

## **Pandemic Turbulence**

**A global pandemic has occurred and has affected many sectors of the economy thus your business is facing challenges.**

**Where can you reach out for advice?**

## **Green Revolution**

**You have just established a business focused on renewable energy or sustainable practices and trying to overcome all the challenges tied to the transition to greener alternatives you have to address to the right person.**

## **Breaking the Glass Ceiling**

**Succeed as the first woman in a traditionally male-dominated industry, overcoming gender-related challenges is not always easy.**

**Search and find pioneers in this fields to be inspired.**

## **EcoWrap Path**

**You are trying to incorporate in your business sustainable packaging solutions.**

**Identify others that can shed some light how to navigate challenges related to environmentally friendly materials.**

## **Tech for Good**

**You are trying to develop a tech-focused business with a core mission of social inclusion and you are looking for a role model that has experience in addressing challenges related to leveraging technology for positive social impact.**

**Who would that be?**

## **Revive Cycle**

**Implement a business model that adheres to the principles of a circular economy promoting the reuse and recycling of products. That is your goal!**

**Do you think you can find an entrepreneur that has relevant experience?**

### Associated Role models

- Despina Kyriacou
- Sanja Stanimirovic
- Aletta Jacobs

### Associated tools

- Blue Ocean Strategy
- Disruptive Innovation

### Associated Role models

- Eleni & Christina Letsiou
- Tylene Wood
- Pavlina Platonos
- Zizi Fernandes

### Associated tools

- Elkington's Triple Bottom Line
- Life Cycle Assessment (LCA)

### Associated Role models

- Charalampia A. Olympiou
- Valerie Badilla
- Andreea Iager Tako
- Nicole Cherry
- Zizi Fernandes

### Associated tools

- PESTEL Analysis
- System Uncertainty

### Associated Role models

- Eleni & Christina Letsiou
- Elisavet-Eirini Michailidou
- Alexandra Hellicar
- Roxana Damaschin-Tecu
- Andreea Iager Tako
- Cristina Potra Mureşan

### Associated tools

- Life Cycle Assessment (LCA)
- PESTEL Analysis

### Associated Role models

- Marion Mulder
- Iffat Rose Gill
- Ellen Jansen
- Fabiola Ruiz
- Angelica Ross

### Associated tools

- Social Impact Measurement
- Change Management

### Associated Role models

- Eleni & Christina Letsiou
- Elisavet-Eirini Michailidou
- Elsie Hadjipavli

### Associated tools

- Life Cycle Assessment (LCA)
- Elkington's Triple Bottom Line

## Digital Dynamo

**You own a business that heavily relies on digital marketing and you are facing challenges in creating an effective online presence and engaging with a digital audience.**

**Look for the right person that her journey would be an inspiration for you.**

## Organic Odyssey

**You want to incorporate organic materials into your business model.**

**Who can offer you guidance to embrace sustainable sourcing, understand the nuances of organic certifications, and create products that not only meet high-quality standards but also contribute to a healthier planet?**

## Late bloomer Venture

**Do you see anyone that started a business later in life? Because that's your plan, to begin a new entrepreneurial chapter after years of experience. How are you going to navigate the complexities of adapting to modern business landscapes, embracing technological advancements, and overcoming societal norms associated with age?**

## Pioneer Pathfinding

**You were always dreaming of being a pioneer in your field of work.**

**Who would be your inspiration to push you into the arena of groundbreaking achievements?**

**Who paved a path that no one else had ventured down before?**

## EcoVenture

**Transform your enterprise into a sustainable powerhouse by integrating eco-friendly practices, and reducing environmental impact. Embrace renewable energy, minimize waste, and explore green supply chains to build a business that contributes positively to the planet's well-being.**

**Who will be your role-model?**

## Mid-Career Pivot

**Since it is never "too late", you are about to undertake a significant career change in the middle of your professional life.**

**Who could be your inspiration to face the challenges related to skill transition and adaptation?**

## Multitasking Maestro

**You want to learn how to juggle diverse professional roles, managing several businesses or projects simultaneously.**

**Find someone to inspire you navigate the complexity of dividing attention, maintaining quality, and finding synergy between different ventures.**

## Digital Transformation Dive

**Who can help you learn how to integrate new technologies, ensure cybersecurity, and foster a culture of continuous innovation to stay ahead in the digital realm?**

### Associated Role models

- Eirini Bountouki
- Nadia Comăneci
- Aletta Jacobs
- Zizi Fernandes
- Sonja Bernhardt
- Kel(ly) Rakowski
- Sangita Desai

### Associated tools

- Disruptive Innovation
- System Uncertainty

### Associated Role models

- Foteini Patzia
- Alexandra Hellicar
- Nadia Comăneci

### Associated tools

- Skill Matrix
- Cost-Benefit Analysis

### Associated Role models

- Georgia Zilou
- Tylene Wood
- Elsie Hadjipavli
- Pavlina Platonos

### Associated tools

- Life Cycle Assessment (LCA)
- Elkington's Triple Bottom Line

### Associated Role models

- Eleni Antoniou
- Valerie Badilla
- Nikkie de Jager
- Iffat Rose Gill
- Toñi Pastrana
- Kel(ly) Rakowski

### Associated tools

- Stakeholder Mapping
- Change Management

### Associated Role models

- Florentia Fourli
- Valerie Badilla
- Iffat Rose Gill
- Sonja Bernhardt
- Melanie Perkins

### Associated tools

- Disruptive Innovation
- Change Management

### Associated Role models

- Eirini Bountouki
- Pavlina Konstantara
- Stella Kasdagli
- Yena Hacısevki
- Andreea Iager Tako
- Nadia Comăneci
- Cristina Potra Mureşan
- Christina Caljé
- Lethabo Motsoaledi
- Ellen Jansen
- Angelica Ross

### Associated tools

- System Uncertainty
- Eisenhower Matrix

### Associated Role models

- Georgia Zilou
- Eleni Antoniou
- Yena Hacısevki
- Nicole Cherry
- Esther Ruiz Moya
- Lola Muñoz
- Sandra Esparcia Gomez
- Sangita Desai
- Melanie Perkins

### Associated tools

- Skill Matrix
- Cost-Benefit Analysis

### Associated Role models

- Eleni & Christina Letsiou
- Elisavet-Eirini Michailidou
- Georgia Zilou
- Xenia Vanikioti
- Tylene Wood
- Elsie Hadjipavli
- Pavlina Platonos
- Roxana Damaschin-Tecu
- Andreea Iager Tako

### Associated tools

- Life Cycle Assessment (LCA)
- Elkington's Triple Bottom Line

## Social Inclusion Revolution

Your dream is to empower marginalized groups, making a lasting and widespread contribution to social change. Learn how to face the challenge of designing and implementing programs that foster social inclusion on a broader scale, navigate complexities, engage diverse stakeholders, and measure the effectiveness of your initiatives.

## Gen Growth

Do you feel you can find someone to guide you through how to take over and expand a family business, facing the challenges associated with generational transitions and modernisation?

## PitchPerfect Ventures

Securing venture capital for your business can be hard!

Could you find an experienced mentor to making challenges related to pitching to investors and meeting their expectations easier to overcome?

## Youthful Venture

Wanting to dive into the world of entrepreneurship at a young age, you might face unique challenges such as limited experience and resources but also skepticism.

Who can help you learn how to build credibility, and balance the demands of business with personal growth?

## Around the Globe Ventures

Its time for you to expand your business to a foreign country.

Keep your eyes open for a role-model that can help you address challenges related to cultural differences, legalities, and market adaptation.

## Mindful Steps

You are seeking inspiration on how to establish a business centered around mental health or wellness.

Who could possibly describe to you ways to address challenges related to destigmatizing and promoting well-being?

## Inclusive Innovation Quest

You are forging a business catering to the unique needs of people with disabilities.

Who do you go to for guidance about overcoming barriers linked to social perceptions, supporting accessibility and tackle economic constraints?

## EmpowerHER Enterprise

You aspire to lead an enterprise committed to women's empowerment, facing challenges like bridging gender gaps, providing skill-building opportunities, and fostering financial independence.

Who you can approach to pave the way for a future where every woman realizes her full potential?

### Associated Role models

- Nicole Cherry
- Lethabo Motsoaledi
- Anna Zelno
- Yvonne Bajela
- Erika Ramirez-Olivares
- Melanie Perkins

### Associated tools

- Skill Matrix
- Eisenhower Matrix

### Associated Role models

- Ioanna-Maria Gkertsou
- Charalampia A. Olympiou
- Christina Caljé
- Heleen Dura - van Oord
- Fabiola Ruiz
- Arlan Hamilton
- Yvonne Bajela

### Associated tools

- PESTEL Analysis
- Cost-Benefit Analysis

### Associated Role models

- Aspasia Giakoumaki
- Despina Kyriacou
- Dragana Aleksić
- Charlene de Carvalho-Heineken
- Sangita Desai

### Associated tools

- SWOT ANALYSIS
- Cost-Benefit Analysis

### Associated Role models

- Ioanna-Maria Gkertsou
- Stella Kasdagli
- Roxana Damaschin-Tecu
- Valentina Paula Smith
- Marion Mulder
- Lina Klemkaite
- Boutaina El Hadri
- Anna Zelno
- Lucia Fernandez
- Angelica Ross
- Victoria Nelson

### Associated tools

- Stakeholder Mapping
- Social Impact Measurement

### Associated Role models

- Stella Kasdagli
- Dragana Aleksić
- Aletta Jacobs
- Zizi Fernandes
- Marion Mulder
- Iffat Rose Gill
- Toñi Pastrana
- Sonja Bernhardt

### Associated tools

- Social Impact Measurement
- Social Impact Investing

### Associated Role models

- Ioanna-Maria Gkertsou
- Roxana Damaschin-Tecu
- Valentina Paula Smith
- Victoria Nelson
- Brittany Schiavone

### Associated tools

- Social Impact Measurement
- Social Impact Investing

### Associated Role models

- Tylene Wood
- Anna Lubška
- Victoria Nelson
- Brittany Schiavone

### Associated tools

- Social Impact Measurement
- Social Impact Investing

### Associated Role models

- Valerie Badilla
- Charlene de Carvalho-Heineken
- Christina Caljé
- Sandra Esparcia Gomez

### Associated tools

- SWOT ANALYSIS
- PESTEL Analysis

## Cultural Canvas Challenge

**Your dream is to run a business that intersects art and cultural heritage in entrepreneurship.**

**Can you find a mentor that has experience in navigating the delicate balance between preserving tradition and fostering innovation?**

## Elevate to Lead

**As a successful entrepreneur yourself, you strive to become a board member or president of an Entrepreneurship committee.**

**Who can be your mentor in navigating the dynamic landscape of business, inspiring your fellow board members, and championing initiatives that foster innovation and sustainable growth?**

## Boldly Beyond Labels

**Your goal is to shatter stereotypes in the fashion world and embrace your identity.**

**Who can help you embrace authenticity, champion diversity, and redefine beauty standards in a world that often demands conformity?**

## AI Integration

**You want to integrate artificial intelligence into your business model. Be a pioneer!**

**Find the professional that can address all the challenges related to workforce retraining and acceptance of AI technologies.**

## Crafting a Narrative

**You are embarking on the daring journey of writing and publishing a book. Can you ask advice for the steps?**

**From securing a publishing deal to promoting your work, who can help you carve out a space for your narrative, in a realm historically dominated by male voices?**

## CommuniQuest

**You are keen into captivating audiences, amplifying voices, and building meaningful connections but the media and communications enterprise that you are running doesn't go well. Can you spot anyone to guide you navigate through the storms of evolving technologies, social media trends, and audience preferences and help you build your communication strategy?**

## Solo Capital

**You are looking for a way to self-fund your business. Since you are highly disappointed by the funding opportunities you are looking for someone that could help you navigate the intricacies of personal investment.**

## Migrant Trailblazer

**Starting a business as an immigrant prompts you to leverage cultural diversity as an asset, fostering inclusivity in entrepreneurship.**

**Can you identify inspirational people in this journey of yours?**

### Associated Role models

- Florentia Fourli
- Christina Caljé
- Lethabo Motsoaledi

### Associated tools

- Change Management
- Blue Ocean Strategy

### Associated Role models

- Erika Ramirez-Olivares
- Eirini Bountouki
- Xenia Vanikioti
- Despina Kyriacou
- Nicole Cherry
- Nikkie de Jager
- Lola Muñoz
- Sangita Desai

### Associated tools

- Blue Ocean Strategy
- Artrepreneurship

### Associated Role models

- Roxana Damaschin-Tecu
- Sanja Stanimirović
- Christina Caljé
- Heleen Dura - van Oord
- Fabiola Ruiz
- Toñi Pastrana
- Sandra Esparcia Gomez

### Associated tools

- Stakeholder Mapping
- System Uncertainty

### Associated Role models

- Xenia Vanikioti
- Tylene Wood
- Yena Hacısevki
- Alexandra Hellicar
- Eleni Kosti
- Katerina Athienitou
- Dragana Aleksić
- Cristina Potra Mureşan
- Lucia Fernandez

### Associated tools

- Blue Ocean Strategy
- Artrepreneurship

### Associated Role models

Everyone belonging in Immigrant topic:



### Associated Role models

- Jadranka Jevtović
- Arlan Hamilton

### Associated tools

- PESTEL Analysis
- Cost-Benefit Analysis

### Associated Role models

- Paulina Konstantara
- Heleen Dura - van Oord
- Esther Ruiz Moya
- María García Morcillo
- Toñi Pastrana

### Associated tools

- Stakeholder Mapping
- Change Management

### Associated Role models

- Paulina Konstantara
- Eleni Kosti
- Esther Ruiz Moya

### Associated tools

- Blue Ocean Strategy
- Eisenhower Matrix



## Rainbow Resilience

**Navigating Entrepreneurship in the LGBTQI+ Spectrum can be difficult since you have to face the challenges of navigating biases, discrimination, and limited inclusivity. But fostering inclusivity, and creating a business environment that celebrates diversity is possible if inspired by the right role model.**

## Rural Legend

**Stay away from the urban environment and start a business in the countryside, facing challenges tied to rural economies and lifestyle changes.**

**Who can be your mentor?**

## Limitless Innovation

**Face the unique challenges of entrepreneurship while dealing with a disability. Navigate societal perceptions, accessibility issues, and limited resources. Innovation and success know no boundaries.**

**Who can help in this journey?**

## Parentpreneur Power

**Where could you find advice on how to navigating the dual worlds of entrepreneurship and parenthood?**

**Learn how to tackle the challenge of juggling business responsibilities while nurturing a family and find innovative ways to harmonize your roles.**

**Associated Role models**

Everyone belonging in  
Motherhood/parenthood  
topic:



**Associated Role models**

Everyone belonging in  
Disability topic:



**Associated Role models**

Everyone belonging in  
Pural area topic:



**Associated Role models**

Everyone belonging in  
LGBTQI+ topic:

