

# EMPOWER GEN-Z WOMEN WITH DIGITAL ENTREPRENEURSHIP SKILLS



D I G I T A L  
Z - W O M E N

## E-BRIEF

DECEMBER 2022

### e-collection of inspirational stories

To help Generation Z women imagine the possibilities of digital entrepreneurship, the partners created 18 stories. In addition to identifying relevant and inspiring digital entrepreneurship role models for Gen Z women, the selected women also provided additional details from their digital entrepreneurship stories. The narratives focused on key dimensions of their business (type of business, platforms, key skills), developing a digital business using a design thinking approach, and the lifestyle of a digital entrepreneur (e.g. work-life balance). The aim was to identify key trends from this collection of stories and define inspiring role models, taking into account the criteria of relevance and diversity and a two-sided perspective on entrepreneurship for Generation Z women - businesses and digital entrepreneurs. To present their inspirational stories, we created three interconnected outputs: a) a visual infographic that, alongside the inspirational story, briefly presents the digital profile of the female digital entrepreneur in question and highlights key aspects related to the above dimensions (digital entrepreneurship, digital business development and digital entrepreneur lifestyle); b) a video of the female digital entrepreneur; and c) a podcast - a recording of the entire interview.



### And how we created the stories?

The partners from Inthecity Project Development set the criteria for the selection of "role models" after discussion with the other partners. They also developed questionnaires for conducting the interviews and a template for describing the role models. All partners then conducted research in collaboration with associated partners to map female digital entrepreneurs and select specific examples of successful Generation Z women. In total, the partners identified 35 potential "role models". Each partner identified at least three female digital entrepreneurs from Generation Z, with the Italian partners finding the most such successful women.



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[www.linkedin.com/company/digital-z-woman/](https://www.linkedin.com/company/digital-z-woman/)



[www.digitalzwomen.erasmus.site](http://www.digitalzwomen.erasmus.site)



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## And in what areas did we find these role models?

For example, in digital marketing, communications and new technologies. Women work as game developers, in digital fashion design, graphic design, in robotics-based education. They implement online teaching or coaching. In Italy, they are developing the first gaming platform that is fully accessible to visually impaired people. They are focusing on digital health or zero waste and human rights. They are also interested in mental healthcare.

PERSONAL INFORMATION:	
Name of role model	Wiktorja Śmiałek
Age	
Kind of entrepreneurship/Entrepreneurial status	Freelancer / Social Media
Field of activity	Beauty Industry



In the end, we selected 18 "role models". For each of them the partners made films. We translated the texts from them into English. The Inthecity Project Development partners then edited the films and provided English subtitles. For all 18 films, the partners translated the subtitles into all partner languages and the films were published. The partners then produced infographics for all "role models" in all partner languages. The recorded podcasts are published in their original languages. And where can you find it all?

All stories are published here:

<https://digitalwomen.erasmus.site/hub/stories>.

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**DIGITAL Z-WOMEN: Empower Gen-Z women with digital entrepreneurship skills**

### Puck de Haan

Freelancer (Animator & Motion Designer) in the field of Film & Design, The Netherlands  
<https://puckdehaan.nl/>



**Education**  
2015 - 2018: Animation & Audiovisual Media, MBO-4 (pre-bachelor) Grafisch Lyceum Rotterdam, NL  
2018 - current, Image and Media Technology, Bachelor (BA)-IKU / Academy of the Arts, Utrecht, NL  
2021 - current, Media Art International Exchange & Bachelor (BA) Staatliche Hochschule für Gestaltung, Germany





**The Activity:**  
**Started** 16 years old taking small design jobs such as making flyers, billboards, website designs  
**Signed** in as an Entrepreneur in October 2019 (20 years old)  
**Website:** Installations, Motion & Photo, Booklets  
**Slogia** Framed Media, 2018 - current, intern > project based motion designer  
**Patiki** Theatres NL, 2020 - 2021, Motion Designer  
**KKK** Media, 2019 - 2020, Teacher Assistant to Milo van der Maaden at the Digital Media course

**What does it take to be successful?**  
❤️ Loving what you do  
✈️ Play, travel, discover, meet interesting people, try things, fix things and experiment  
🤝 Stronger connection to the client, employer and employees  
👁️ Understand client's vision and preference but also dare to go against them and navigate them in the creative process  
🧠 Courage to admit your mistakes and take responsibility





**Diana Voutyrakou - Founder & CEO Unique Minds, Greece**

Discover her story!

PERSONAL INFORMATION:	
Name of role model	Puck de Haan
Age	22
Kind of entrepreneurship/Entrepreneurial status	Freelancer (Animator & Motion Designer)
Field of activity	Film & Design

