to grow their businesses.

Turning knowledge into action

Building on the foundations of the HER FUND e-learning modules, the coaching programme was designed to **translate theory into practice**. Through small-group, hands-on sessions, coaches worked closely with each founder to apply learning directly to their startup's reality – from defining strategy to preparing for funding. The objective of the HER FUND Coaching Programme was to provide **personalised, hands-on support** to early-stage female founders from emerging innovation ecosystems, ensuring they could: Strengthen their strategic decision-making, improve their **investment readiness** and gain the **confidence** to engage with investors and grow their venture

Overcoming key founder challenges

Before joining the programme, many participants **faced similar challenges** that limited their growth and fundraising potential. These included:

- Difficulty defining their target audience
- Challenges in clearly articulating their value proposition to customers and investors
- Limited understanding of investment concepts, funding principles and negotiation points
- Lack of confidence to initiate conversations with investors
- A sense of isolation, with few opportunities to access external perspectives on their business decisions

The HER FUND Coaching Programme addressed these gaps through tailored support, structured frameworks and open, trust-based dialogue between founders and coaches.

From Uncertainty to Investor-Readiness

By the end of the programme, founders reported **significant progress** across multiple dimensions of their business and personal leadership:

- Refined pitch decks and clearer fundraising narratives
- Clarified customer personas and more focused communication strategies
- Stronger understanding of funding principles, terms and investor expectations
- Concrete steps on operational priorities, including hiring plans and market positioning
- Increased confidence to engage with investors and drive fundraising efforts



The programme has helped me become much more investor-ready. I refined my pitch deck, clarified my value proposition, and improved my understanding of investment requirements. This has enabled me to confidently start conversations with investors and better position the startup for fundraising.

The Power of peer Learning and community

Survey feedback highlighted the **peer-learning element** as one of the most valued aspects of the programme. Founders particularly appreciated:

- Gaining **new perspectives** on shared challenges
- Feeling part of a **supportive community** of women entrepreneurs
- Realising that others across Europe are facing **similar obstacles** in building and financing their startups

Coaches also reported noticeable improvements in participants' **confidence, strategic thinking and ability to critically assess investor terms and risks** over the course of the programme.

By combining high-quality e-learning with tailored coaching and peer support, HER FUND is helping female founders from less-connected ecosystems unlock their potential and move closer to sustainable growth and successful fundraising.

THE HER FUND WEBINARS

To continue supporting female founders beyond the coaching programme, HER FUND will host a **three webinar** this winter from **January 2026 to February 2026**, open to the wider community of entrepreneurs, investors and ecosystem partners.

Mastering the Art of Connection – 15 January 2026, 12:00–13:00 CET

A practical webinar for founders and investors on how to reach out effectively, build trusted professional relationships, and make networking a strategic asset for fundraising and deal flow. The session will be led by **Eefke Jansen**, founder of *She does it* and a certified executive and leadership coach with over 20 years of consulting, management and entrepreneurial experience across four countries, specialised in supporting women to create the work life they aspire to.

Registration link : <https://luma.com/zyz3u0kw>

HER FUND x European syndicate: Accelerating early-stage investment in female founders – 12 February 2026, 12:30-13:30 CET

This HER FUND webinar will showcase **European syndicates actively investing in female founders** and present a **new cross-border investment initiative** supporting early-stage, female-led startups.

Open to **angel investors from BCEIs and LCIEs**, the session will feature **syndicates** introducing their investment approach and explaining the **requirements and process to join as a member**.

Registration link : <https://luma.com/53zbvkrl>

HER FUND Grand Finale : From impact to what's next – 26 February 2026, 17:30-18:00 CET



This webinar will mark the conclusion of the HER FUND project, which ends in March 2026. It will provide a farewell moment to highlight key results and learnings, present the next steps for the HER FUND community, and introduce the final event of the HER FUND project and how participants can get involved.

Registration link : <https://luma.com/e8jokzal>

HER FUND AT SLUSH 2025

At the Women's Power Pavilion, HER FUND joined forces with leading European programmes promoting women in technology, including [WomenTechEU](#), [WomenInvestEU](#), [EIT Supernovas](#), [Gender Gap in Investments](#), [Scale'her](#), [European Female Founders](#) and the [Green Transition Forum](#). The programme also featured high-level representatives like Sirpa Pietikäinen, Member of the European Parliament; Denisa Perrin, Head of Unit for the EIC Accelerator at EISMEA; and Jean-David Malo, Acting Director for ERA & Innovation at the European Commission, underlining the growing political will to close the gender gap in deep tech.



HER FUND Talks

Don't miss the **HER FUND Talks**, a series of inspiring podcasts featuring women and men who are shaping today's innovation ecosystem.

Find out more on our [Website](#) and [YouTube channel](#).

FROM HER FUND TO SCALE HER

HER FUND, our pan-European initiative supporting women-led businesses through gender-sensitive investment, is coming to an end in March 2026. But the story doesn't stop there: **SCALE'HER**, the "little sister" project, goes a step further by focusing on scaling women-led startups in high-growth sectors such as digital and deep tech.

To receive our updates, follow us on [Instagram](#) and join us on [LinkedIn](#)!

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