

ANIMATOR

booklet





WORKSHOP

presentation



Before starting the preparation of the workshop, please read these few introductory guidelines.

CONTEXT

In Europe, women represent 52% of the population but only **30% of the companies recently created are led by women**. In other words, there are twice more men running a business than women. Few women choose or are guided towards entrepreneurship, especially young women who do not dare to try it.

It is like a double penalty: be young and female. This is why this tool was designed, in order **to raise awareness on gender stereotypes** and particularly, on clichés about entrepreneurship that stop young women from trying entrepreneurship.

Indeed, few women are informed and trained on entrepreneurship. Not enough vocational schools, graduate schools and universities offer a proper training or enough information to their students about this topic. They lack ideas and tools to do so. Hence the creation of this ready-to-use workshop, that any structure which has a young audience can use.

OBJECTIVES AND STRUCTURE OF THE WORKSHOP

The workshop aims at:

- **Fostering debate** between female students, make them participate in a deconstruction of gender stereotypes and entrepreneurial clichés to get aware of these issues by themselves.
- **Presenting female role models** of entrepreneurs who started their business at a young age, in order to change the representation of an entrepreneur and help the attendees to consider this path as a possible career choice.

The workshop is built like a funnel, starting with general ideas about clichés, then focusing on clichés about entrepreneurship, and ending with identification and self-projection.

It is structured in 3 parts:

- 1) **Defining**: this part aims to define what a cliché is, as well as how clichés help the human mind to process information. It also raises awareness on the importance of being aware of them so they do not control our behavior in spite of us.
- 2) **Redefining**: with the above in mind, the goal of this part is to redefine what an entrepreneur is, peeling away the clichés around entrepreneurship: male-dominated, risky, not for young people, etc...
- 3) **Empowering**: in this part, the aim is to help the young participants imagine themselves as entrepreneurs, should they wish to pursue this route.

INSTRUCTIONS

Anticipate **at least two hours to prepare** this workshop.

Read the facilitator's guide carefully along with the slides in order to understand how the workshop works.

Read the 5 presentation sheets of the female role models so you get to know them better.

Feel free to underline on the guide the things that seem more relevant to you, so you won't have to read the guide during the workshop.

You may also try to **anticipate the questions** you will ask, the examples you will give (depending on your audience) or the answers to the questions that you will be asked.

Before the workshop, you will need to:

- Prepare the Mentimeter website for the quiz, following the instructions given in the tutorial
- Print the 5 role model sheets
- Have white sheets and pencils ready for "Draw me an entrepreneur"
- Have a functional wifi connexion, a computer and a projector
- Have colored post-its to distribute to the attendees (if you choose not to use Mentimeter)

This workshop is destined in priority to young female students or recently graduates, but young men may also attend the workshop, as long as their number does not exceed the number of women. Indeed, studies have shown that boys tend to speak out more easily in a group than girls. So it is your mission, as the facilitator, to make sure that in the case of a mixed group, **speech will be equally shared** between boys and girls.

WORKSHOP

facilitator's guide



DEFINING

What is a cliché and how do they affect us

REDEFINING

What are the clichés on entrepreneurship
and what is entrepreneurship

EMPOWERING

How is it like to be a
real Female
entrepreneur

Below are some comments for each slide, to help you get the discussions started and facilitate the workshop.

INTRODUCTION



SLIDE 1 : Presentation of the workshop

Just say briefly that today's theme is entrepreneurship, but you will also speak about other things.

Try not to say much more, you don't want to influence their next answers... Just move on to the next slide.



SLIDE 2 : Draw me an entrepreneur

20 minutes: 10 minutes for portraits and 10 minutes for debriefing

Before beginning the workshop, ask the attendees to gather in small groups (3 or 4 people) and to draw a portrait of an entrepreneur with their identity card, providing the following information:

- Name
- Age
- Social background
- Studies
- Business field

Each group then presents their portrait to the others. There is no right answer, they have to make the portrait of what is an entrepreneur in their minds.

Questions:

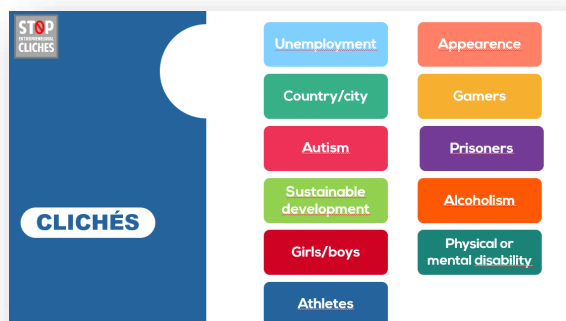
- What similarities do you see between all these portraits?
- How can they explain that they are so similar?

Conclusion:

This reflexion must lead them to the conclusion that their portraits are based on clichés, which leads us to the next part.

PART 1 : DÉFINING

What is a cliché and how do they affect us



SLIDE 3 : Clichés

15 minutes

Explain that you are now going to reflect on the clichés we have in general. The goal here is to widen as much as possible the discussion, don't speak about entrepreneurship yet.

Choose themes in the list on the board and ask the group to give you example of clichés about this theme.

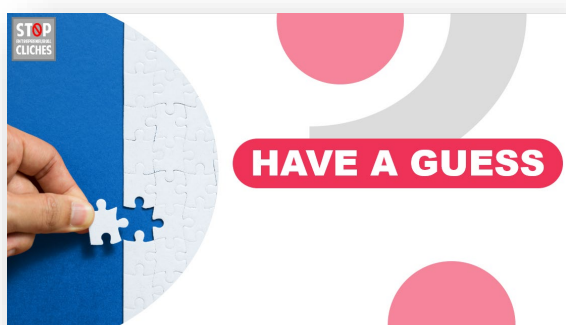
To get them started, you can give an example on boys/girls :

"Women can't drive".

The goal here is that the attendees give all the examples that cross their minds.

Conclusion :

There are many clichés on various themes. What about you, do you think you have clichés too? Let's see that with the next game.



SLIDE 4 : Have a guess !

10 minutes

Before reading this first riddle, specify that everything that will be said won't get out of the room. Don't forget to ask to those who already know the answer to keep quiet.

First riddle:

"A father and his son have a car accident. The father dies on the spot and the son is brought to the hospital. There, the best surgeon in the hospital is called. The surgeon, upon seeing the boy, exclaims: 'I can't perform surgery on my son!' Who is the surgeon?"

Answer: The surgeon is his mother.

To give more information to the attendees:

"This test was conducted in a park in a big city of France in 2019 with a varied audience: 80% of the people questioned did not find the answer. The answers were: the parents were gay, the son was adopted, his father was not the biological father but the one who raised him ..."

PART 1 : DÉFINING

What is a cliché and how do they affect us

Second riddle:

Read out loud the following sentences telling them they have to complete these sentences orally, all together, as quick as possible. They have to say the first thing that crosses their mind.

- Fatima, 25 years old, already has 4...
(Answer: years of experience)
- Chantal, 45 years old, after raising her kids, dreams of a job behind a...
(Answer: wheel)
- Mounir, 20 years old, has already spent 2 years in...
(Answer: university)

Question: Since we all answered identically and spontaneously, how do you explain these answers? Where do they come from?

Expected answer: Since we all answered identically and spontaneously, how do you explain these answers? Where do they come from?

Conclusion: Both exercises are meant to demonstrate that we all have our own clichés and how powerful they are. Hence the importance of being aware of them.
naturellement, spontanément.



DIAPOSITIVE 5 : Definition

5 minutes

Question : So, in your opinion, what is a cliché? How would you define it?

Note their ideas then give a simple definition:

“A cliché is a common idea that we have about a person or a group, of real or supposed characteristics.”

Clichés can be positive (“black people are good at basketball”) or negative (“women can’t drive”).

Question: What are clichés good for? Why can they be useful?

Answer: When time is lacking, it is easier to go with a stereotype than give a deep analysis. Clichés can be useful, they act like a shortcut. But we’ll see that they have bad sides too.

PART 2 : REDEFINING

What are the clichés on entrepreneurship and what is entrepreneurship



SLIDE 6 : What is an entrepreneur?

10 minutes

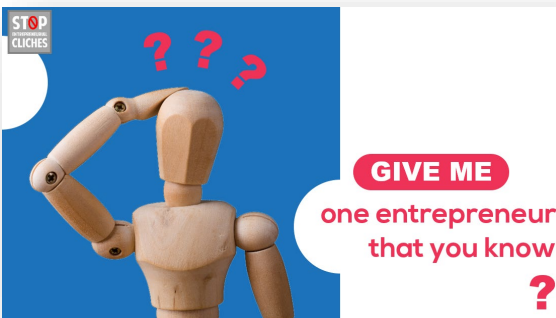
Don't say anything, just show this picture of French entrepreneurs from the Capital business review.

Questions:

- What do you think of this photo?
- Do you see any similarities with the portraits you drew at the beginning of the workshop?
- Why are they so similar?

Answer and conclusion:

These portraits represent what we are used to see when we talk about entrepreneurship. They represent our clichés about entrepreneurship.



SLIDE 7 : Do you know an entrepreneur?

5 minutes

Question:

Can you give me an example of an entrepreneur

Answer:

If they don't have any idea, give them an example like a baker, a hairdresser, a pharmacist...

Conclusion:

An entrepreneur is not necessarily a 30-year-old white man with a shirt! They are all around us.



SLIDE 8 : Definition of an entrepreneur

2 minutes

Question:

So, what is an entrepreneur to you now?

Answer:

An entrepreneur is just someone who started their own business. They created their own job and they are their own boss.

PART 2 : REDEFINING

What are the clichés on entrepreneurship and what is entrepreneurship



SLIDE 9 : Quiz time!

1 minute

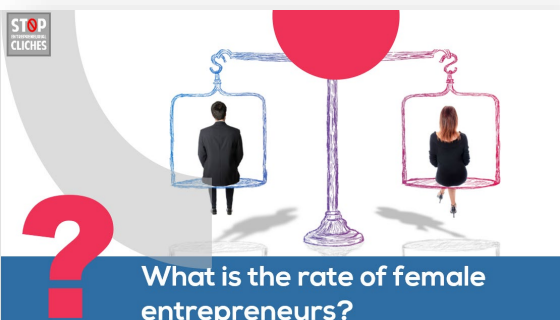
For the quiz, use the Mentimeter internet site

<https://www.mentimeter.com/>.

It collects the attendees' answers on their smartphones, then all results appear on the board. You can put the attendees' answers next to the real results. (See mentimeter user guide herewith)

If some of the attendees don't have a smartphone, ask them to pair up with someone who does.

If you can't use the mentimeter or you don't feel comfortable with switching between an internet page and your power-point presentation, you can ask the attendees to give their answers on a post-it that you will stick to the board gathering the similar replies by group.



SLIDE 10 : First question

1 minute

What is the rate of female entrepreneurs?

Let them answer on Mentimeter, then move on to the next question. Don't give the answer now.



SLIDE 11 : Second question

1 minute

What is the rate of businesses started by people under the age of 30?

Let them answer on Mentimeter, then move on to the next question. Don't give the answer now.



SLIDE 12 : Third question

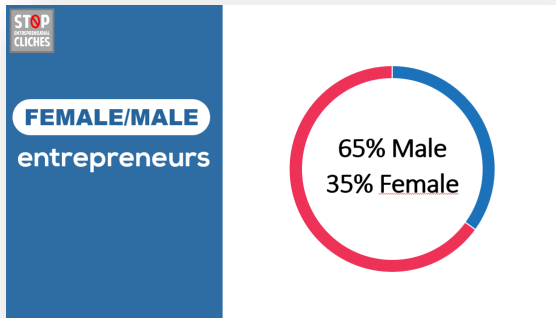
1 minute

What is the survival rate of companies after 3 years?

Let them answer on Mentimeter, then move on to the next question. Don't give the answer now.

PART 2 : REDEFINING

What are the clichés on entrepreneurship and what is entrepreneurship



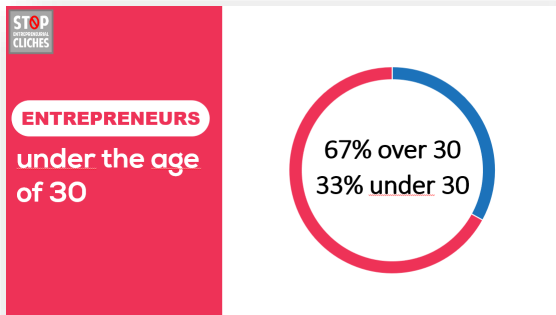
SLIDE 13 : Answer to the first question

2 minutes

Only 1/3 of entrepreneurs are female in France.

But the gap is slowly reducing. Last year, 40% of businesses were started by women.

Women still face more difficulties than men when starting a business: lack of self-confidence despite being more educated, a higher rejection rate for bank loans despite asking for less money...

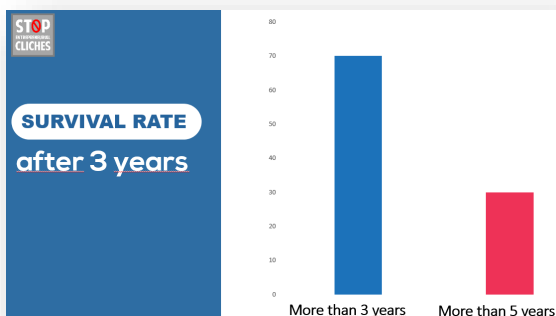


SLIDE 14 : Answer to the second question

2 minutes

1/3 of French entrepreneurs are under 30.

But 50% of young people are considering launching a business. The gap can be explained by the fact that 90% of them think starting a business is too difficult. They also point the lack of finance, the lack of experience and the lack of help they can get.



SLIDE 15 : Answer to the third question

2 minutes

70% of companies are still working 3 years after they started. After 5 years, half of them still exist.

This encouraging data can be explained by the fact that companies usually get financial help in their 3 first years. After that, they are on their own and that is when they see if their business works or not.

Conclusion of the quiz: Ask the attendees which data they found most surprising and why.

PART 2 : REDEFINING

What are the clichés on entrepreneurship and what is entrepreneurship



DIAPOSITIVE 16 : What about you?

2 minutes

Question:

Have you ever thought about starting a business?

Conclusion:

For those who answered no, maybe that is because the idea never crossed your mind, maybe because you never saw it before.



DIAPOSITIVE 17 : You can't be what you can't see

5 minutes

This slide provides an explanation for the last question: "You can't be what you can't see". Here is an example with Molly.

Question:

Do you think that Molly's mother got any answers to her tweet?

Answer:

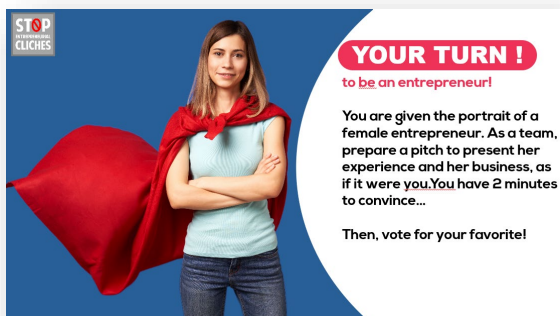
She received many answers from female firefighters who supported Molly and sent pictures driving their trucks.

Conclusion:

It is really hard to be something that you never see. Molly was afraid she couldn't be a firefighter because she had never seen a woman doing that... Isn't there the same issue with entrepreneurship?

PART 3 : EMPOWERING

How is it like to be a real female entrepreneur



SLIDE 18 : In her shoes

30 minutes

The workshop concludes with the presentation of 5 female role models. Don't show the next slides yet, let's have a competition first: Best Entrepreneur of the Year ! (First Prize : an international advertising campaign).

Make small groups (3 people at most) and give each group a sheet with information about one of the 5 role models. You will need to print the 5 sheets before the workshop and choose yourself which role model you give to which group. The groups must not have knowledge of the other groups' role models.

Rules:

Put yourself in the shoes of your role model and present yourself with a "pitch". You can base yourself on the information that you were given and you can invent other things as you wish. You are the entrepreneur!

For the pitch, you may follow this line:

- Who am I?
- What's my company?
- How did I get the idea?
- Why is it awesome?

One person from each group (or the whole group, if they are more comfortable) then presents their pitch to everyone. They must speak as if it was them, in a convincing and catchy way. They must be in the shoes of the best European Entrepreneur of the year.

Then, everyone votes for their favourite entrepreneur (keep in mind they cannot vote for their own). In case of a draw, you have the last word.

During the teamwork, the facilitator will move from group to group to make sure the instructions are understood by everyone.

To conclude, show the video of the entrepreneur who won and, if the time allows it, the other videos (whose links are on the next slides).

PART 3 : EMPOWERING

How is it like to be a real female entrepreneur



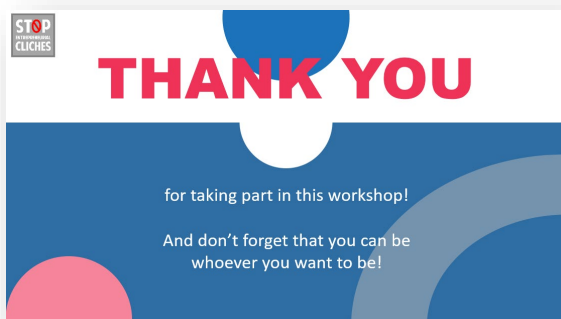
DIAPOSITIVE 23 : what is an entrepreneur to you now?

10 minutes

Conclusion :

Come back to the portraits that were drawn at the beginning. Ask the attendees what changes they would make to these portraits now.

You can have them draw the portraits again.



SLIDE 24 : Conclusion

5 minutes

MENTIMETER

guide



This tool allows you to bring interactivity and exchange. It allows the audience you have in front of you to interact.

TO USE MENTIMETER

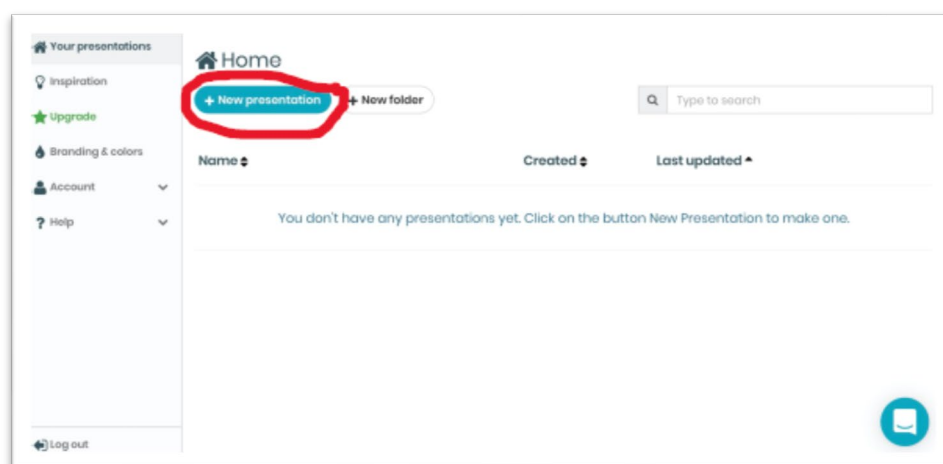
The facilitator uses mentimeter.com to create the question and have the answers displayed
Students use menti.com to answer the question

Register:

Once on mentimeter, you must register by using an email address and a password. The creation of this allows you to find all your mentimeter creations'.

Create a presentation:

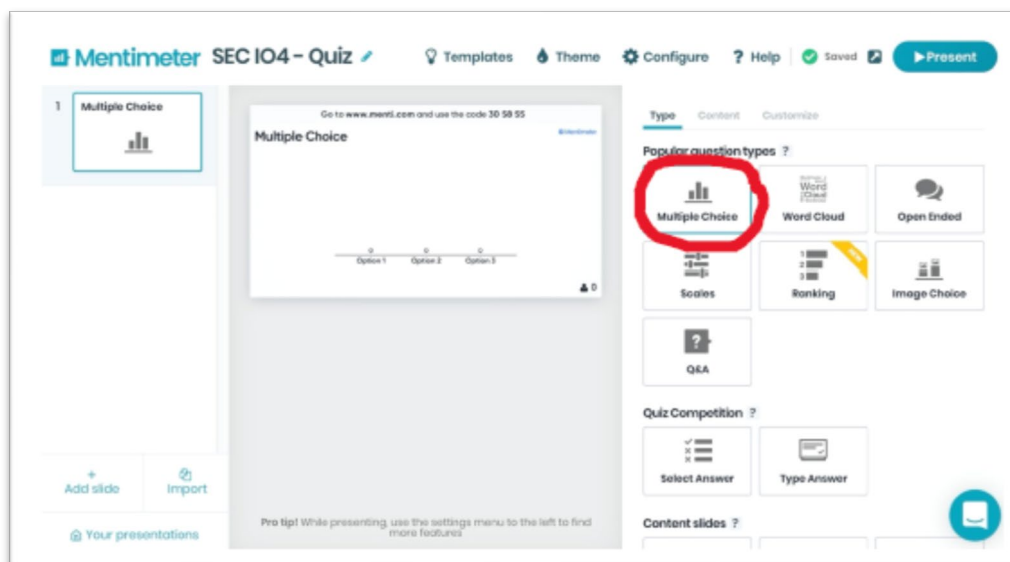
Once you're registered, you arrive on the home page. Please click on "New Presentation":



Then you need to name your presentation. Name it: "SEC IO4 - Quiz". And tap on "Create presentation".

Create the question and answer:

Once you are in the creation of your presentation, you must use the type of presentation "Multiple Choice" for the first slide.



The question must then be written: "What is the percentage of women entrepreneurs in France? "

For the options that appear, it's the response options. So, you have to write:

- 1) Between 0 and 9%
- 2) Between 10 and 19%
- 3) Between 20 and 29%
- 4) Between 30 and 39%
- 5) Between 40 and 49%
- 6) Between 50 and 59%
- 7) Between 60 and 69%
- 8) Between 70 and 79%
- 9) Between 80 and 89%
- 10) Between 90 and 100%

Mentimeter SEC IO4 - Quiz

Go to www.menti.com and use the code 30 58 55

Quel est le pourcentage de femmes cheffes d'entreprise en France ?

Options :

- Entre 0 et 9%
- Entre 10 et 19%
- Entre 20 et 29%
- Entre 30 et 39%
- Entre 40 et 49%
- Entre 50 et 59%
- Entre 60 et 69%
- Entre 70 et 79%
- Entre 80 et 89%
- Entre 90 et 100%

Choose the type of presentation:

Then choose the "Pie" option in "Result layout" in order to put the display in the form of a pie chart.

Mentimeter SEC IO4 - Quiz

Go to www.menti.com and use the code 30 58 55

Quel est le pourcentage de femmes cheffes d'entreprise en France ?

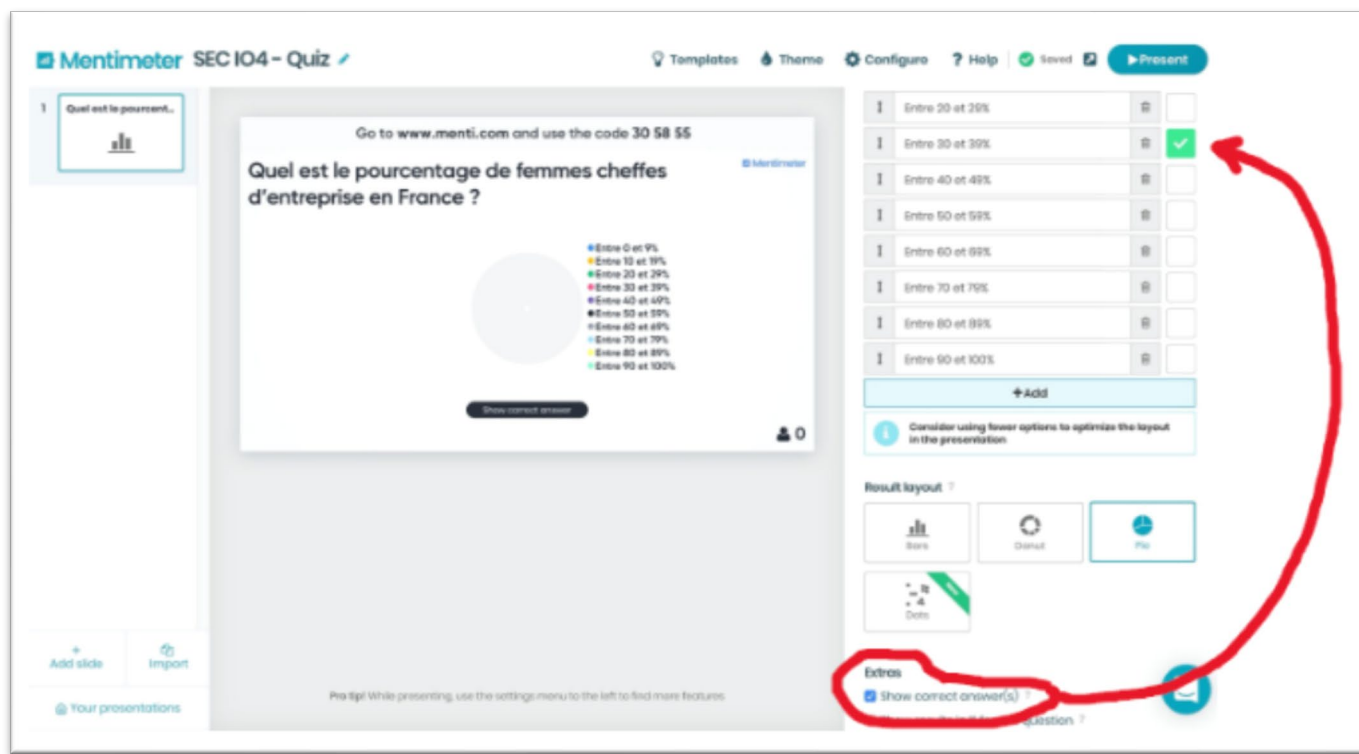
Result layout :

- Bar
- Donut
- Pie**
- Table

Extras

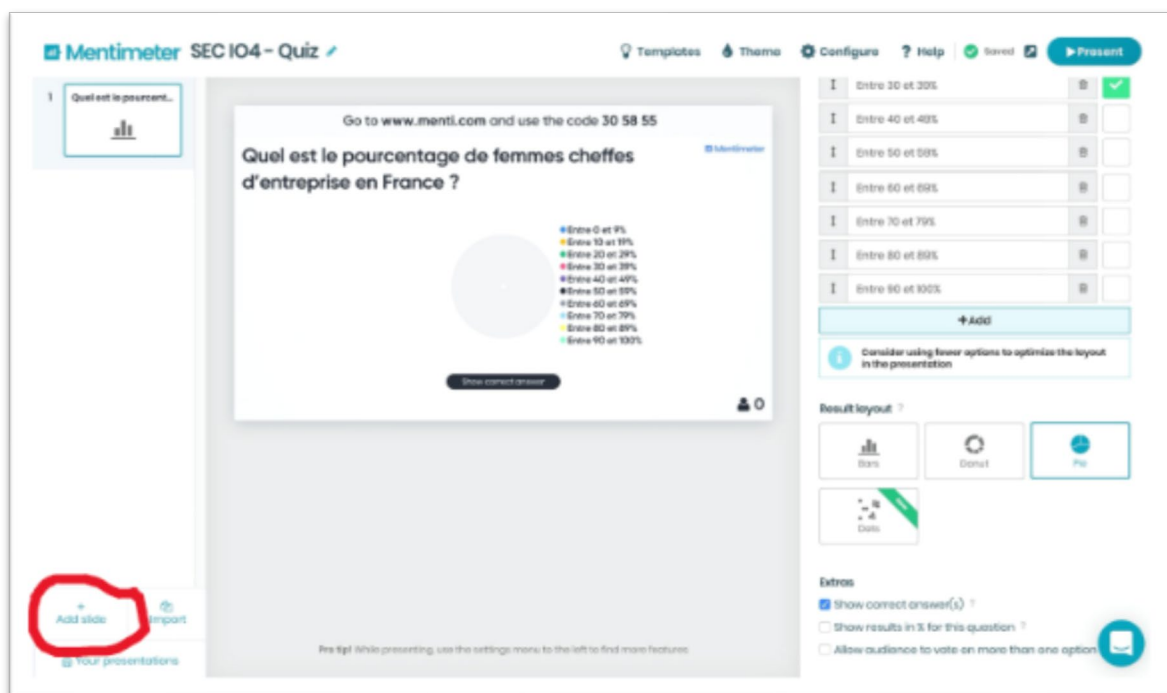
- Show correct answer(s) ?
- Show results in % for this question ?
- Allow audience to vote on more than one option

Then select in "Extras" the option "Show correct answer(s)" and check the option "Between 30 and 39%"



Create a second question:

The first question is then finished. To proceed to the creation of the second question, you must select the "add slide" tab at the bottom left of the website:



Repeat what you just did for question 1, on slides 2 and 3.

So, for the new slide, choose the type "Multiple choice".

The question is: What is the ratio of businesses created by young people under the age of 30?

The response options are still the same:

- 1) Between 0 and 9%
- 2) Between 10 and 19%
- 3) Between 20 and 29%
- 4) Between 30 and 39%
- 5) Between 40 and 49%
- 6) Between 50 and 59%
- 7) Between 60 and 69%
- 8) Between 70 and 79%
- 9) Between 80 and 89%
- 10) Between 90 and 100%

For this second question, stay on the "Bars" option of "Result layout"

The screenshot shows the Mentimeter interface for a quiz titled "SEC IO4 - Quiz". The main slide displays the question: "Quel est le ratio d'entreprises créées par des jeunes de moins de 30 ans ?" and a horizontal bar chart template with 10 segments labeled from "Entre 0 et 9%" to "Entre 90 et 100%".

On the right, the configuration panel shows the "Result layout" section with the "Bars" option selected and highlighted by a red box. Other options include "Donut" and "Pie". Below this, the "Extras" section has checkboxes for "Show correct answer(s)", "Show results in % for this question", and "Allow audience to vote on more than one option". The "Choose segmentation" dropdown is set to "No segmentation".

At the top of the panel, there is a list of response options: "Entre 50 et 59%", "Entre 60 et 69%", "Entre 70 et 79%", "Entre 80 et 89%", and "Entre 90 et 100%". A red circle highlights the "Bars" option in the "Result layout" section.

Check the "Show correct answer(s)" box in "Extras", then select the option "Between 30 and 39%".

Mentimeter SEC IO4 - Quiz

Go to www.menti.com and use the code 30 58 55

Quel est le ratio d'entreprises créées par des jeunes de moins de 30 ans ?

Entre 0 et 9%
Entre 10 et 19%
Entre 20 et 29%
Entre 30 et 39%
Entre 40 et 49%
Entre 50 et 59%
Entre 60 et 69%
Entre 70 et 79%
Entre 80 et 89%
Entre 90 et 100%

Extras

☒ Show correct answer(s)

Result layout: **Bars** (selected), Donut, Pie

Create the third question:

To create the third question, you must create a new presentation because only 2 questions are allowed to keep this website free.

Then, following your creation, you must return to the home page by clicking on the mentimeter logo at the top left of the site:

Mentimeter SEC IO4 - Quiz

Go to www.menti.com and use the code 30 58 55

Quel est le ratio d'entreprises créées par des jeunes de moins de 30 ans ?

Entre 0 et 9%
Entre 10 et 19%
Entre 20 et 29%
Entre 30 et 39%
Entre 40 et 49%
Entre 50 et 59%
Entre 60 et 69%
Entre 70 et 79%
Entre 80 et 89%
Entre 90 et 100%

Type: **Content** (selected), Customize

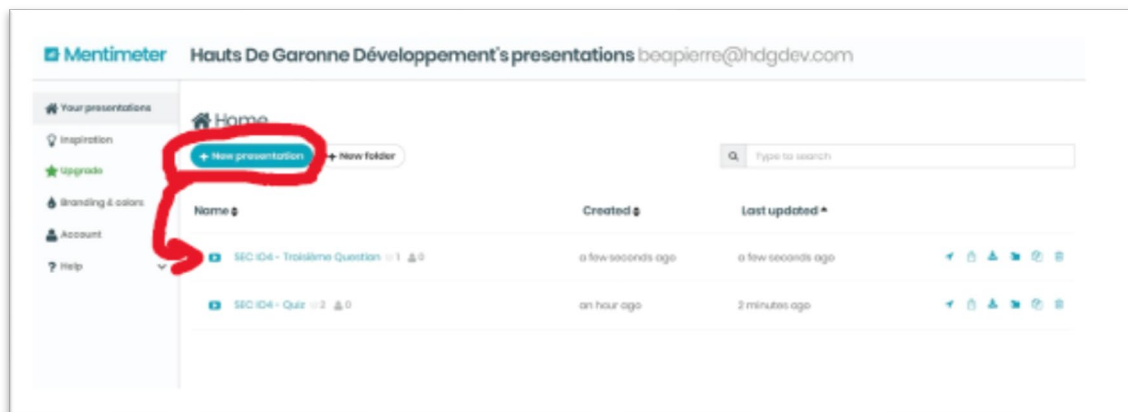
Your question: Quel est le ratio d'entreprises créées par des...

Options:

Entre 0 et 9%
Entre 10 et 19%
Entre 20 et 29%
Entre 30 et 39%
Entre 40 et 49%
Entre 50 et 59%
Entre 60 et 69%
Entre 70 et 79%
Entre 80 et 89%
Entre 90 et 100%

Consider using fewer options to optimize the layout in the presentation

Once back home, click again on "Create a new presentation" and name it "SEC IO4 - Third Question":



You will then arrive directly inside this new presentation.
You can then redo what you did for question 1 & 2.

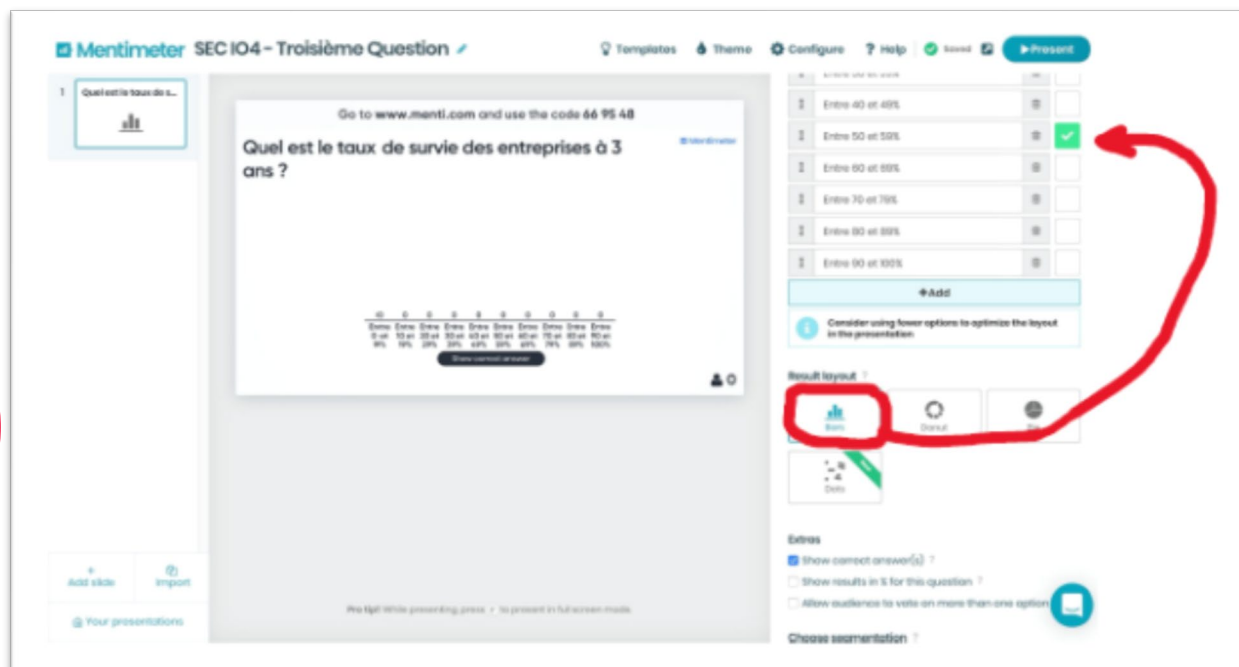
Select the type "Multiple Choice", and name the question: What is the survival rate of companies at 3 years?

The options are:

- 1) Between 0 and 9%
- 2) Between 10 and 19%
- 3) Between 20 and 29%
- 4) Between 30 and 39%
- 5) Between 40 and 49%
- 6) Between 50 and 59%
- 7) Between 60 and 69%
- 8) Between 70 and 79%
- 9) Between 80 and 89%
- 10) Between 90 and 100%

For this third question, stay on the "Bars" option of "Result layout"

Also check the "Show correct answer(s)" box in "Extras", then select the option "Between 70 and 79%".



You can return to the home page at any time by clicking on the mentimeter logo at the top left, and you can juggle as you wish between your two presentations.

Present:

Once the creations are done, go to the first slide and click on "present" at the top left to have it on the big screen while being able to browse the internet.

Mentimeter SEC IO4 - Quiz

Go to www.menti.com and use the code 30 58 55

Quel est le pourcentage de femmes cheffes d'entreprise en France ?

Options :

- Entre 0 et 10%
- Entre 10 et 20%
- Entre 20 et 30%
- Entre 30 et 40%
- Entre 40 et 50%
- Entre 50 et 60%
- Entre 60 et 70%
- Entre 70 et 80%
- Entre 80 et 90%
- Entre 90 et 100%

Go to www.menti.com and use the code 30 58 55

Mentimeter

Quel est le pourcentage de femmes cheffes d'entreprise en France ?

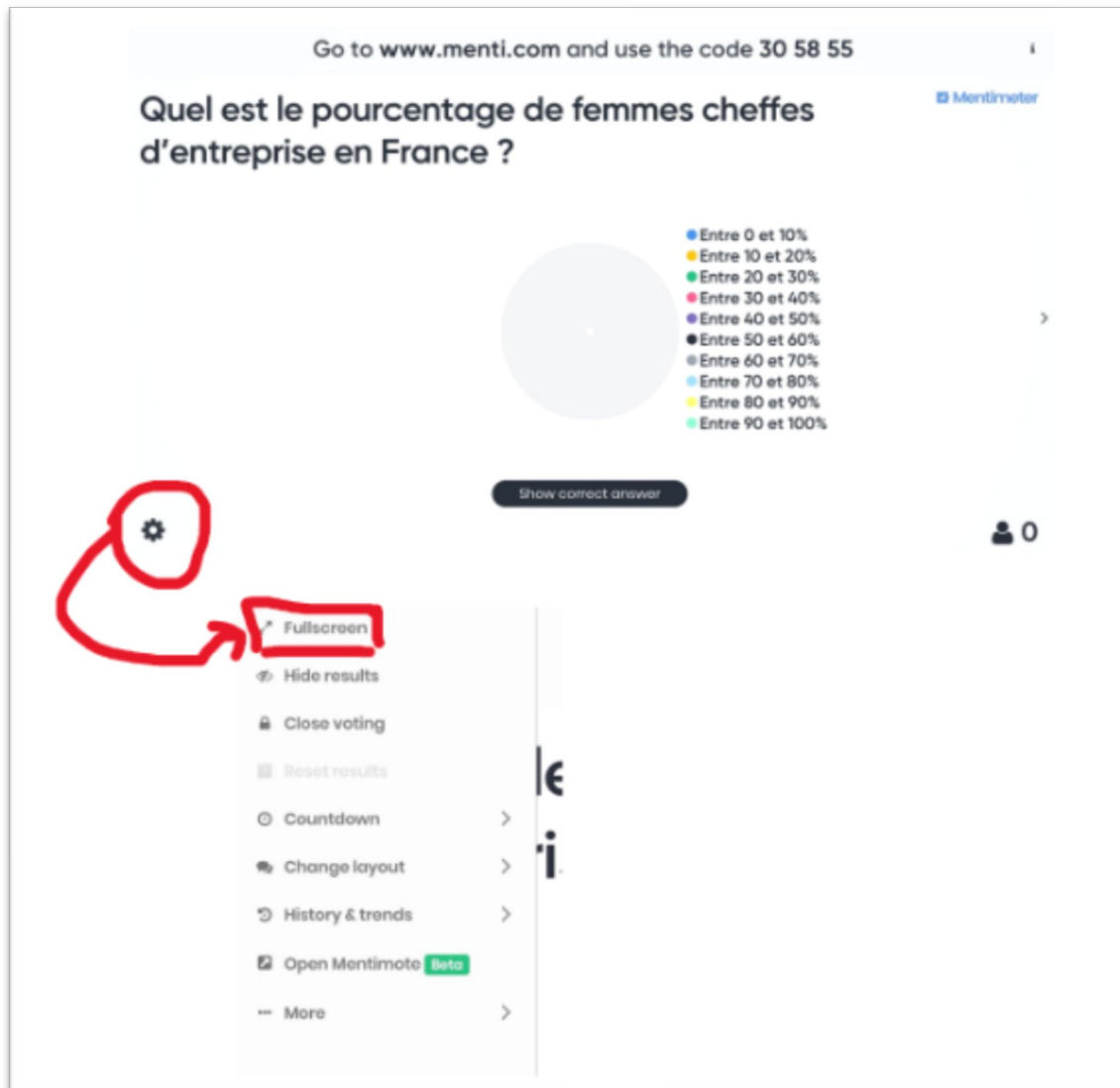
Options :

- Entre 0 et 10%
- Entre 10 et 20%
- Entre 20 et 30%
- Entre 30 et 40%
- Entre 40 et 50%
- Entre 50 et 60%
- Entre 60 et 70%
- Entre 70 et 80%
- Entre 80 et 90%
- Entre 90 et 100%

Show correct answer

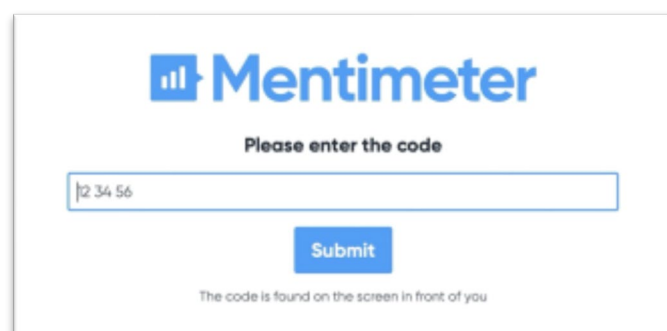
Put it in fullscreen:

To put it in fullscreen without having the internet tabs, go to "parameters" at the bottom left, then select "fullscreen":

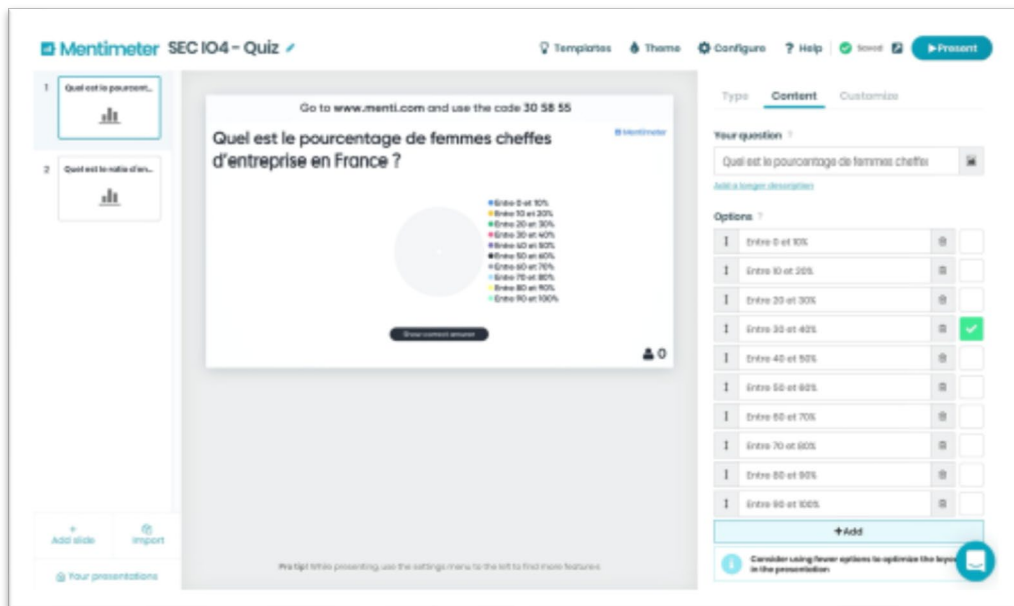


Then people who participate at the workshop must go to Menti.com using their smartphone.

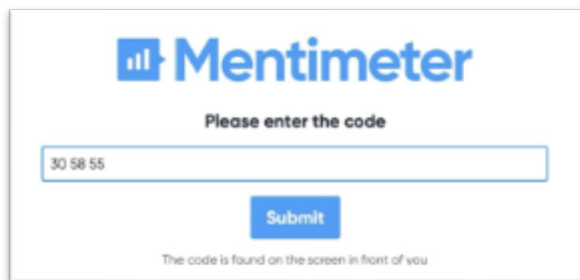
PLEASE NOTE: Menti.com is ONLY for participants, not for the facilitator. YOU MUST stay on mentimeter.com. Only you have access to your creation.



Once on Menti.com, they will have to type the code at the top of your presentation to be able to have access to your presentation:



The code will be the same for question 1 & 2 but will be different for question 3 because it is on another presentation.



Mentimeter

Please enter the code

30 58 55

Submit

The code is found on the screen in front of you

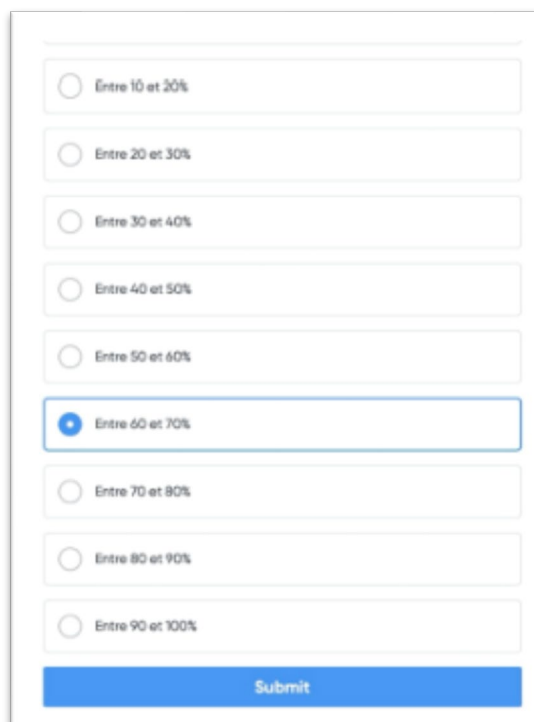
Once the code has been entered, they will arrive at the start of the presentation to then answer the question.



Mentimeter

Quel est le pourcentage de femmes cheffes d'entreprise en France ?

- ☐ Entre 0 et 10%
- ☐ Entre 10 et 20%
- ☐ Entre 20 et 30%
- ☐ Entre 30 et 40%
- ☐ Entre 40 et 50%
- ☐ Entre 50 et 60%
- ☐ Entre 60 et 70%
- ☐ Entre 70 et 80%



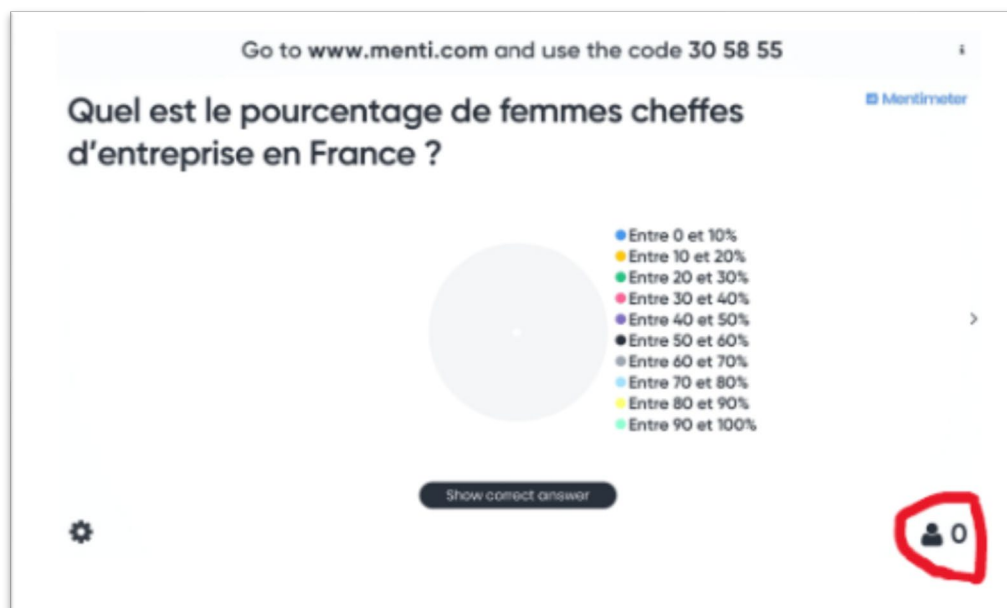
- ☐ Entre 10 et 20%
- ☐ Entre 20 et 30%
- ☐ Entre 30 et 40%
- ☐ Entre 40 et 50%
- ☐ Entre 50 et 60%
- ☒ Entre 60 et 70%
- ☐ Entre 70 et 80%
- ☐ Entre 80 et 90%
- ☐ Entre 90 et 100%

Submit

Their results:

The results will automatically be displayed live as the youth respond. Once it's written down on the smartphone, everything is recorded directly on the wall.

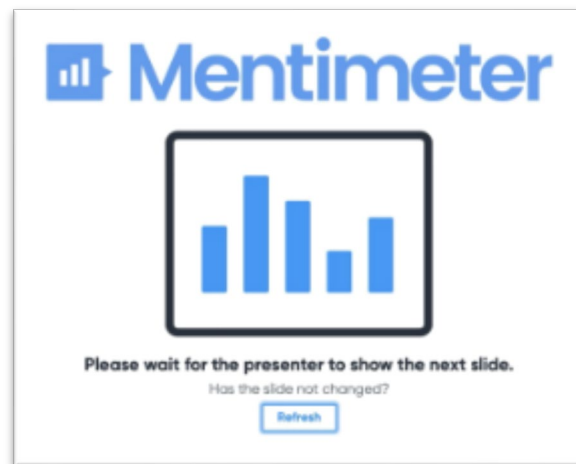
The little guy at the bottom right with the number corresponds to the number of people connected to menti.com with your code and who responded. This will let you know if all the students are well connected and if they have all answered correctly.



Once the answers have been given you can then click on "Show correct answer" so that the correct answer is displayed.



Once the students have answered the first question, it will be written on their smartphone that they must wait until you move on to the following question:



To go to the next question, simply click on the right arrow:

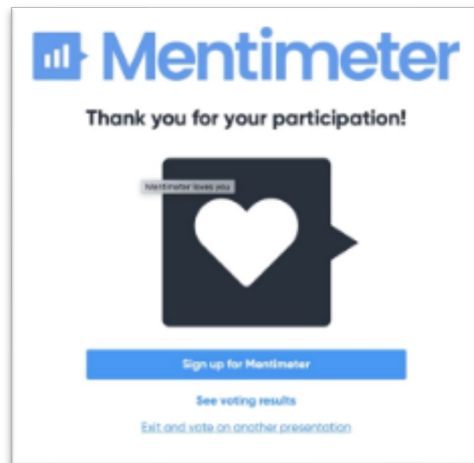


Participants will have direct access to the second question and can answer:

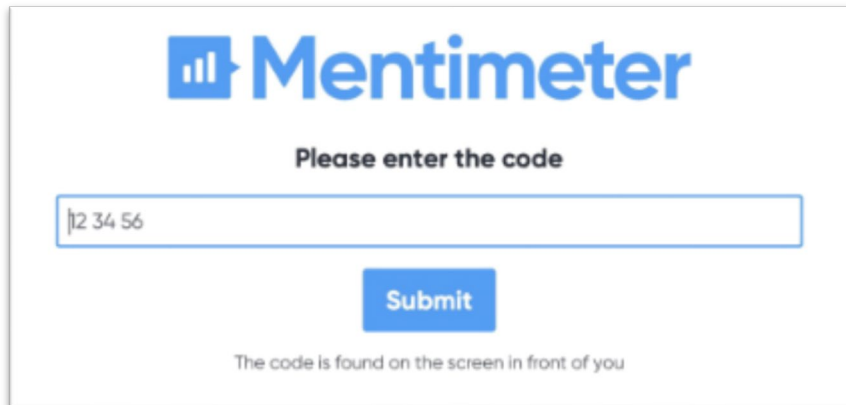


Go to the 3rd question for the participants:

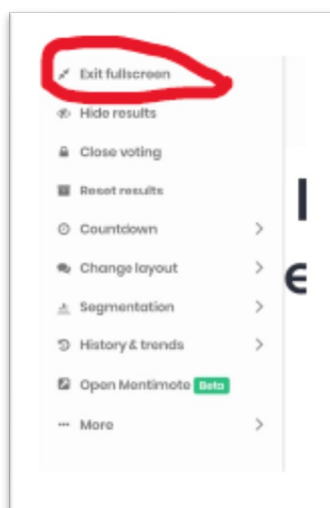
Once the answer has been given, students will have to wait until you show the answer and move on to the next question in the other presentation and will therefore have to enter a new code. For this, they can stay where they are once the answer to the second question is given, and once you have everything installed for the third question, they can click on: "Exit and vote on another presentation".



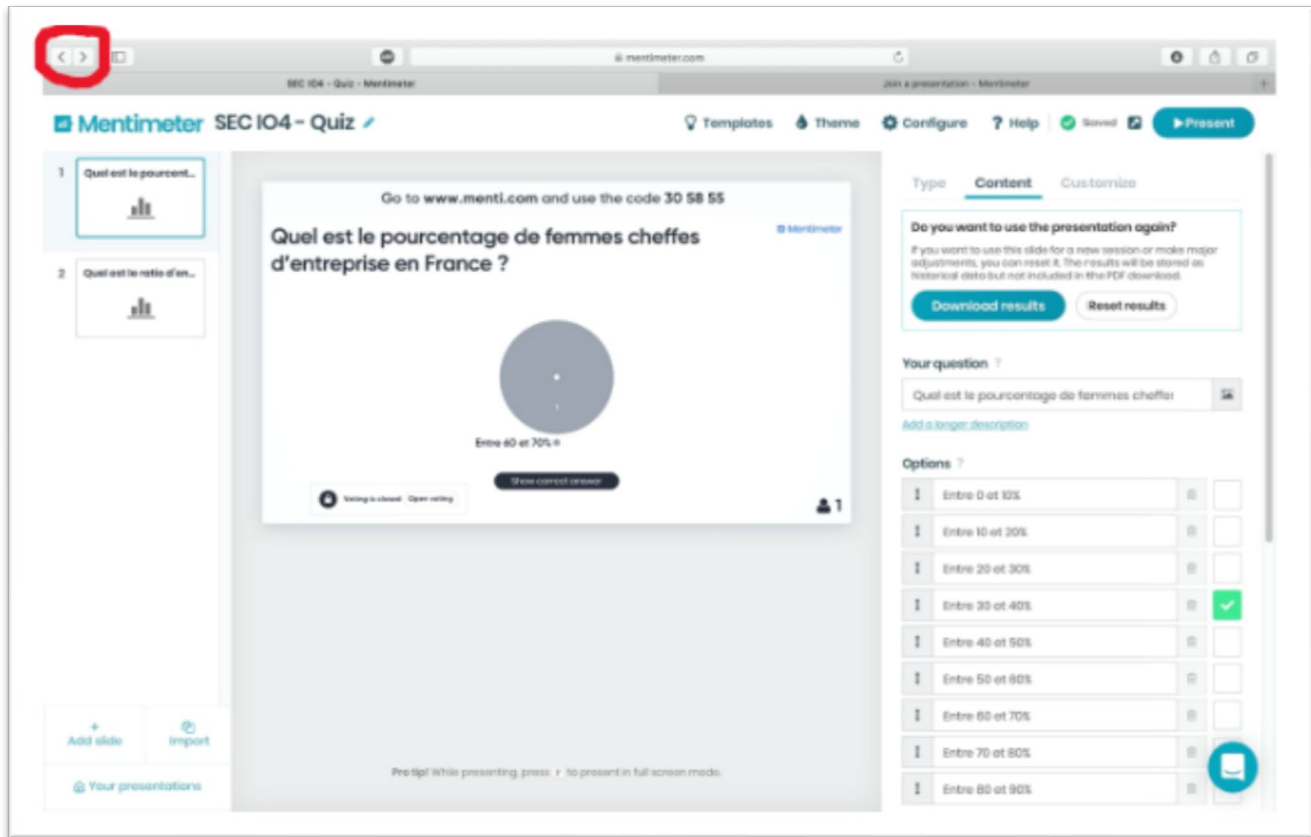
They can then enter the code for the 3rd question:



As for you, to exit the big screen, you need to click on the parameters and click on "Exit fullscreen".



Then do the arrow back to the internet until you find your presentation in the form of a creation:



Then click on the mentimeter logo at the top left to return to the home page. You will then find your second presentation which is therefore question 3. You can then repeat what you have done before: put it in full screen, give the code to the young people, wait for them to answer the questions, show the correct answer, then come out of the full screen to return to the PowerPoint slide.

ENTREPRENEUR

description



CIARA DONLON



Ciara founded a lingerie company for women with post-operative scars

Helping women with breast cancer; After working 15 years in marketing for large corporations, Ciara Donlon opened a lingerie boutique in 2010. While running the shop, she realized that there was no offer designed specifically for the needs of women who had undergone breast cancer surgery.

She decided she wanted to help these women and founded Theya Healthcare in 2015. After securing €20 000 in funding from Enterprise Ireland, she spent a lot of time listening to 80 breast cancer survivors across the UK and Ireland most importantly, but also oncologists, an experienced lingerie designer, and fabric experts who helped her discover the benefits of bamboo vs cotton. It took six prototypes before she was able to launch the right product.

Along the way, Ciara also identified there were opportunities to address the needs of patients recovering from surgery, chemotherapy and radiotherapy. Theya Healthcare already has 37 stockists in 5 countries, and its products have already changed the lives of thousands of women.

JULES COLEMAN



Jules Coleman founded hassle.com, a website for hiring a house cleaner. Sold her business and now works as an 'entrepreneur in residence' for venture capital firm.

Building businesses to solve everyday problems Jules Coleman left her comfortable job at PwC at age 25, in 2011, with the idea of launching a business with her friends Alex DePledge and Tom Nimmo.

Their idea had sprung from the frustration they faced trying to find a piano teacher with no one to refer them one. Their company, Hassle.com, was a domestic cleaning services platform. Jules and her co-founders sold the company in 2015.

She then went on to launch Resi, formerly BuildPath, in 2016. she got the idea for this business when she was renovating her own house and struggling with architects. On the Resi platform, customers can purchase customized design concepts and be connected with professionals.

SONIA DEASY



Sonia Deasy started her career as a portrait photographer.

She started noticing models' skincare problems on photo shoots. As she set out to find the appropriate product to solve her own skin's dryness, she simply could not find one that worked. So she decided to launch her own brand – a bold move in the very competitive skincare market, and in Ireland, not exactly known for cosmetics!

Her strategy was simple: launch 1 product, combining the best of science and nature to make a product that really worked. She sensed that consumers were looking for smaller, indie brands that they could relate to.

She shares a great insight: "Sometimes you're better off not knowing: a lot of competitors might have said to us, 'do you understand how competitive this market is, you're never going to get anywhere,' We had nothing to go from because we didn't know the market. All we wanted to do was create the best skincare brand or products and sell them, and that's what we've achieved."

RAMONA NICHOLAS



Ramona Nicholas - former Entrepreneur of the year. Founder of Cara Group pharmacies, which now has an annual turnover of over EUR 25 million

Ramona knew from an early age that she wanted to become a pharmacist. After she finished her studies, she bought a pharmacy in Donegal. Her then boyfriend, Canice, also a pharmacist, had also purchased a pharmacy in Bundoran.

They decided to team up and merge their businesses, and the group Cara Pharmacy was born. The couple continued acquiring pharmacies, and after growing the company organically, acquired Abbey Healthcare in 2017 to cater to the needs of hospitals, respite homes and nursing centers. The group now employs over 245 people for an annual turnover of over €40 billion.

Ramona was a finalist for the EY Entrepreneur of the Year award in 2017.

The best advice Ramona says she ever got is to be herself.