

FEMALE FOUNDER TOOLKIT



**Enterprise
Nation**

**2026
EDITION**



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COO of Enterprise Nation

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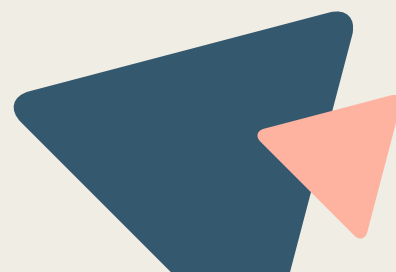
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“According to the Women and Equalities Committee’s [Female entrepreneurship report](#), 2% of equity investment went to back a female founder – down from 2.5% in 2023 – while all-male teams received over 80% of the venture capital allocated – despite female-led businesses outperforming them.

From wherever you’re sitting, that’s not OK.

And that’s one of the reasons Enterprise Nation proudly supports female founders on International Women’s Day and has produced this toolkit aimed at the women who are striving, but often have to swim in the face of a much stronger oncoming current than their male counterparts.

While the 140,000-strong [Enterprise Nation community](#) is made up of entrepreneurs from every background, geographic corner of the UK and Ireland, as well as gender identity, interestingly our membership has always mostly comprised female entrepreneurs.

This is unusual for a broad-based business representative body in the UK that isn’t 100% female-focused. I like to think it’s because of our inclusive and friendly approach to business, but perhaps it’s a sixth sense that attending a business event with us doesn’t involve being confronted by an overwhelming sea of suits. Or, that we more often than not feature talented female experts.

Our own research has found that while women are looking for funding, they’re seeking lower sums and paying themselves less. Enterprise Nation’s [Small Business Barometer](#), a quarterly survey of our members, found that while women sought funding in similar proportion to male founders (53% vs 55%), they were 20% more likely to seek under £10,000. Why?

The women we spoke to about this said it was because they were ‘driven by freedom’, or that ‘women aren’t treated equally’ by mainly male investors, or that women didn’t want anyone to ‘think they were too big for their boots’.

All this must change.

One really positive result from our research was that women leading start-ups and early-stage businesses are more likely than men to reach out for support (49% vs 44%).

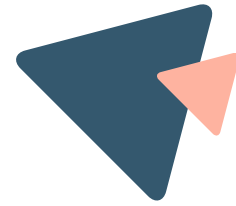
We’ll take that and run with it. I remain convinced that if female founders can get comfortable with their business finances and forecasts, they’ll feel more confident about raising and managing money.

This toolkit offers support, connections and inspiration and has been put together with the deepest respect for the women powering dynamic businesses.

POLLY DHALIWAL
COO OF [ENTERPRISE NATION](#)



FEMALE FOUNDER INSIGHTS

20%

of UK businesses are founded by women¹

2%

of equity funding goes to female entrepreneurs²

< 3%

of venture capital funding goes to female-founded firms³

£116 BN

gross value contributed to the UK economy from women-led firms⁴



¹ [Alison Rose Review of Female Entrepreneurship 2022](#)

² [Female entrepreneurship report 2025](#)

³ [UK Business Angels Association \(UKBAA\) insights](#)

⁴ [FSB and University of Portsmouth research](#)

34.5% RISE

in female-founded firms that have crossed the £10.2 million turnover and/or £5.1 million in assets threshold since 2020⁵

1/2 AS LIKELY

female entrepreneurs are half as likely as male-led firms to close a business⁶

59%

of women said they would start their business as a side hustle alongside a full- or part-time job or caring responsibilities⁷

49%

of female entrepreneurs more likely to reach out for help and support than male-led firms (49% vs 44%)⁸

⁵ [Scale Up Institute Female Founders Index](#)

⁶ [Enterprise Nation's Small Business Barometer](#)

⁷ [StartUp Ambition report 2025](#)

⁸ [Enterprise Nation's Small Business Barometer](#)

COMMUNITIES TO JOIN

As an aspiring or existing female founder, you're not alone! Building a business requires a strong support system.

Thankfully, the UK and Ireland boasts a vibrant network of communities specifically designed to empower and inspire women like you. These communities offer a wealth of resources, connections and invaluable insights to help you navigate the exciting yet challenging world of entrepreneurship.

From mentorship opportunities to fundraising connections, these communities provide the tools and support you need to turn your vision into reality.

So, dive into the following list and discover the community that perfectly complements your unique journey:

ACCELERATEHER

On a global mission to rebalance gender in technology through events and mentorship.
accelerateher.co.uk

BOXED COMMUNITY

Supportive community for business leaders navigating challenges and achieving growth.
boxedcommunity.com

BUY WOMEN BUILT

Showcase of brands built by women, curated by entrepreneur Sahar Hashemi.
buywomenbuilt.com

CITY GIRL NETWORK

Community supporting women to feel connected and empowered locally.
citygirlnetwork.com

CODE FIRST: GIRLS

Social enterprise working on closing the gender gap in tech by teaching women to code.
codefirstgirls.com

DIGITAL WOMEN

Resource for inspiration, education and empowerment in the ever-evolving digital landscape.
linkedin.com/company/digitalwomen

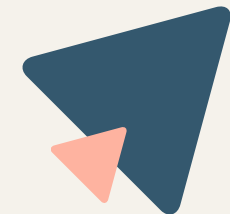


ENTERPRISE NATION

Whether you're launching a new business or developing an existing one, Enterprise Nation connects you to the resources and expertise to help you succeed.
enterprisenation.com

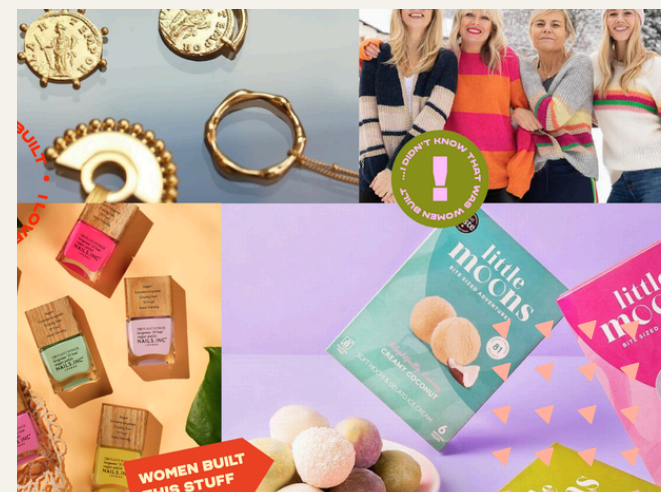
WOMEN'S BUSINESS CLUB

Private member network dedicated to connecting, supporting and empowering female entrepreneurs and corporate executives.
womensbusiness.club



“Making connections with people who believe in and understand my project has been very important because what I am developing in the UK is very well established in my country of France, but it's a new concept here.”

NATACHA SULLIVAN
THE BEAUTY OF CARING



COMMUNITIES TO JOIN (CONT.)

EVERYWOMAN

Membership organisation that provides personal development resources and awards to female business owners.

everywoman.com

EY ENTREPRENEURIAL WINNING WOMEN

Supporting ambitious women entrepreneurs with advice, resources and access to unlock their full potential.

ey.com/entrepreneurial-winning-women

FEMALE FOUNDERS FORUM

Set up by The Entrepreneurs Network to encourage, support and promote female entrepreneurship.

tenentrepreneurs.org/aboutfff

FEMALE FOUNDERS RISE

Community and resources for female and non-binary founders building growth businesses.

femalefoundersrise.com

FEMALE INVEST

Global community closing the financial gender gap.

femaleinvest.com

FOUND & FLOURISH

A friendly network for women and non-binary people braving the world of entrepreneurship.

foundflourish.co.uk

HUCKLETREE

Community and office space provider with facilities for working parents.

huckletree.com

INVEST IN WOMEN HUB

The finance guide for women-led businesses.

iiwhub.com

MAMA MADE BUSINESS

A support network for mums in business.

mamamadebusiness.com

NUGGET SAVINGS

Provides insight, support, transparency and community during the first years of parenthood.

www.nuggetsavings.com

PARENE

Mentoring and accountability hub exclusive to parents.

parenehub.com

PROWESS

Online hub supporting women in business to flourish.

prowess.org.uk

SANTANDER BREAKTHROUGH WOMEN BUSINESS LEADER'S MENTORING PROGRAMME

A programme for the next generation of fast-growth ambitious female founders and business owners. Access free mentoring and an active network of female founders.

santander.co.uk/breakthrough-women

STARTUP SCHOOL FOR SENIORS

Helping older people manifest the life they desire in whatever way they choose.

startupschoolforseniors.com

STRIVE UK

Empowering 650,000 British entrepreneurs to succeed in the digital economy.

strivecommunity.org/programs/strive-uk

WEARETECHWOMEN

Helping women in technology to maximise their potential.

wearetechwomen.com

THE WOMEN'S ORGANISATION

A major developer and deliverer of training and support for women in the UK.

thewomensorganisation.org.uk

THRIVE IN BUSINESS

Impact-driven business community in Sussex supporting female founders and freelancers.

thriveinbusiness.co.uk

WOMEN MEAN BIZ

Empowering women's network, facilitating monthly meetings and partnerships.

womenmeanbiz.co.uk

WOMEN OF WEARABLES

A community for female founders and innovators in wearable, health and femtech.

womenofwearables.com

COMMUNITIES TO JOIN IN IRELAND

BUSINESS IN THE COMMUNITY

Its purpose is to inspire and enable businesses to bring about a sustainable, low-carbon economy and a more inclusive society where everyone thrives.

bitc.ie

ENTERPRISE IRELAND

Supports Irish companies at every stage of their journey to develop, grow, scale and achieve their global ambition.

enterprise-ireland.com

ENTERPRISE NATION

Whether you're launching a new business or developing an existing one, Enterprise Nation connects you to the resources and expertise to help you succeed.

enterprisenation.com

GOING FOR GROWTH

For ambitious female entrepreneurs across all sectors who are located in the Republic of Ireland.

goingforgrowth.com

HUCKLETREE

Community and office space provider with facilities for working parents.

huckletree.com

MICRO BUSINESS AWARDS

Celebrating the leaders of Ireland's small business community.

irishmicrobusinessawards.ie

LOCAL ENTERPRISE OFFICES

There are 31 Local Enterprise offices located in Ireland. Each are available to provide support for small businesses.

localenterprise.ie

PARENE

Mentoring and accountability hub exclusive to parents.

parenehub.com

SOCIAL ENTREPRENEURS IRELAND

Their mission is to harness the cumulative power of people to accelerate social change. SEI's model of support is social entrepreneur-led and community powered.

socialentrepreneurs.ie

ATTEND A MEET-UP



TARA ELZINGRE - IRELAND

**CONNECT WITH TARA AND
ATTEND AN UPCOMING MEET-UP**

UK AND IRELAND MEET-UPS

We're excited to confirm that local meet-ups will be returning to Enterprise Nation in March!

Enterprise Nation small business meet-ups offer a relaxed, informal environment for small business owners to connect with fellow founders, form collaborations, find opportunities and solve business challenges.

Each location will have:

- A dedicated online group
- A monthly online or in-person meet-up
- A Local Leader running the meet-up

FIND YOUR LOCAL MEET-UP

INSPIRATIONINSPIRATION



KAT PITHER
FOUNDER, YOGI BARE

“

WHENEVER YOU DOUBT YOURSELF OR FEEL TOTALLY LOST AT SEA, REMEMBER YOUR PASSION IS YOUR LIGHTHOUSE.



**AIMEE AND LILY
BARRETT**
CO-FOUNDERS,
CANDID STUDIOS

“

KEEP BEING AUTHENTICALLY YOU AND NOT BEING AFRAID TO BE VISIBLE. YOU NEED TO SHOW UP ON CAMERA SO PEOPLE KNOW WHO'S BEHIND THE BUSINESS.



EMMA GREDE
CO FOUNDER, GOOD AMERICAN

“

YOU HAVE TO DO THINGS THAT SCARE YOU. I THINK THAT'S SO IMPORTANT FOR GROWTH.



BAMI KUTEYI
FOUNDER, TWERK
AFTER WORK

“

LOOK AT THE OPPORTUNITIES THAT COME YOUR WAY AND ASK WHETHER THEY'RE ADDING TO YOU OR TAKING FROM YOU.

MENTORING MENTORING



HELP TO GROW

The UK Government's Help to Grow: Management Course is designed and delivered by entrepreneurs and industry experts at world-class business schools. Run over 12 weeks, the course includes online and face-to-face sessions, one-to-one mentoring and peer networking.

helptogrow.campaign.gov.uk



**WOMEN'S ENTERPRISE
SCOTLAND**

In research undertaken by Women's Enterprise Scotland in early 2017, mentoring was highly valued by 84% of women-led businesses who had accessed it. Women's Enterprise Scotland is piloting and measuring the impact of mentoring specifically aimed at women-led businesses.

wescotland.co.uk/mentoring-networking



**STRIVE AND
BE THE BUSINESS**

Running your own business can be a lonely experience. The Be The Business mentoring programme pairs business owners with experienced professionals with a diverse background. Mentors work with programme participants to address some of their key challenges and assess possible solutions.

[Register your interest](#)



**CHERIE BLAIR
FOUNDATION FOR WOMEN**

The foundation matches women entrepreneurs from low and middle-income countries with professional business mentors across the globe. Both mentor and mentee work together for a year to establish bespoke business goals and produce a development plan based on those goals.

[Register your interest](#)

FUNDING SOURCES FOR UK FEMALE FOUNDERS

START UP LOANS

This government start-up funding scheme provides loans of up to £25,000 for a fixed interest rate of 6% per annum. [As of February 2024](#), 39% of loans had been provided to female entrepreneurs. startuptools.co.uk.

BANK LOANS

Several banks have a focus on funding for female entrepreneurs. They include [Barclays](#), [NatWest](#), [HSBC](#) and [Metro Bank](#).

CROWDFUNDING

Research by [Beauhurst](#) in 2019 said crowdfunding is the most gender-equitable investor type, with 24% of deals going to female-founded companies, while [Crowdfunder research](#) showed 43% of projects listed on the platform are female-led.

Crowdfunding platforms include [Seedrs](#), [Crowdcube](#), [Crowdfunder](#), [Kickstarter](#), [Indiegogo](#) and [Fundsurfer](#).

BUSINESS ANGELS AND VENTURE CAPITALISTS

Business angels and venture capital firms invest in start-ups and small businesses. Many are focused on closing the large gap in funding received by male versus female entrepreneurs.

Female-focused business angel networks and venture capital firms include:

- [Ada Ventures](#)
- [Alma Angels](#)
- [Angels Academe](#)
- [BBG Ventures](#)
- [Diversity VC](#)
- [Female Founders Fund](#)
- [Fund Her North](#)
- [HERmesa](#)
- [Investing Women](#)
- [January Ventures](#)
- [Lifted Ventures](#)
- [Mint Ventures](#)
- [Sie Ventures](#)
- [Women Angels of Wales](#)

GRANTS

There are several grant schemes run by various organisations. Find a regularly updated list of public sector schemes on [gov.uk](#), [Business Wales](#), [Scottish government](#), and [Invest Northern Ireland](#).

Innovate UK, the UK's national innovation agency, [offers grants and loans](#), and the government also has the '[Find a grant](#)' [service](#).

Other providers of grants include:

- [UnLtd](#)
- [King's Trust](#)
- [Arts Council England](#)
- [Arts Council of Wales](#)
- [Arts Council of Northern Ireland](#)
- [Creative Scotland](#)
- [National Lottery Community Fund](#)

ABIE AWARDS

A global award scheme that celebrates the achievements of women and non-binary technologists. Winners receive cash prizes. anitab.org

**VIEW A LIST OF FEMALE
ANGEL INVESTORS**

HATCH ENTERPRISE

Support for underrepresented entrepreneurs via in-person and online programmes. Graduates from the three schemes can apply for grant funding. Eight in 10 founders of the programmes are women or identify as women.

hatchenterprise.org

GLOBAL FUND FOR WOMEN

Provides grants to women-led organisations that promote the economic security, health, safety, education and leadership of women and girls.

globalfundforwomen.org

ADVICE FOR FEMALE ENTREPRENEURS ON ACCESSING FUNDING

- [How to cut costs as a small business](#)
- [How to choose the right type of small business funding for you](#)
- [Where to find and apply for small business grants](#)
- [How to prepare for grant applications](#)
- [How to become financially savvy in 2026](#)



**VISIT THE ENTERPRISE NATION
FUNDING HUB TO GET PERSONALISED
FINANCE OPTIONS.**

FUNDING SOURCES FOR IRISH FEMALE FOUNDERS

GOVERNMENT GRANTS AND SCHEMES

Government funding is often one of the most accessible and attractive options for entrepreneurs in Ireland. A variety of grants and schemes are available to support the development and growth of small businesses, from early-stage start-ups to established companies looking to expand.

LOCAL ENTERPRISE OFFICE (LEO)

The [Local Enterprise Office \(LEO\)](#) provides a range of support for small businesses, including several grant schemes that can be a lifeline for entrepreneurs at different stages of their venture into business.

Here are some options:

- [Priming Grants](#)
- [Business Expansion Grants](#)
- [Feasibility Study Grants](#)

HOW TO SECURE LEO SUPPORT:

Focus on demonstrating how the grant will contribute to your business's growth, help you create new jobs or allow you to innovate

ENTERPRISE IRELAND

[Enterprise Ireland](#) offers several programmes specifically designed to support high-potential start-ups and businesses that are looking to export and expand into new markets:

- [Pre-Seed Start Fund](#)
- [Innovation Vouchers](#)
- [Innovative HPSU Fund](#)

ÚDARÁS NA GAELTACHTA

If you're operating in the Gaeltacht regions (Irish-speaking areas), [Údarás na Gaeltachta](#) offers tailored support to encourage growth while preserving the region's cultural and linguistic heritage.

- [Technical Assistance for Micro Exporters \(TAME\) grant](#)
- [Feasibility Study Grant](#)
- [Research and Development \(R&D\) Grant](#)

PRIVATE SECTOR FUNDING OPTIONS

Private sector funding not only provides the capital you need to grow, but also opens doors to valuable networks and mentorship.

VENTURE CAPITAL (VC)

Many Irish VC firms also offer mentorship, business development support and access to global markets.

Prominent VC firms in Ireland include:

- [Frontline Ventures](#): Focuses on early-stage technology companies with ambitions of trading worldwide
- [Delta Partners](#): Invests in high-potential start-ups across various sectors, including health tech and software
- [Act Venture Capital](#): Provides large-scale funding for more established companies with proven growth potential

ANGEL INVESTMENT

If you decide to go for angel investment, be sure to tailor your pitch to emphasise your business's potential and your leadership.

Building strong relationships with potential investors, attending networking events and seeking mentorship can increase your chances of success.

CROWDFUNDING

You should carefully weigh the pros and cons and consider consulting a legal or financial adviser before you launch a crowdfunding campaign.

- Reward-based crowdfunding: [Kickstarter](#)
- Equity crowdfunding: [Spark Crowdfunding](#) and [Crowdcube](#)

BANK LOANS AND MICROFINANCE

Bank loans and microfinance options are a reliable and structured way to secure funding for your business. While private investment and government grants can be highly competitive, these more traditional financing solutions are fairly easy to access.

They are particularly useful if you're looking to start or expand a small business that may not fit the typical profile for venture capital or crowdfunding.

- Small business bank loans

Ranging from a few thousand euros to much larger sums, these loans typically come with fixed or variable interest rates and flexible repayment terms. They are commonly used for buying equipment, hiring staff, developing marketing campaigns or expanding physical premises.

- [Microfinance Ireland](#)

Microfinance Ireland provides loans ranging from €2,000 to €25,000, without the need for collateral or a long business track record.

ADVICE FOR FEMALE ENTREPRENEURS ON ACCESSING FUNDING

- [How female entrepreneurs in Ireland can secure business funding in 2026](#)
- [Funding for growth: Three steps for getting ready to talk to your bank](#)

HOW TO SECURE FUNDING AS A FEMALE FOUNDER

“Female founders are 11% less likely to fail, they generate 10% more revenue and they deliver double the return on investment for investors, yet get only 1% of venture funding.”

JULIA ELLIOTT BROWN
CEO AND FOUNDER OF
ENTER THE ARENA



Raising investment for growth is something many female founders consider as they move out of the launch phase of their business and prepare to scale. But it can feel like a daunting challenge, particularly if you've never raised finance before.

Julia Elliott Brown, CEO and founder of Enter The Arena, who raised £2 million for her last business, explains how to speak the language of investors.



1. HAVE AN INVESTABLE COMPANY

You'll need to show investors you've got an investable business with huge potential to scale, a strong plan for growth and a team which can execute. To be successful, you must be able to articulate your business plan, know how investors will assess the opportunity and learn how to strengthen your proposal.

2. BUILD A COMMERCIAL STRUCTURE

Ensure you've got strong financial forecasts that are robust and show how your business is going to grow over the next three to five years. This means valuing your company correctly while thinking about how much you want to raise and when you want to raise it.

3. COMMUNICATE EFFECTIVELY

When fundraising, you'll have to explain the opportunity to investors clearly and succinctly. That means learning to speak the language of investors, building a compelling investment narrative, developing your pitch deck and communicating your true value.

4. CONNECT WITH INVESTORS

You'll need to attract the right investors who'll add real value to your business. So, you'll need to first determine which investors are right for you, then learn how to find and reach out to them and of course, make sure you run your investment campaign effectively.

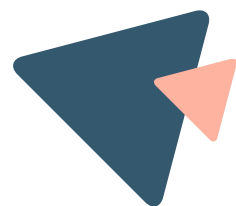
Remember, it's harder to get out of having the wrong investors on board than it's to get out of a marriage.

5. GETTING INVESTOR COMMITMENT

This is about how to have a great meeting with an investor, how to deal with their questions and how to negotiate and get your investment deal over the line.

The deal isn't done until you've got the money in the bank!

FUNDRAISING MINDSET



Your fundraising mindset underpins all these steps, as you need to keep that strong throughout the whole fundraising journey.

It's the extra factor that makes the difference between failure and success on your journey, providing you with bulletproof confidence. You'll need to discover how to keep your mindset strong, stay focused, build resilience and remain authentic through the fundraising process.

“I tried to go to VCs and angel investors and was really surprised at the reaction I got as a woman.

“It's a sad fact that only 1% of investment in the UK goes to women and I saw why firsthand when I was pitching. The condescending nature towards women who have a business idea is shocking.

“One infamous conversation was when I was pitching and the investor said: ‘At your age, I wouldn't suggest doing this business now.’ Can you imagine them saying that to a man?!

“I found the process difficult and so in the end, we decided to crowdfund. We were thrilled to hit our target in less than 24 hours with the strength of our community and the support from Enterprise Nation.”

MARTHA KEITH
FOUNDER OF
BUSINESS SECRETS CLUB



SMALL BUSINESS JOURNALISTS TO FOLLOW X



ANGHARAD CARRICK
THIS IS MONEY
@ANGHARADCARRICK



HANNAH BAKER
BUSINESS LIVE
@HANNAHJBAKER



JAMES HURLEY
THE TIMES
@JAMESHURLEY



KRISTY DORSEY
THE HERALD SCOTLAND
@KRISTYDORSEY



ANNABEL DENHAM
TELEGRAPH
@ANNABELDENHAM1



HANNAH PREVETT
SUNDAY TIMES
@HANNAHPREVETT



JOHN KENNEDY
THINKBUSINESS.IE
@MRJOHNFKENNEDY



RACHEL CUNLIFFE
THE NEW STATESMAN
@RMCUNLIFFE



DAN MARTIN
SME WEB UK
@DAN_MARTIN



JANE HAMILTON
THE SUN + THE TIMES
@JJHAMILTON



KATIE PRESCOTT
THE TIMES
@KPRESCOTT



RICHARD TYLER
TIMES ENTERPRISE NETWORK
@RICHARDTYLER



IRISH SMALL BUSINESS JOURNALISTS TO FOLLOW X



LIZ DUNPHY
IRISH EXAMINER
[@LIZDUNPHY1](#)



ROSANNA COONEY
THE CURRENCY
[@ROSANNA COONEY](#)



SINEAD O'CARROLL
THE JOURNAL.IE
[@SINEADOCARROLL](#)



NIAMH HORAN
SUNDAY INDEPENDENT
[@NIAMHHORAN](#)



CIARA O'BRIEN
IRISH TIMES BUSINESS
[@CIARAOBRIEN](#)



JENNY DARMODY
SILICON REPUBLIC
[@JENNY_DARMODY](#)



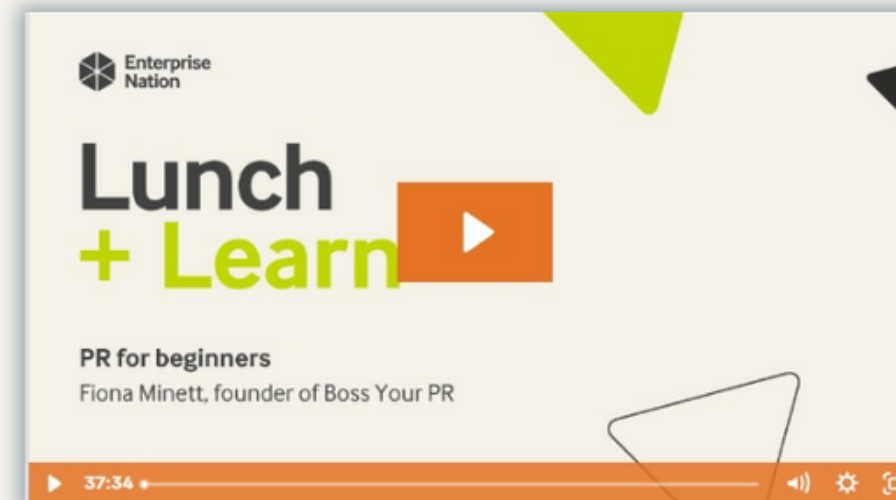


TIPS FOR GETTING MEDIA COVERAGE

To find journalists relevant to your business, X (formerly Twitter) is a good place to look. Many journalists use the hashtag, #journorequest, when searching for people to interview. Follow the hashtag and get featured!

Enterprise Nation has lots of PR experts as members who can help you get press coverage.

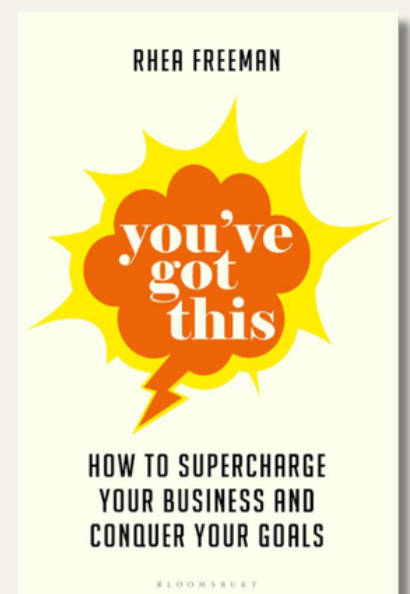
FIND THEM HERE



On the Enterprise Nation platform, you can also find lots of helpful tips to securing press coverage.

WATCH THIS WEBINAR

Filled with top tips to raise recognition of your business, check out this book by PR expert Rhea Freeman.



MEET ENTERPRISE NATION'S MOST-ACTIVE ADVISERS

Who better to help you on your entrepreneurial journey than someone who has not only taken that leap but done it successfully?

Whether it's through services or one-to-one discovery calls, these six Enterprise Nation advisers have done a particularly brilliant job of supporting business owners.

Let's get started!

ANNE-SOPHIE MARTIN KUKAH EXPERTISE: MARKETING AND RETAIL



Anne-Sophie is the visionary founder of The Ascents Group, bringing over 15 years of global strategy and marketing expertise.

“My discovery call with Anne-Sophie was eye-opening. I wish I had done a consultation as such earlier in the business.”

CONNECT WITH ANNE-SOPHIE

EMMA GOODE EXPERTISE: MARKETING



Emma is the founder of the digital marketing agency, 24 fingers. She helps founders grow their businesses through online marketing, including social media, SEO, content marketing and lead generation. Emma is also Enterprise Nation's [Local Leader for Essex](#).

“Emma is one of the most down-to-earth and genuine people I've met on my small business journey so far! She's very friendly, welcoming and calming (which is a very unique quality!).”

CONNECT WITH EMMA

**ENTERPRISE NATION
MEMBERS CAN BOOK
FREE DISCOVERY CALLS
WITH ADVISERS!**

KRYSTLE MCGILVERY EXPERTISE: FINANCE



Krystle is the founder of Mind Over Money, which helps people improve their financial decision-making and wellbeing. She also provides private finance mentoring and business support for a range of organisations.

CONNECT WITH KRYSTLE

KATHY ENNIS EXPERTISE: BUSINESS PLANNING



Kathy is an award-winning business mentor and the founder of [LittlePiggy](#). With over 25 years' experience of running her own businesses, she now uses that knowledge to specialise in helping solopreneurs, freelancers and side-hustlers to start and grow their businesses and get more sales.

CONNECT WITH KATHY

TARA ELZINGRE EXPERTISE: DIGITAL



During her 14-year career in retail management and recruitment, [Tara set up](#) a coaching side hustle. While on maternity leave with her second child, she decided to take a leap of faith and jump into starting her own business. Parene offers career and life coaching for parents. Tara is also [Enterprise Nation's Local Leader for Ireland](#).

CONNECT WITH TARA

VICTORIA BROWN EXPERTISE: BRANDING



With more than 15 years of experience in communications and as a jewellery designer, Victoria knows exactly how to help creative business owners find and sell to customers online. She specialises in brand, email marketing, and Instagram and Pinterest strategies. She is also an experienced journalist and writer.

“Victoria was wonderful and the quality of her advice was great.”

CONNECT WITH VICTORIA

WATCH NOW!

Here's a curated list of some of our most popular webinars that female entrepreneurs found useful.

OWN YOUR NARRATIVE – BUILDING A POWERFUL PERSONAL BRAND

WEBINAR HOST:
MARTHA KEITH



Key takeaways from this session:

- Learn how Martha leveraged social media platforms both within and outside of her business and discover her top tips for creating engaging content
- Learn how to lean into your unique story that feels authentic and encourages you to fly your brand flag
- Helping you craft a compelling brand story that resonates with your target audience

WATCH THIS WEBINAR

TIME MANAGEMENT FOR FEMALE ENTREPRENEURS

WEBINAR HOST:
NATALIA NICHOLSON



Key takeaways from this session:

- The importance of setting clear, achievable goals and prioritising tasks based on their impact
- How to plan every day in advance, using tools and techniques to schedule tasks efficiently
- Discover strategies for boosting your productivity

WATCH THIS WEBINAR

FINANCIAL PLANNING FOR FEMALE FOUNDERS

WEBINAR HOST:
SOPHIA LAN



Key takeaways from this session:

- Sophia's journey from being scared of investing to becoming the CEO of a personal finance app for females
- Access to investing: The basics
- Learn how to personalise your financial future

WATCH THIS WEBINAR

HELPING FEMALE FOUNDERS LEAD WITH CONFIDENCE

WEBINAR HOST:
PETRA GATTO



Key takeaways from this session:

- Discover what sets you apart
- Learn why traditional visibility advice for female founders doesn't work and what to do instead
- Position yourself as a leader in your industry

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WHY FOUNDERS GET STUCK (AND HOW TO MOVE FORWARD)

WEBINAR HOST:
KYLLIE KNIGHT



Key takeaways from this session:

- The real reason founders get stuck in the early stages
- How to build structure without killing momentum
- How to make confident decisions without burning cash or energy

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HOW MENOPAUSE AFFECTS WORK

WEBINAR HOST:
CLAIRE CALLAGHAN



Key takeaways from this session:

- Simple, practical solutions to pain and strength issues during menopause
- The most important exercises to do during menopause and why they matter
- Quick wins for perimenopausal women
- How women in midlife can take care of their health at work

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THE SMALL BUSINESS SESSIONS

Enterprise Nation's podcast, The Small Business Sessions, is jam-packed with advice and inspiration from some of the UK's best entrepreneurs and business experts.

In our three recent series, 15 of the 26 episodes featured female founders. They include:

LOUISE HILL, GOHENRY

BUILDING A BRAND TO HELP MILLIONS OF KIDS UNDERSTAND MONEY



“I've always tried to forget the fact that I'm female. I'm just a business person going in to try and convince the investors that they should fund my business, our business, and I find that really helps.

[> LISTEN TO THE EPISODE](#)

Check out all the episodes on YouTube or your favourite podcast platform.



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KIRSTY HULSE, AUTHOR

KIRSTY HULSE ON CONFIDENCE, BURNOUT AND BUILDING A SPEAKING CAREER



“The most important thing is to actively take stock of your lessons. And when you do that over time, I think you start to reframe failure as this bank of really valuable information. But it has to be active – you have to do it really intentionally.

[> LISTEN TO THE EPISODE](#)

JOANNA JENSEN, CHILDS FARM

TURNING A NEED FOR ECZEMA CREAM INTO A CHILDREN'S SKINCARE BRAND



“Know your consumer. I really mean it – know your consumer. Without understanding who you're selling to, it's very hard to grow and scale your business.

[> LISTEN TO THE EPISODE](#)

GBEMI OKUNLOLA, ALONUKO

GBEMI OKUNLOLA ON BUILDING A GLOBAL FASHION BRAND



“My top tip for creating a memorable experience for customers is to always have their best interest at heart and to ask as many questions as possible to ensure that you're always catering to their needs.

[> LISTEN TO THE EPISODE](#)

MILLIE FLEMINGTON-CLARE, HUMAN BEAUTY

WINNING A £50,000 GRANT AND BUILDING AN INCLUSIVE MAKE-UP BRAND



“Find something that you're really passionate about, because if you're passionate about it and you keep getting "no," it's a lot easier to keep going if you really believe in what you're doing.

[> LISTEN TO THE EPISODE](#)

DAISY MORRIS, THE SELFHOOD

CREATIVITY, COMMUNITY AND FINDING JOY IN THE MESSY MIDDLE



“Commit to the things that you say you're gonna do. Have receipts that you can do the hard thing, cause that's gonna give you the confidence to keep going.

[> LISTEN TO THE EPISODE](#)

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ON A FINAL NOTE...

“ I hope this toolkit has provided you with useful links, resources and knowledge.

From my experience during my time with Enterprise Nation, I wanted to offer ‘top tips’ that I hope will help you:

DO WHAT YOU LOVE

Build a business based on something you love. This will mean the hours you put into the company will not feel like a ‘chore’, more like being on a ‘mission.’ As you communicate the passion you feel for your business, this will attract customers and supporters, building an effective community around your brand. Loving what you do also maintains accountability of delivering a quality service or product.

FEED YOUR TEAM

This sounds like an odd one! Whether you take on full-time employees or build a trusted network of advisers, nourish them with communication and updates on business progress and personal development opportunities. Bring your tribe together to strengthen culture – shared food, drink and conversation are also important!

KNOW YOUR NUMBERS

From the outset, a founder has a responsibility to be in charge of the numbers as without sufficient funds coming in and being managed, you don’t have a viable business. This is an area that does not come easy to many but does need to be mastered. As the business grows, you will likely hire accountants, bookkeepers, financial controllers and directors but ultimately the financial running of the business remains with the owner.

ACCESS SUPPORT

From start-up to scaling, times can get tough. It’s at these times you need access to a support network of mentors and coaches (those who can hear you out and help you come up with the answers), as well as practical/tactical experts who can help with specific challenges.

TREAT OTHERS AS YOU WOULD EXPECT TO BE TREATED

Business is personal and is done better if people treat each other with kindness and respect.

Wishing you well on your business journey and I hope you gain value from the Enterprise Nation community and resources on offer.

POLLY DHALIWAL
COO OF ENTERPRISE NATION



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