
University of Iceland's training program for women entrepreneurs: Do you have a good business idea?

Online Introductory meeting 12th November at 12:00



The Academy for Women Entrepreneurs (AWE)

AWE comprises:

- The online training program DreamBuilder.
- Workshops onsite or online organized by the University of Iceland in collaboration with Association of Businesswomen in Iceland.
- Information and education on:
 - Marketing, setting up businesses in Iceland.
 - Networking and social media.
 - Funding, intellectual property, and other useful information for setting up and developing a company.



Advantages of participating in AWE

- AWE supports women in developing their business ideas and provides tools to facilitate starting a company based on them.
- AWE is also designed for women who already own companies to develop them and improve the conditions of operation.



Who can apply?

- Women of all ages can apply to participate in AWE.
- 20 -25 participants will be selected from the applications.
- It is preferable that applicants have a business proposal that will be developed through out the course or have recently started a company that would benefit from going through the programme. Companies registered in the last two years are applicable or as long as their total revenue in the past year from the date of registration does not exceed 5 million Icelandic krona.

Application deadline November 29th → Apply on awe.hi.is

The application is considered valid once it has been sent digitally and supporting documents (statement and CV) have been received via email tengslatorg@hi.is



Support



Fida Abu Libdeh
CEO and co-founder
of GeoSilica



Sandra Buch
Product Marketing
Manager at Florealis

- University Career Connection and Counselling and Career Centre.
- Other experts within and outside of the University of Iceland will add to the expert knowledge in the course.
- Association of Business Women in Iceland, Young Professional women and Women of multicultural ethnicity network in Iceland.



Tímalína 2021

- 4. Jan **Program launch**
 - Completed: DreamBuilder 1
 - Workshop 1: Financing startup companies
- 21. Jan
 - Completed: DreamBuilder 2 - 5
 - Workshop 2: Marketing and Social Media
- 4. Feb
 - Workshop 3: Public speaking and presenting of a business proposal
- 18. Feb
 - Completed: DreamBuilder 6 - 10
 - Workshop 4: Practical matters in connection with starting companies
- 25. Feb
 - Workshop 5: Intellectual property and patents
- 4. Mar **Pitch competition**
 - Completed DreamBuilder 11 - 13
- 12. Mar **Final Ceremony and graduation**

In it to win it

Pitch competition – March 4th

- Prize – 100,000 ISK

Final celebration and graduation - March 12th

- The best idea gets a prize of 400,000 ISK
- 2nd place – 200,000 ISK
- 3rd place – 100,000 ISK



The gain lies mostly in developing your business idea and creating a social network.

