



## Embracing Gender Oriented Approach for Entrepreneurial Growth through the Lens of Intersectionality and Applauding the Virtues of Mistakeful Learning

### Project News

The “Entrepreneurial Herstory” project has completed its first six months! A lot has happened during this time: from research on the positive representation of minorities in entrepreneurship to online discussions and interviews with experts and the creation of the beta version of the Guidebook on 'Entrepreneurship through the Lens of Intersectionality'! Our results are getting formed, and the innovation of our approach is taking shape!



### Entrepreneurship through the Lens of Intersectionality

The first result of our Project - the Guidebook on Entrepreneurship through the Lens of Intersectionality - is well under development!

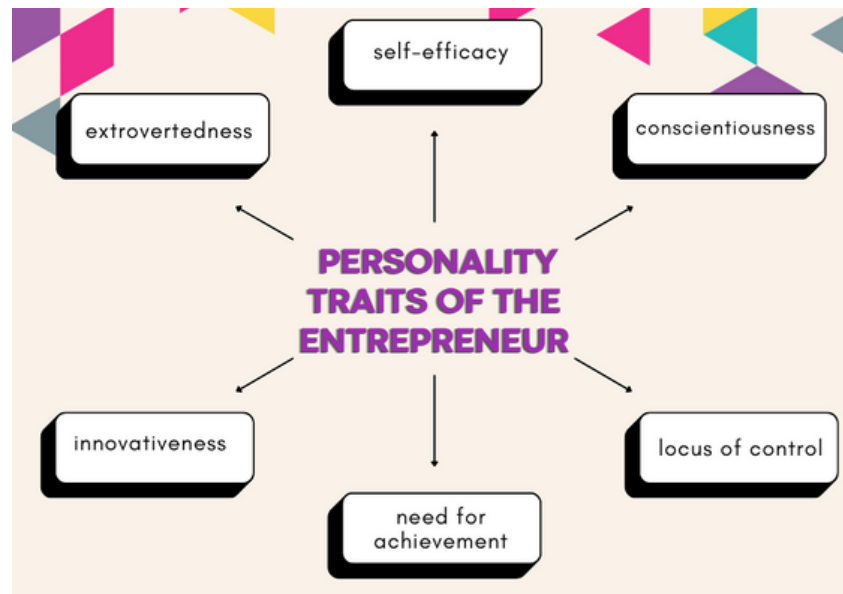
This is the first-ever Guidebook on Entrepreneurship, inspired by female entrepreneurs from underrepresented backgrounds, which will later be delivered in 4 Podcast episodes! This discusses the key traits of successful entrepreneurs, positive representation of marginalized groups, intersectionality in entrepreneurship and turning failure into success!





# Key Traits for Entrepreneurial Success

This is one of the topics analyzed in the Guidebook! Certain personal characteristics are essential in predicting and guaranteeing both entrepreneurial intention and success. These include self-efficacy, conscientiousness, locus of control, need for achievement, and innovativeness! Enjoy a sneak peek into our Guidebook!



## UPCOMING PROJECT RESULT: Serious Game for promoting refugee and migrant women and LGBTQ entrepreneurs



The Serious Game is part of the second result of Entrepreneurial HerStory that is being developed. The WP Leader is working on the development of the frame and main mechanic of the Game, while the partners are currently conducting research on Role Models and Personalities. The Game's working title is 'Herstory Legends', and players will be working together, each time enhancing the powers of certain role models in order to face certain challenges. As the challenges are met, the players learn more about the role models and can tackle the challenges encountered in their way more easily and eventually win the game.

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