

Guide for Good Practice Implementation

Inclusive entrepreneurship category

About #SheDIDIT



#SheDIDIT is since 2018 the Belgian platform for female entrepreneurs with migration backgrounds. We coach and help diverse women that want to become an entrepreneur or already run their business, in several ways. We serve women living in Belgium but having their roots elsewhere, throughout the whole country, with offices in Antwerp, Brussels, Ghent and Vilvoorde. We strongly believe in unlocking their potential in a field where inclusion lacks.

We do so through these programs:

- **SheMeansBusiness** (www.shedidit.be/shemeansbusiness): individual business coaching in 5 tailor made sessions. 770+ women followed this personal business coaching by one of our 7 coaches, since the start of the program in 2021.

To make sure our diverse entrepreneurs are set, we offer two services: a basic coaching trajectory (free) and a premium trajectory (paid, [recognized pre-starters trajectory](#)).

OUR SERVICES



Basic | Free

- ✓ Pre-starters or starters
- ✓ Business coaching focused on 3 goals
- ✓ In Dutch, French, English and Spanish
- ✓ Online or in person (Antwerp, Vilvoorde, Ghent or Brussels)
- ✓ Certificate of completion
- ✓ For females with diverse cultural roots
- ✓ 4 months with 5 sessions
- ✓ One time registration
- ✓ Waitinglist: first coaching in 2025



Premium | € 210*

- ✓ Pre-starters or starters
- ✓ Business coaching focused on 4 goals
- ✓ In Dutch, French, English and Spanish
- ✓ Online or in person (Antwerp, Vilvoorde, Ghent or Brussels)
- ✓ Certificate of completion
- ✓ For males and females with diverse cultural roots
- ✓ 6 months with 7 sessions
- ✓ No waiting list
- ✓ Flemish transition premium (recognized pre-starter trajectory)
- ✓ Feasibility study
- ✓ Pitch presentation
- ✓ Business analysis

- **Youthpreneurs** (www.shedidit.be/youthpreneurs): group program for youngsters where girls (and boys) from 15-30 y/o work towards their business plan/pitch in 10 weeks. 400+ youngsters participated in Antwerp, Genk, Gent and Brussels since the start of the program in 2021.

These are the topics our Youthpreneurs cover during the group program:



THE TOPICS

How does a trajectory look like? Depending on your trajectory some topics might be addressed more in depth or less.



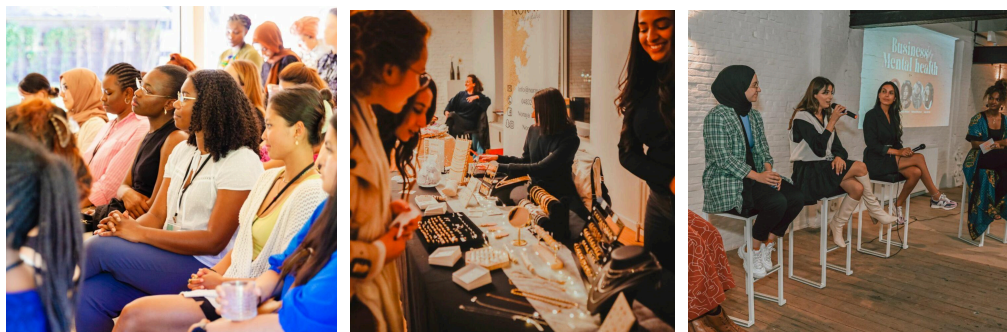
- **#SheHUB** (www.shedidit.be/shehub): inclusive shared conceptstore in Antwerp-Berchem where +- 25 concepts at the time can experiment with the physical sale of their products. 146+ makers and entrepreneurs took part in the program since the opening in October 2022.



- **#SheFUND** (<https://www.shedidit.be/shefund/>): Belgium's first interest free loan for diverse womenpreneurs. In 2023 we organized our first round and offered 4 women an interest free loan.



- **Events and community building** (www.shedidit.be/events): monthly free workshops (online/offline), network events, open source database talentpool, online community and online academy.



The Origins of #SheDIDIT

#SheDIDIT's mission has its origins in the constellation that a lot of talent and potential is going to waste, because some people don't know how to start their business or where to go. After having two businesses of her own, founder Lien Warmenbol, saw that this is mostly the case for women of colour, who are furthest away from the image of 'the entrepreneur'. There is a mismatch between this group of people and the traditional entrepreneurial organisations.

#SheDIDIT started off as a network organisation, to change the narrative and share as many stories as possible from female entrepreneurs in Belgium having their roots outside of Belgium.

In this first phase we worked with an academic partner (Arteveldehogeschool) to research¹ the needs of young women, which was translated into a youth program and a book². Anno 2024 we are a fully grown incubator, offering broad services to starting entrepreneurs in different ways. But moreover, we grew into an accelerator, broadening the offers we have to support the growing entrepreneurs that already started their business.

#SheDIDIT is thus an inclusive incubator and accelerator supporting female entrepreneurs with migration backgrounds, in different stages of their entrepreneurial journey. We work on barriers but also on motivations; we work on business but also on personal growth. We see diversity and femininity as a power, not as a threshold. Our goal is to see women of colour thrive and succeed to fulfill their ambitions in terms of business and personal growth. We want to make entrepreneurship as normal for diverse women as for all other people, to follow their dreams and realise their projects.

¹ Link to the research paper:

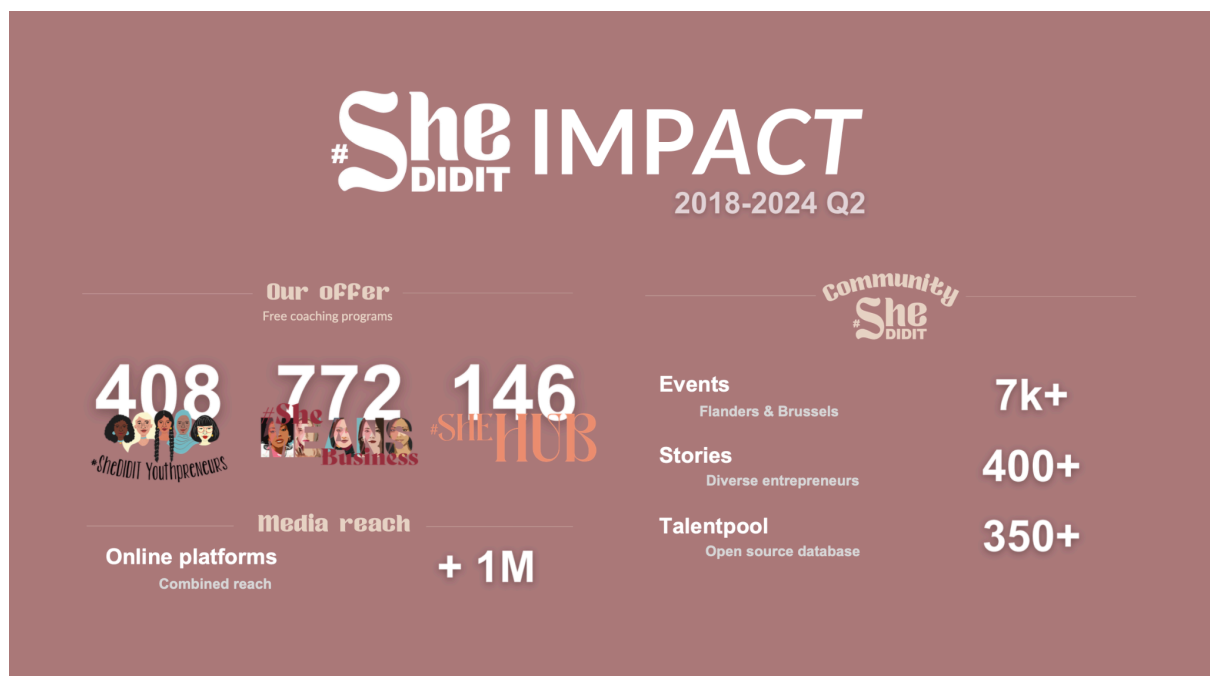
https://ahscdn.be/sites/default/files/2023-01/shedidit_insights_in_barriers_and_motivations_for_ethnic_female_entrepreneurship_in_belgium.pdf?token=1734100557

² Link to the book: <https://www.shedidit.be/hetboek/>

#SheDIDIT's Impact

Through tailored programs like #SheMeansBusiness, which has supported over 770 women with individual coaching, and #Youthpreneurs, which has guided 400+ young participants in creating business plans, #SheDIDIT bridges the gap for those traditionally underrepresented in entrepreneurship. Initiatives such as #SheHUB, an inclusive concept store, and #SheFUND, Belgium's first interest-free loan for diverse womenpreneurs, further provide practical tools for business growth.

In addition to our impactful programs, we host free events to develop both hard and soft skills and provide an online academy where our community can learn and connect. To highlight the talent within our network, we offer a Talentpool—a public database featuring over 350 women showcasing their skills and services.



Link to our 2023 Impact Report:

<https://www.shedidit.be/wp-content/uploads/2024/05/2023-IMPACT-SheDIDIT.pdf>

Get in touch with us

www.shedidit.be

hello@shedidit.be

#SheDIDIT vzw

Statiestraat 5

2600 Berchem