



July 2024
Deliverable 4.2

Femme Forward

Sustainable Future Startup Founders Training
Materials

About Femme Forward

Femme Forward - *Fast-tracking women into new tech careers and supporting successful female-led start-ups* - is a two-year transnational project funded under the Erasmus+ Programme.

Through an innovative and comprehensive training programme, women with various backgrounds will be empowered to either start a career in tech or employ their experience and knowledge to set up a tech start-up.

Femme Forward will identify, develop and pilot high-quality digital education content to tackle the current gender gap in the digital economy, enabling at least 500 women to start on the track to tech employment or entrepreneurship.

Femme Forward will offer an easy-to-use and extensive repository of tested, high-quality educational materials, available in multiple languages and on a multi-device compatible learning platform: femmeforward.eu.

Project partners

The Femme Forward consortium comprises 15 partners led by SIMPLON.co, bringing together key industry, technology and education stakeholders in Europe.

Full partners

1. SIMPLON.CO (France)
2. TOP-IX (Italy)
3. ENGIM PIEMONTE (Italy)
4. Tech and Teach gGmbH (Germany)
5. BeCode (Belgium)
6. Big Blue Data Academy (Greece)
7. CYPRUS COMPUTER SOCIETY (Cyprus)
8. Asociatia ETIC (Romania)
9. Le Techspace (Belgium)
10. HOCHSCHULE HANNOVER (Germany)
11. Factoria F5 (Spain)

Associated partners

1. AMAZON WEB SERVICES EMEA SARL
2. RANDSTAD NEDERLAND BV
3. FUJITSU SERVICES LTD
4. DIGITALEUROPE AISBL

Subcontractors

Schuman SA

Revision History			
Version	Date	Modified by	Comments
1.0	July 16, 2024	Tech and Teach gGmbH (Codingschule)	First stable version
1.1	July 23, 2024	Tech and Teach gGmbH (Codingschule)	Ready for review
1.2	July 31, 2024	Tech and Teach gGmbH (Codingschule)	Final version

Legal Disclaimer

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Disclosure statement

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Authors & contributors

Author:

Silke Roggermann (Programme Manager Tech and Teach gGmbH)

Reviewers:

Neofytos Xenofontos, CCS Cyprus Computer Society

Lucia Grilli (Shuman SA)

Lucas Ruengeler (AWS)

Introduction

The Femme Forward project aims to empower women to transition into the tech industry and support the creation of successful female-led startups. As part of this mission, Deliverable D4.2, titled "Sustainable Future Start-up Founders Training Materials," has been developed. This deliverable builds on the outputs of T2.3, T3.1, and T4.1, providing a comprehensive and ready-to-use training program designed to foster entrepreneurship and innovation among aspiring female founders.

The Sustainable Future Start-up Founders training materials encompass a wide range of resources meticulously curated to equip participants with the knowledge and skills necessary to start and grow their tech ventures.

These materials include recorded sessions of the online curriculum, which were delivered by experienced trainers and mentors. By capturing these sessions, we ensure that the valuable insights and practical advice shared by industry experts are preserved and made accessible to a broader audience.

Source of Training Materials

The training materials originate from the curricula of the partners who conducted the Femme Forward Startup Founders Track and recorded the corresponding sessions. They consist of recorded sessions, workshops, presentations, role model talks, and various documents and/or learning sheets.

The following partners have made their materials available:

TOP-IX (Italy) - Content in Italian language

CCS (Cyprus) - Content in English language

Codingschule (Germany) - Content in English language

Each conducting partner covered the same main topics:

Business Concepts

- Business model canvas
- Lean Startup
- Sustainable economy
- Marketing and sales
- Legal and funding

Tech Concepts

- Cloud-based services
- Minimum Viable Product
- Artificial Intelligence and data-driven business
- Python Programming
- Accessible Web design

Soft Skills and Empowerment

- Pitch training
- Leadership skills
- Ask-me-anything sessions with role models
- Community engagement

Depending on the mode of delivery (online and/or in-person) and the involved trainers and instructors (internal or external), the materials were prepared differently. This approach resulted in comprehensive materials that complement each other and ensure diverse regional perspectives on the various teaching modules.

Development of Training Materials

All of the sessions and workshops were taught and facilitated by experts in their respective fields. The inclusion of external experts is crucial for several reasons.

Firstly, these professionals bring a wealth of up-to-date knowledge and insights directly from the industry, ensuring that the content is highly relevant and reflects the latest trends and practices. This relevance is essential for providing participants with the most current and applicable skills needed to thrive in the tech and startup ecosystems.

For instance, [Berkant Bostan](#), who delivered modules on Business Model Canvas, Lean Startup, and Minimum Viable Product for the Startup Founders Track at Codingschule in Germany, exemplifies this approach. His dual role as a university lecturer and a startup founder brings a unique blend of theoretical knowledge and practical experience to the

training. This combination makes the training content easily understandable, relatable, and straightforward to implement in real-world scenarios.

Moreover, the involvement of external experts ensures objectivity in the training materials. These experts, not being directly affiliated with the training providers, bring unbiased perspectives and diverse viewpoints, which enrich the learning experience. They can introduce best practices from various industries and regions, providing a more comprehensive understanding of the subject matter.

This approach is representative of all the experts and trainers involved in the program. Their contributions help bridge the gap between theoretical concepts and practical application, making the training highly effective and impactful.

A comprehensive overview of all participating experts, along with their detailed contributions, can be found in [Deliverable 4.1](#). This document provides in-depth information on the expertise and background of each expert, highlighting their role in developing and delivering the training materials.

Attached is an example and screenshots of how the training materials appear and are made available on Moodle.

For illustration purposes, we have included the recorded session from CCS on "Mapping Creative Ideas: Business Model Canvas Fundamentals."

Both the video of the online workshop and the presentation used during the session have been uploaded to Moodle.

<https://femmeforward-moodle.simplon.co/mod/url/view.php?id=112>

https://femmeforward-moodle.simplon.co/pluginfile.php/170/mod_resource/content/1/Session%201_Business%20Model%20Canvas.pdf

CY- Business Concepts

[Home](#) / [Courses](#) / [Start up Founders](#) / [CY- Business Concepts](#)

What is Femme Forward Project?



Femme Forward

▼ What will you learn

- **Business Model Canvas (Mapping Creative Ideas, Concept Development and Testing)**
- **Various design issues to consider during your entrepreneur's trip (Sign User Centric Products,**
- **Operational foundations of a tech start-up**
- **Navigating the legal Landscape for start-ups**
- **Sales and Marketing**
- **Accounting and Tax for start-ups in Cyprus**
- **Funding and Investors Tips for Start-ups**

empowering women with the skills and confidence to launch tech careers, or form new startups. This is delivered by a consortium of experienced social value training providers across multiple countries.

▼ Business Model Canvas



FFSF24 - S1 Mapping Creative Ideas: Business Model Canvas Fundamentals

Mark as done

This session will provide a comprehensive overview of the Business Model Canvas (BMC) methodology. Participants will learn how to effectively utilize the BMC tool to map out and visualize innovative business ideas.

Through an interactive session, practical examples, and guidance attendees will learn how to map out and analyze key components of a business model, including value proposition, customer segments, channels, revenue streams, and more. By the end of the session, participants will have acquired valuable skills in the use of BMC and be equipped to transform their creative ideas into actionable plans for success.



Session 1_Business Model Canvas

Mark as done

PDF Version of Power Point Presentation used in video

FFSF24 - S1 Mapping Creative Ideas: Business Model Canvas Fundamentals

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FFSF24 - S1 Mapping Creative Ideas: Business Model Canvas Fundamentals

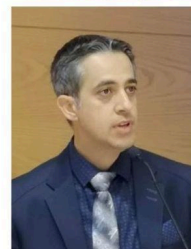
Mark as done

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Future Startup Founders Programme



**ELIAS
HADJILIAS**

Assistant Professor of
Entrepreneurship and
Family Business

Session 1:
Mapping Creative
Ideas: Business Model
Canvas Fundamentals

<https://www.startupschoolcyprus.com/ffsf2024/>

Organisers



Co-funded by the
European Union

Under the Auspices



Platform Moodle

To make the content of the Femme Forward program publicly available, we have chosen the Moodle platform and this is the link to it:

<https://femmeforward-moodle.simplon.co/>

The following criteria played a significant role in this decision:

User-Friendliness

Moodle is renowned for its intuitive user interface, which makes it easy for both trainers and learners to access materials and navigate the system. This is particularly important to ensure a seamless learning experience and promote platform acceptance.

www.femmeforward.eu

Flexibility and Customizability

Moodle offers high flexibility and customizability, allowing the platform to be tailored to the specific needs of the Femme Forward program. This includes the ability to integrate various modules, learning paths, and assessment methods which can be individually adapted during the course of the programme.

Extensive Features

Moodle provides a wide range of features essential for a comprehensive learning management system. These include course management capabilities, communication tools like forums and chats, and tools for monitoring and evaluating learning progress.

Open-Source Nature

As an open-source platform, Moodle allows for greater control over the customization and integration of additional tools and plugins. This open-source nature also means there are no licensing fees, making it a cost-effective solution for educational programs like Femme Forward.

Scalability

Moodle is highly scalable, capable of supporting a large number of users simultaneously. This scalability is crucial for a program like Femme Forward, which aims to reach a wide audience across multiple regions.

Security

Moodle places a strong emphasis on security, ensuring that all user data is protected. This is particularly important for maintaining the trust of participants and safeguarding sensitive information.

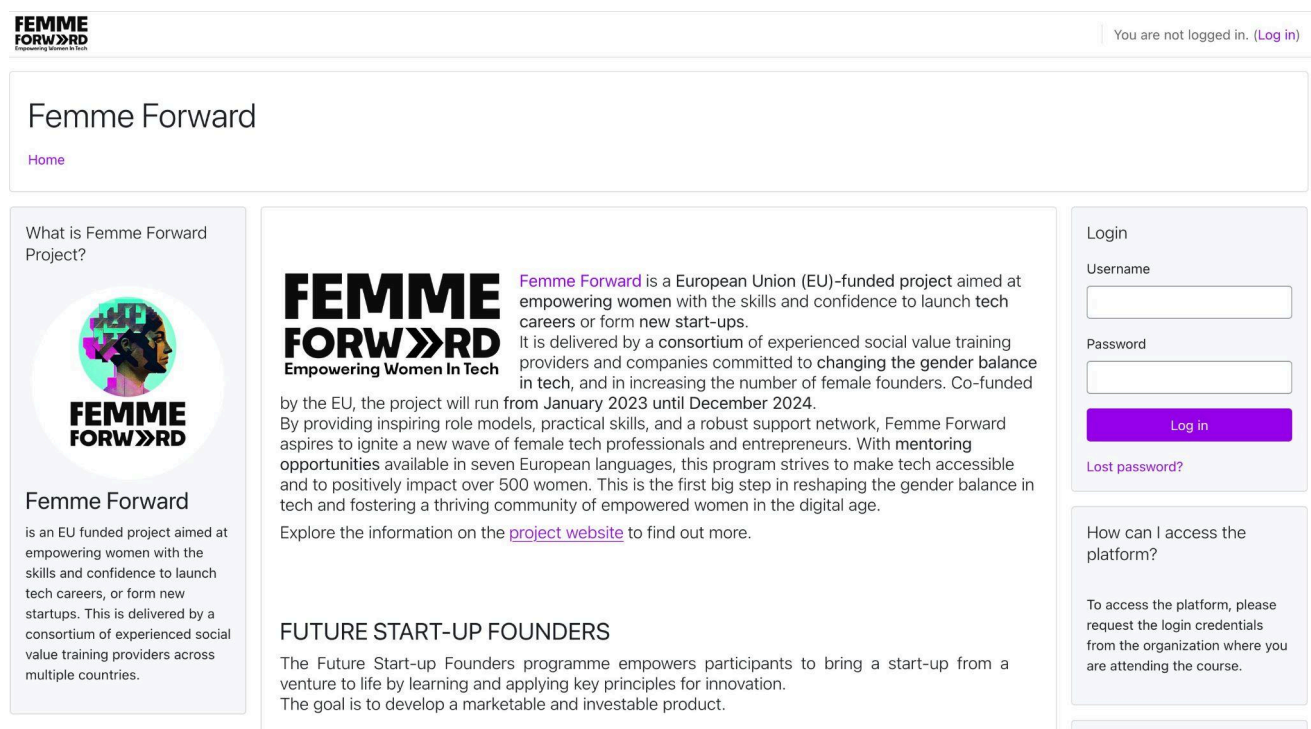
By choosing Moodle, we ensure that the Femme Forward program benefits from a robust, flexible, and user-friendly platform that can effectively support the diverse needs of our participants and trainers.

Utilization of the Platform

The Femme Forward Future Startup Founders program has made its content publicly available on the Moodle platform. The platform is designed to be user-friendly and easily navigable, making it simple for users to explore and utilise the training materials.

In order to access the platform, prospective users can go through the Femme Forward website, via this link <https://femmeforward.eu/moodle/>. There, users can contact the project to receive a login.

The platform itself is accessible via this public link:
<https://femmeforward-moodle.simplon.co/>



The screenshot shows the homepage of the Femme Forward project. At the top left is the logo, and at the top right is a login status indicator: "You are not logged in. (Log in)". The main heading is "Femme Forward" with a "Home" link below it. The page is divided into three columns. The left column has a section titled "What is Femme Forward Project?" with a circular graphic and the text: "Femme Forward is an EU funded project aimed at empowering women with the skills and confidence to launch tech careers, or form new startups. This is delivered by a consortium of experienced social value training providers across multiple countries." The middle column features the logo and a detailed description: "Femme Forward is a European Union (EU)-funded project aimed at empowering women with the skills and confidence to launch tech careers or form new start-ups. It is delivered by a consortium of experienced social value training providers and companies committed to changing the gender balance in tech, and in increasing the number of female founders. Co-funded by the EU, the project will run from January 2023 until December 2024. By providing inspiring role models, practical skills, and a robust support network, Femme Forward aspires to ignite a new wave of female tech professionals and entrepreneurs. With mentoring opportunities available in seven European languages, this program strives to make tech accessible and to positively impact over 500 women. This is the first big step in reshaping the gender balance in tech and fostering a thriving community of empowered women in the digital age. Explore the information on the [project website](#) to find out more." Below this is a section titled "FUTURE START-UP FOUNDERS" with the text: "The Future Start-up Founders programme empowers participants to bring a start-up from a venture to life by learning and applying key principles for innovation. The goal is to develop a marketable and investable product." The right column contains a login form with fields for "Username" and "Password", a "Log in" button, and a "Lost password?" link. Below the login form is a section titled "How can I access the platform?" with the text: "To access the platform, please request the login credentials from the organization where you are attending the course."

Once there, they will find the content organized into three main areas:
Business Concepts, Tech Concepts, and Soft Skills and Empowerment.

Within the three main categories mentioned above, the content is organized by the individual countries of the participating partners.

It must be noted that the curriculum structure in each participating country has been tailored to meet local needs, so the content of the individual subcategories may vary accordingly.

Each of these areas contains various content and modules that cover specific topics relevant to starting and growing a tech startup.

**FEMME
FORWARD**
Empowering Women In Tech

is an EU funded project aimed at empowering women with the skills and confidence to launch tech careers, or form new startups. This is delivered by a consortium of experienced social value training providers across multiple countries.

Business concepts

- DE (by Codingschule - english language)
- IT (by TOP-IX - italian language)
- CY (by CCS - english language)
- BE (not yet available)

Technical concepts

- DE (by Codingschule - english language)
- IT (by TOP-IX - italian language)
- CY (by CCS - english language)
- BE (not yet available)

Soft Skills & Empowerment

- DE (by Codingschule - english language)
- IT (by TOP-IX - italian language)
- CY (by CCS - english language)
- BE (not yet available)

Users can click on the different modules within these three areas to access the specific subcategories. Each subcategory includes recorded sessions, workshops, presentations, role model talks, and additional documents. This structured approach allows users to find the exact resources they need to advance their knowledge and skills.

What is Femme Forward Project?



Femme Forward

is an EU funded project aimed at empowering women with the skills and confidence to launch tech careers, or form new startups. This is delivered by a consortium of experienced social value training providers across multiple countries.

What will you learn

[Collapse all](#)

Business model canvas, Lean startup, Sustainable economy, Marketing and Brand, Fundraising.



Startup Fundamentals Part #1

[Mark as done](#)



Startup Fundamentals Part #2

[Mark as done](#)

Business Model Canvas (see "Lean Startup")

Lean Startup



Lean Startup Part #1

[Mark as done](#)



Lean Startup Part #2

[Mark as done](#)

Contacts

For any question or for reporting a problem, send an email to: info@femmeforward.eu

DE - Business Concepts

[Home](#) / [Courses](#) / [Start up Founders](#) / [DE - Business Concepts](#) / [What will you learn](#) / [Startup Fundamentals Part #1](#)

What is Femme Forward Project?

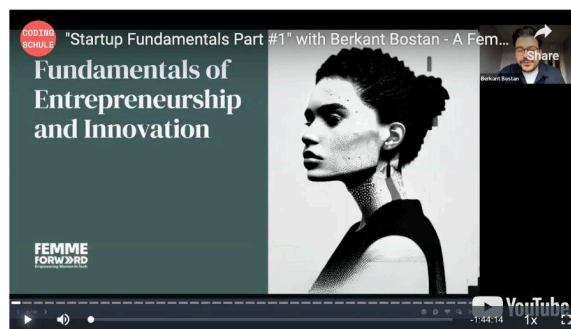


Femme Forward

is an EU funded project aimed at empowering women with the skills and confidence to launch tech careers, or form new startups. This is delivered by a consortium of experienced social value training providers across multiple countries.

Startup Fundamentals Part #1

[Mark as done](#)



Jump to...

[Startup Fundamentals Part #2](#)

Contacts

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By making the training materials freely accessible, Femme Forward ensures that anyone interested in founding a tech startup can benefit from the program's insights and expertise. This open access approach supports a wider community of aspiring entrepreneurs, helping them to acquire the necessary skills and confidence to succeed in the tech industry.

In summary, the Femme Forward Moodle platform is an invaluable resource that democratises access to high-quality training materials. By simply clicking through the modules and subcategories, users can easily navigate the content and take advantage of the comprehensive resources provided. This initiative reflects Femme Forward's commitment to supporting and empowering all individuals who aspire to launch their own tech startups.

Accessing the platform for instructors

Each project partner who has conducted the Future Startup Founders track has individual login credentials for the platform. This allows them to independently upload, maintain, and modify the content as needed.

Support and Troubleshooting

For support and troubleshooting, the project team can be reached at **info@femmeforward.eu** and is available at any time for questions and further assistance.

Challenges

The involvement of numerous partners, both within the project and including many external trainers and instructors, presented a variety of demands on the platform and its usage. To address these diverse requirements, we decided, after intensive discussions, to make access to the platform as simple and straightforward as possible. The fundamental division into the three main categories—Business Concepts, Tech Concepts, and Soft Skills and Empowerment—served as our guiding framework, which all contributors adhered to.

Despite this overarching structure, we also paid close attention to the individual needs and expectations of all participants. The close collaboration between the organisers and the external trainers with the participants, coupled with the personalised support provided, ensured that the platform could cater to a wide range of learning styles and requirements. This approach laid a strong foundation, enabling each aspiring entrepreneur to prepare for their journey into entrepreneurship as easily as possible.

Throughout the implementation of Phase 1 of the pilot trainings, we gathered valuable insights and experiences that have significantly influenced the development of the training program. One key lesson learned is the importance of flexibility in training materials to accommodate diverse learning environments and participant backgrounds. Based on the outputs of T2.3, T3.1, and T4.1, we have created a “Ready to Use” training program that includes all necessary resources and promotional materials for training providers and individual instructors.

Conclusions

The Femme Forward Future Startup Founders program has successfully developed and implemented a comprehensive training platform that supports aspiring female entrepreneurs in their journey towards establishing tech startups. By leveraging the expertise of numerous internal and external partners, the program has curated a rich repository of training materials that are both current and highly applicable to real-world scenarios.

The decision to structure the content into three main categories—Business Concepts, Tech Concepts, and Soft Skills and Empowerment—has proven effective in organising the diverse range of materials. This structure, coupled with the adaptability of the platform to meet individual needs, has created an inclusive learning environment. The collaborative efforts and personalised support from trainers and organisers have ensured that the platform is user-friendly and accessible to all participants.

Looking ahead, the Femme Forward program is poised to expand its reach and impact. The platform’s design allows for scalability, making it suitable for adoption by educational institutions, training providers, and individual educators globally. This adaptability will enable the program to support a wider audience of women aspiring to enter the tech industry or launch their own startups.

By continuing to refine the training materials and incorporating feedback from participants, the program can evolve to meet the changing needs of the tech industry. Future iterations of the program can also explore new modules and topics to stay ahead of technological advancements and industry trends.

The Femme Forward Moodle platform is designed to be a dynamic and evolving resource. As new developments and trends emerge in the tech industry, there is the potential for additional training materials to be developed and made available. The platform can

continue to grow, ensuring that it remains a valuable and up-to-date resource for all users.

In summary, the Femme Forward program has established a strong foundation for empowering women in tech entrepreneurship. The innovative training materials and flexible platform will continue to support and inspire future generations of female tech leaders, fostering a more inclusive and dynamic tech industry.