



# ifempower

## Online Toolkit

User Guide



This project has received funding from the European Union's Erasmus+ programme under the registration number 2018-1-HU01-KA203-047766.  
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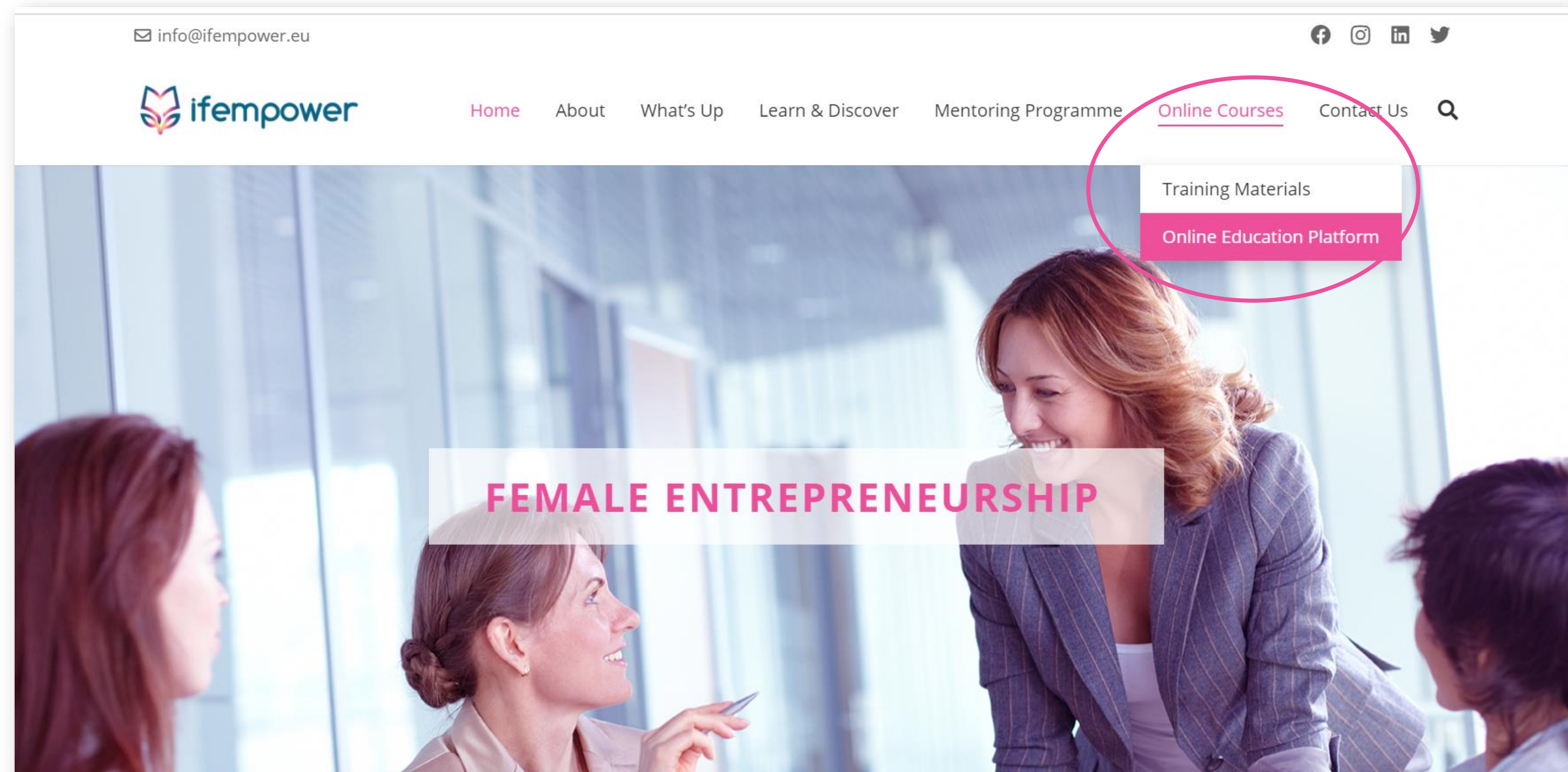
# Introduction

**ifempower** is a project co-funded by the Erasmus+ Programme of the European Union, with 9 partners from 7 European countries. Ifempower wishes to empower females to get engaged in self-employment and entrepreneurship especially in SMEs. Based on a preparatory research on the role of females in European SMEs, investigating the main roles, hindrances, gaps and market needs, the project will elaborate a module for university students which can support to broaden their knowledge on entrepreneurship related topics, providing hands-on training to support their engagement in self-employment and entrepreneurship.

The **online platform** was created to promote women in entrepreneurship and innovation in entrepreneurial ability, work from a practical and innovative approach and help in the development of entrepreneurship ability through a modelled projects simulator with real situations that occur in different enterprises scenarios. This **toolkit** was developed as a complementary support tool of the personal support points developed by the project and enable visitors to find good practices or specific suggestions to their specific problems.

# Start using the platform

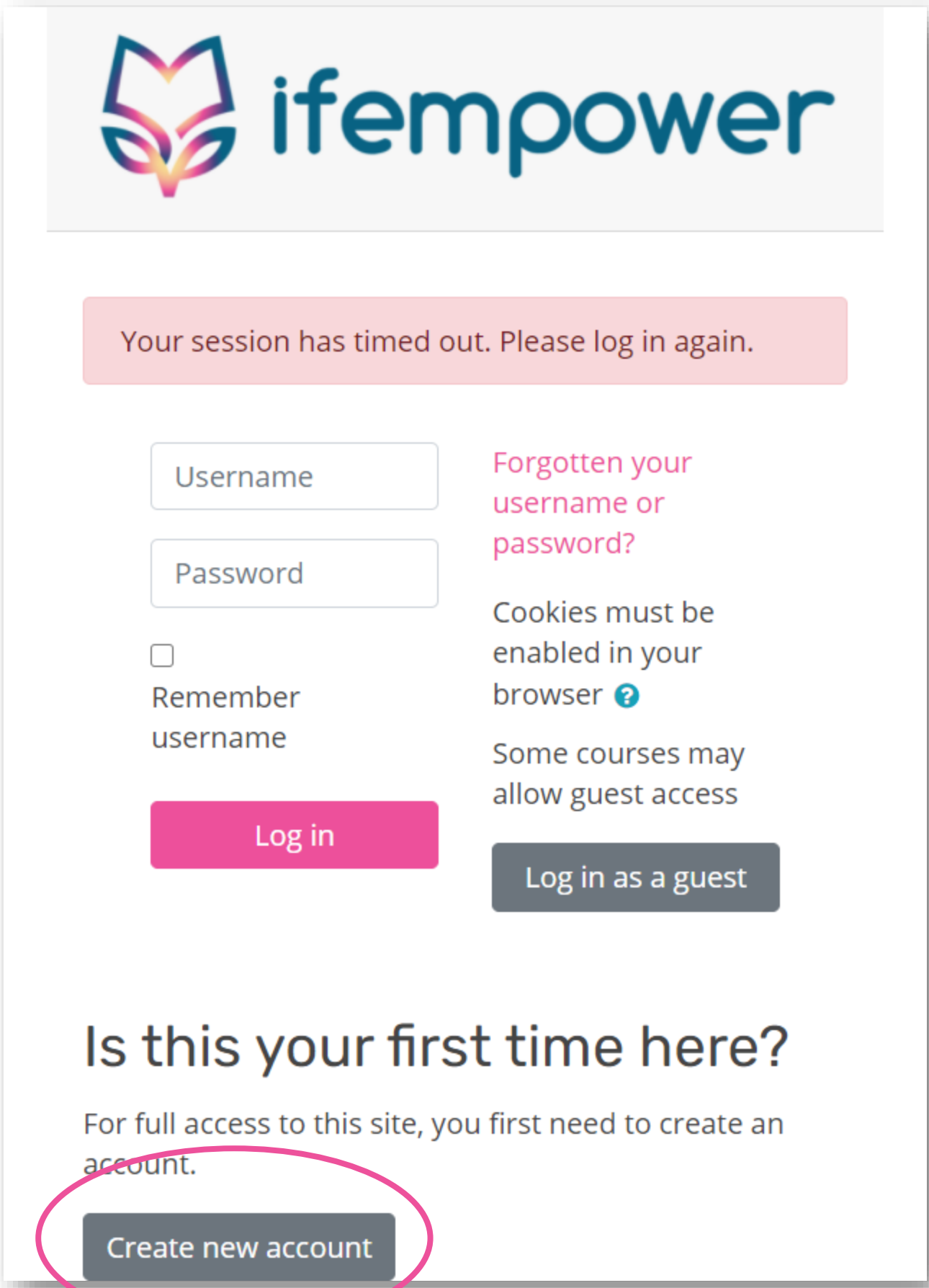
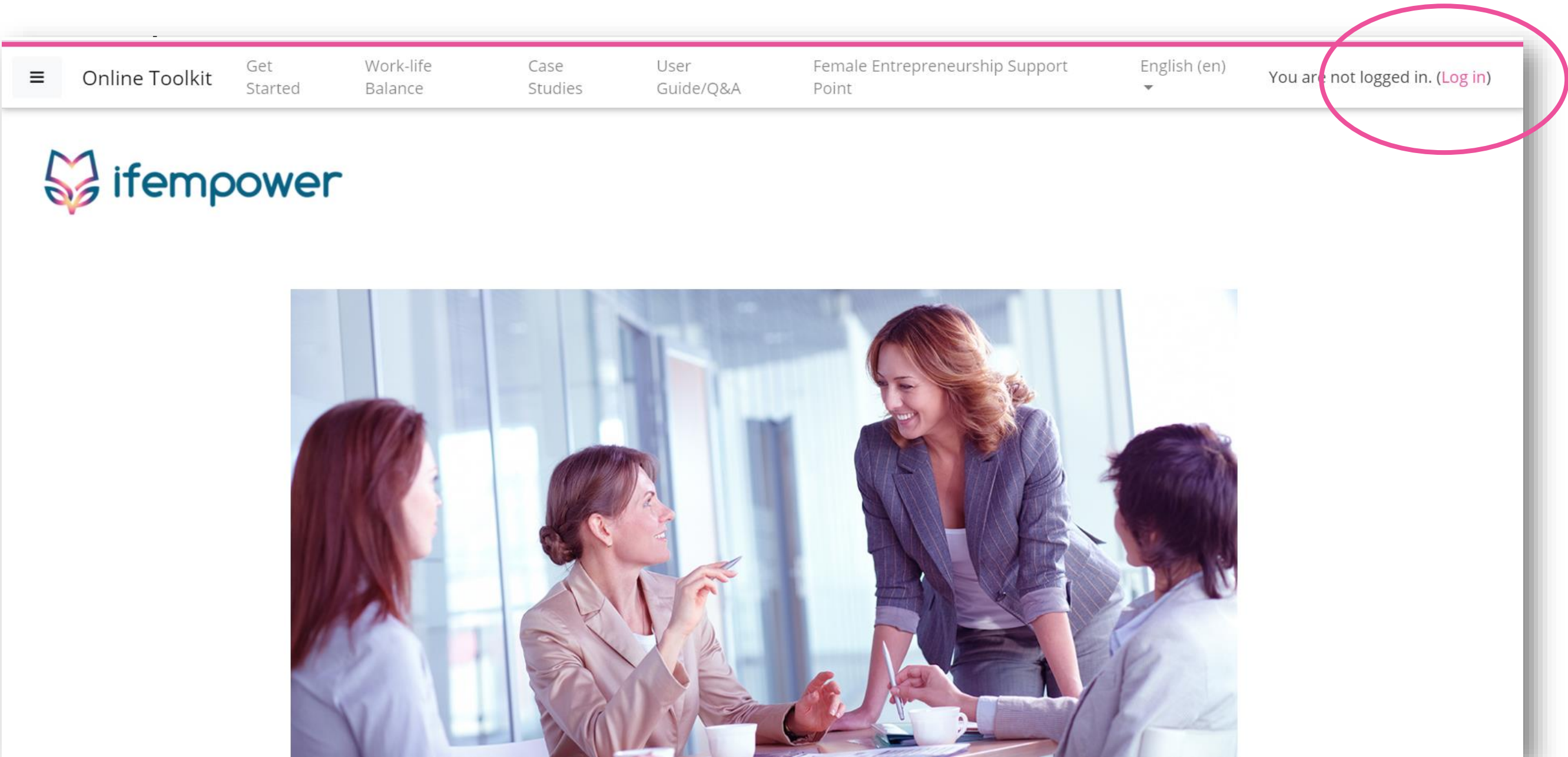
To quickly start using the **Ifempower online toolkit** we have prepared this user guide with detailed information about the technical aspects to help you use the platform. You can access platform through the project website. Go to **Online Courses** badge on the top of the website's home page and then select **Online Education Platform** as below:





# Start using the platform

On your first visit, you need to create a **user account**. You must provide a **valid email address** where a confirmation link will



# Start using the platform

**Register** - To create your user account, please follow the instructions:

- Fill out the new account form with your details.
- Define your password
- A message will be sent to your email.
- Read this message and visit the pointer provided to confirm the registration and to enter the site.
- You can then select the steps you want to enroll in.

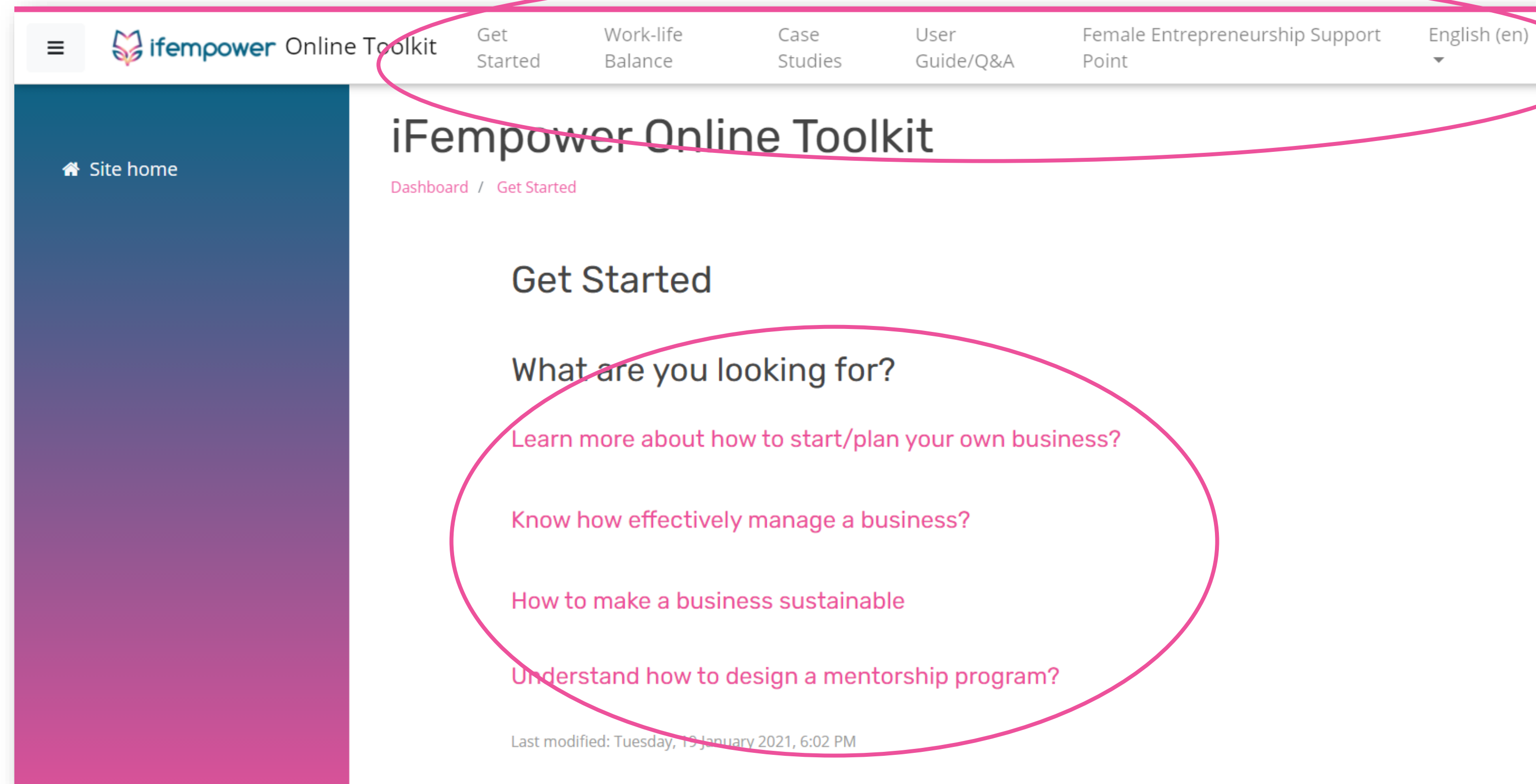
**Login** - From now on, you only need to enter your username and password  
(in the access form on this page).

**Then you are ready to start using the platform!**

A screenshot of the ifempower login page. At the top is the ifempower logo. Below it is a pink error message: "Your session has timed out. Please log in again." The login form consists of a "Username" field, a "Password" field, and a checkbox labeled "Remember username". A pink circle highlights these three fields. To the right of the form are links: "Forgotten your username or password?", "Cookies must be enabled in your browser ?" (with a question mark icon), and "Some courses may allow guest access". At the bottom of the form is a pink "Log in" button. To the right of the "Log in" button is a grey "Log in as a guest" button.

# Start using the platform

In the menu above, you can select the **language** and find different sections. In the first section “Get Started” you will find four options, depending on what you're looking for.



The first three links will lead you to **3 training courses** related to different **business development phases**:

- Course 1: Business Plan Phase
- Course 2: Business Development Phase
- Course 3: Business Sustainability Phase

In the last link “Understanding how to design a mentorship program?” you can access the **iFempower Handbook for Mentorship Program**



# Start using the platform

Each step provides you with a brief **introduction** to the specific topic addressed. At the bottom of the page you will find a link to access the **training content**. You can download the PDF file. You will also find additional related information such as **videos, web links**, etc.

ifempower Online Toolkit

Get Started

Work-life Balance

Case Studies

User Guide/Q&A

Female Entrepreneurship Support Point

English (en)

Course 1: Business Plan Phase

Introduction

Learning materials

Videos

Other relevant information/videos:

Check your knowledge!

Site home

Course 1: Business Plan Phase

Introduction

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Check your knowledge!

Site home

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# Start using the platform

After you have read the training materials you can check your knowledge by completing the activities suggested. The activities consist of a short quiz with a few multiple-choice questions.

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Check your knowledge!

Quiz

Reset user tour on this page

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Course 1: Business Plan Phase

Dashboard / Course 1: Business Plan Phase / Quiz

Once you've gone through the brainstorming stage, it's time to face reality and work out whether your idea is \_\_\_\_ option.

Select one:

- ☐ a. a viable
- ☐ b. funded
- ☐ c. the best

How can you check if your **business idea** is unique:

Select one:

- ☐ a. Conduct competitor's analysis
- ☐ b. Ask friends and potential costumers
- ☐ c. Looking in the local newspaper

Which of these is not a stage in a business plan?

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# Start using the platform

**Work-life Balance** section will give tips and suggestions to improve your daily life.

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## iFempower Online Toolkit

[Dashboard](#) / [Work-life Balance](#)

### Work-life Balance


Work-life balance is an important aspect on becoming female entrepreneur. Based on the study conducted (Output 1), it is explained that one of the major limits to equality in social and economic life in general is the unequal share of caring and household tasks between men and men.

The sociological concept of the “double burden” reflects that although women’s employment has increased significantly in the past years, the largely invisible and unpaid household and caring work is still considered as women’s task. Thus, to be successful female entrepreneurs, one of the important skills to have is balancing the work and personal life.

iFempower will provide some real-life examples from female entrepreneurs on how they can balance their work and family life.

Watch the following videos for further information about work-life balance:

- <https://bit.ly/3e5gQJE>
- <https://bit.ly/3moxXc8>
- <https://bit.ly/2TrAExh>
- <https://bit.ly/3e0j5xG>
- <https://bit.ly/3jynKrZ>



# Start using the platform

In the **Case studies** section will find examples of successful entrepreneurs.

[Site home](#)

## iFempower Online Toolkit

[Dashboard](#) / [Case Studies](#)


### Case Studies

#### Gergo Vari and his Enterprise on the Internet

Gergő Vári eventually joined his friends as he was on the brink of making a career decision. Gergő had finished elementary school in Budapest, studied at an American secondary school, graduated from University in Budapest, and got his Master degree in economics from McGill University, Canada. While at the University, he took two courses about starting up enterprises and managing small businesses - courses he would eventually really benefit from. He tried to focus on realizing his lifelong dream of establishing his own enterprise, but it was difficult because he felt he lacked the necessary experience, knowledge and connections. Furthermore, he didn't even have any idea as to what type of business to start. Finally, he took a job as an auditor at an established company, where he worked for six months. "I realized that working for someone else was not my cup of tea. I am not a good employee."

Read more about this successful example [here \(pdf\)](#).

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# Start using the platform

You can also find information regarding the **Ifempower Female Entrepreneurship Support Points** that support the creation and managing of new businesses by women entrepreneurs, as well as the effective start of their activity and their development, through the provision of information services, advice, mentoring, training and business financing support.





Connect with Us!



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Email: [info@ifempower.eu](mailto:info@ifempower.eu)



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