



SMART WOMAN

PILOT PROJECT

Women have ambition to work for themselves

- Many Lithuanian women – professionally not occupied (or little occupied):
 - 12,8 per cent of women are unemployed
 - 27 per cent of them – had responsibilities to their families before
 - About 35.000 of women bear every year
 - Childbirth, care and other responsibilities impact the pause in women's career or even stop it
 - Only 8 per cent of women have part-time job, an average in EU – about 30 per cent
 - 63.000 housewives (70 per cent of children under 3 are grown up by parents)
- About 43 per cent of all women are bosses but they rarely manage the business
 - Among all employer-owners, who have hired workers, women make up only 28 per cent.
- The country has a large number of innovation-intensive residents in IT field - 146,000 students from 15 years old and female students (profiling, studies)

Women want to communicate

480.000 users visit the largest website for women's communication every month



Active at making communities on Facebook :

All results by Visitors (Real Users) March 2013

| No. | Name | Visitors (Real users) |
|-----|---------------------|-----------------------|
| 1. | delfi.lt | 1 043 421 |
| 2. | 15min.lt | 823 574 |
| 3. | lrytas.lt | 750 762 |
| 4. | skelbiu.lt | 653 363 |
| 5. | plius.lt | 610 009 |
| 6. | balsas.lt | 578 064 |
| 7. | elf.lt | 545 000 |
| 8. | supermama.lt | 483 431 |
| 9. | one.lt | 457 071 |
| 10. | draugas.lt | 450 534 |
| 11. | autogidas.lt | 398 847 |



45.000



89.000



29.000



The target group:

35.000 every year

Women in **maternity leave**
(preparing for childbirth or bear)

It affects woman's qualification, **useless period in career**
Limited mobility, but good opportunities for individual work

63.000

Women looking after children, **housewives**

Limited mobility, but big potential for individual work
Reduced exclusion, the opportunity to communicate and realize hobbies

146.000

Young (15 – 29 years old) **girls and women**

Interested in or more **adaptive to** innovations and **technology**, seeking to improve their knowledge in IT sector
Opportunity to encourage the industrious girls **to choose IT studies** (profiling, studies)

87.500

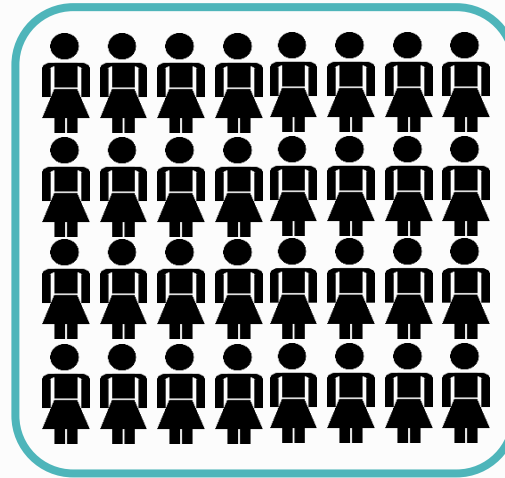
Unemployed, **elderly women and women in province**

Women who lost job and look for the ways **how to go back to labour market**
Lack of basic education in IT field

Idea: 'Smart Women'



Having **qualities** we offer our consultation and **support**



It gives the opportunity to **work, to qualify, to communicate** and to create new products **in the real world**



So, we found the **community** 'Smart Women' for creating new products

Goal

- **To solve** qualification, unemployment and entrepreneurship problems
- **To promote** and increase women's quick thinking in **IT** field
- To create **new Small and Medium Business**, services, products and innovations
- To have a short-term and long-term **economical** and **social benefit**

Project 'Smart Woman':

- Presents **a new way of making teams, developing ideas and products**
- Makes the **comfortable** and **professional platform to develop** real **IT projects** in the free time
- Allows to join Internet **communities into teams** and create new products and services
- Makes **the opportunities to get new knowledge**, to find the common interests with other women
- Helps **to find the way** how **to solve problems** or to realize their dreams using IT advantages

Examples of success

- When technology helps to make or to develop business
- When the project 'Smart Woman' helps to find the congenials, to develop the idea and to realize it together
- When women solve their problems with the help of technology and it becomes their business
- When women make business looking after their children at the same time

Success story: smart solution made the extend 8 times higher

- Mother of 3 children noticed the idea of mothers' fair in the USA, where used children's clothes or things, in a good quality and clean, were sold in an organized way.
- In 2012, the first fair was successful but the extend was low because everything was made manually.
- In 2013, Barbora made 'Mothers' fair' automated: registration, delivery of goods and sales monitoring is virtual now.
- Automatization of 'Mothers' fair' rose the number of participants 5 times and 8 times – the amount of goods.
- Barbora is planning the development in other Baltic States



Barbora Jauniškienė:
'The solution to invite IT professional made the extend 8 times higher'

Success story: smart services – successful business

- She have 2 children, made a 5-year break and then started her career
- She worked for international companies 11 years
- She noticed an unexploited niche and decided to make an enterprise which provides the services of virtual office



Solveiga Kadžiulienė:

‘ Nowadays we need to forget the office, workplaces and other things related to the strict timetable. We live in a world, where more and more people want to work in a flexible way and plan their occupation. The workplace for them is a place where they can find Internet and mobile connection. So why don’t we offer it to them? It also helps to save ‘

Success story: when two children are born in a short period of time

- When Diana was pregnant, she walked to Startup Weekend in Hamburg in order to find other women and to implement her project
- During Startup Weekend she decided not to develop her idea but join the other team
- By the end, there were only two women in a team, both had other occupation. So, they spent only some hours on project a day.
- Diana and her congenial's project: SpeedSpiration – online brainstorming tool, where people answer to different questions in 100 seconds
- They continue to develop their project and plan the improvement of SpeedSpiration



Diana Kondel:

'My son is 7 months. My husband and me plan the things so that we have enough time for everybody. I can say that maternity leave is the best time for birth of two children'.

Success story: when the problem is solved smartly

- The young women could not stand her boyfriend's morning alarm clock (boyfriend rose before her)
- It inspired her to create a silent alarm: vibrating bracelet connected to the smart phone clock.
- The young woman presented this idea in one of the biggest business plan contest in the world, 'MIT's Entrepreneurship contest' and was one of the top five.
- Encouraged by success, Julia has established the company 'Lark' and began to produce silent alarms. Soon the product was rated by one of the most famous telecommunication companies 'Apple', that started to sell invention in their stores in 2011.



Julia Hu, 'Lark' founder and manager:

'One of my funders has said that he has invested my project, because he liked my vitality and acceptance to appear naive'.

Our message to women

Are you tired of listening to the distant world-changing innovation?

Join the 'Smart Woman' community and implement your dreams being at home!

Join us here: 1) community-minded people, 2) smart business consultation 3) advice from business professionals 4) real support for the implementation of your ideas.

Have no time? Yes, we understand, the children are more important. We will adjust!

Tame technology and implement your business idea!



Our message: what are we saying about the project?

'Smart women' – virtual community which makes the real business.

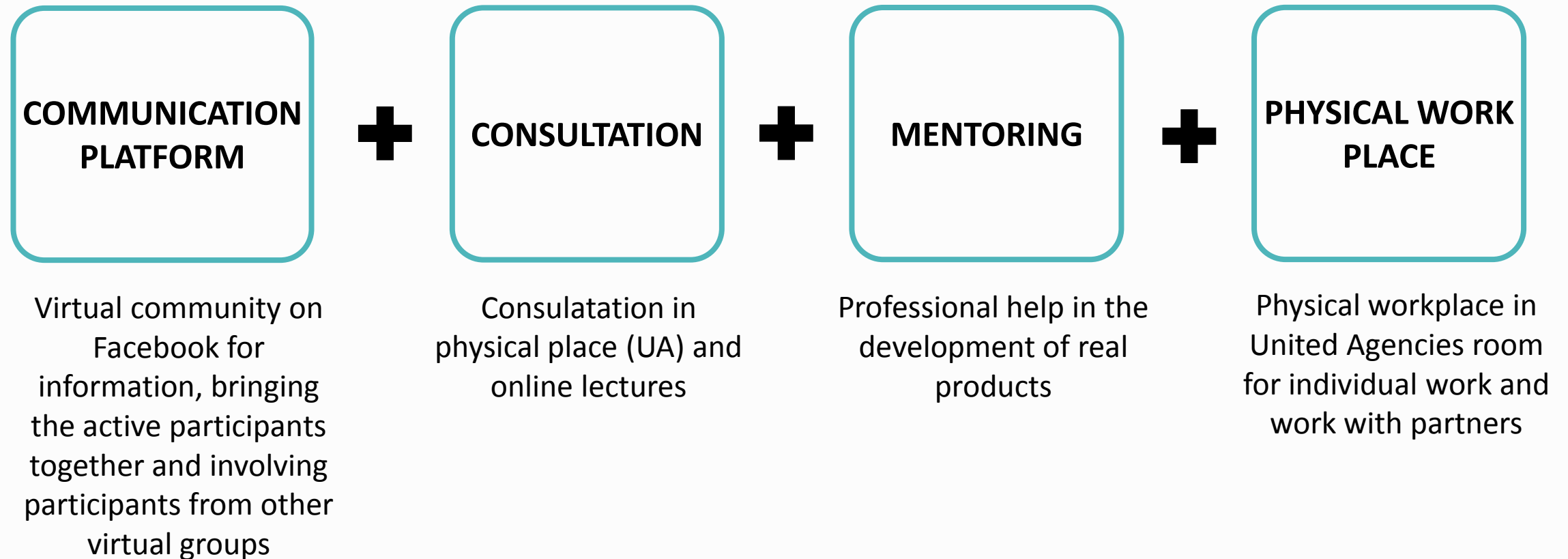
The community is united by the women, not technology professionals perhaps, but aware - quick thinking gives a special advantage to business. Therefore, the participants of this project learn and use technology.

The participants of the project 'Smart Woman' receive the necessary knowledge to create business, useful consultation, advice of experts, they meet partners or investors.

The feature of the project 'Smart Women' is flexibility: women work on their own time and combine their professional ambitions with family responsibilities.

'Smart Woman' – is the happy mothers and children, development of entrepreneurship, lower unemployment and higher quick thinking in IT.

Parts of the project (the offer to women):



The field of 'smart' consultations and mentoring:

MARKETING

Product development, pricing, publishing of project, PR, advertising

CONCEPT OF THE PROJECT

Brainstorm, unification of teams, tools for solving problems

CONSUMER NEEDS

Examples of use, unified modeling language

DEVELOPMENT OF BUSINESS

Business models, company analysis

USER INTERFACE, DESIGN

UX/UI, the best examples of design

TECHNICAL SPECIFICATION

Time management, project management according to Agile/Waterfall

IT ARCHITECTURE

Mobile platforms: Android, iOS, Windows Phone

TESTING

Business models, company analysis

Stages of the project and KPI

PILOT

May, 2013 – September, 2013



Place: Vilnius, United Agencies, 100 m² space

~100 women participate in consultations

~6 mentors

20 women choose long-term 'smart programme'

INTRODUCTION

October, 2013 – December, 2014



Place: Vilnius, Kaunas, Klaipėda

~1000 women participate in consultations

20 teams

50 mentors

50 working on the projects
(workplaces formed)

DEVELOPMENT

January, 2015 – September, 2015



Place: Vilnius, Kaunas, Klaipėda, Panevėžys, Tauragė, Alytus

~3000 women participate in consultations

60 teams

150 mentors

150 working on the project
(workplaces formed)

Implementation: PILOT

KPI:

100 participants in consultations

20 long-term programmes

1) Publicizing and inclusion:

- 'Smart Women' platform on Facebook
- Audience is reached and attracted through existing groups:
 - AutoLedi (45K), GrozioGuru (89K), GrozioKlubas (29K), supermama.lt (500K), StartupLithuania.lt

2) Consultations and mentoring:

- Consultations organised:
 - **Opportunities in IT sector for Lithuanian labour market; Ecosystem of entrepreneurship and start up; Search engines**(and tools, e.g.: Google Analytics); **Social network** (Facebook, LinkedIn, GooglePlus, Twitter...); **Opportunities of applications** (Facebook, mobile, WEB); **Internet marketing**: AdWords, SEO opportunities; **Success stories** (businesswomen); **Site usability testing** (usability).
- Partners for attraction of mentors:
 - startuphighway.com, hubvilnius.lt, event.appcamp.lt/lt/#mentoriai, startupwomen.ru, etc.

Implementation: PILOT

Provided basic theoretical and practical **knowledge**

Activated **curiosity** and desire **to improve in IT field**

The first business ideas of smart women

Implementation: INTRODUCTION

KPI:

1000 participants in consultations

50 projects / workplaces

1) Publicizing and inclusion:

- Developing of 'Smart Women' platform on Facebook
- Additional advertising and publicizing (advertising, publications, success stories, events, etc.)
- 'Smart test' (creating and introducing of index)

2) Consultations and mentoring:

- Life and online consultations according plan, concluded in advance
- Events for making contacts/ meeting partners, events for award/ assessment

3) Implementation of Small and Medium Business:

- The starting business packet for selected business ideas: all necessary material for start:
 - Workplace, tools for work, app, website; mentors, advertising, publicizing, etc.

4) Investment attraction:

- Investment fund to attract finances from, e.g., European Investment Fund.

Implementation: INTRODUCTION

Provided basic theoretical and practical **knowledge**

Activated **curiosity** and desire **to improve in IT field**

The first business ideas of smart women



Practical entrepreneurship and IT **knowledge**

Real products, services, **business** and **workplaces**

Implementation: DEVELOPMENT

KPI:

3000 participants in consultations
150 projects / workplaces

1) Publicizing and inclusion:

- Developing of 'Smart women' platform on Facebook
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3) Implementation of Small and Medium Business:

- The starting business packet for selected business ideas: all necessary material for start
 - Workplace, tools for work, app, website; mentors, advertising, publicizing, etc.

4) Attraction of additional investment

- EU structural funds, business partnership (business angels)

Implementation: DEVELOPMENT

Provided basic theoretical and practical **knowledge**

Activated **curiosity** and desire **to improve in IT field**

The first business ideas of smart women



Practical entrepreneurship and IT **knowledge**

Real products, services, **business** and **workplaces**



Reduction of social **exclusion** in regions

The global context

There are many similar projects in Western countries:

- They are focused on the process—training, education, creating of women's net, sharing experience, awards, scholarship
- 'Smart women'- the unique project even in a global context because its final goal – creation of smart business



Budget: INTRODUCTION + DEVELOPMENT

| | Total, without VAT |
|---------------|--------------------|
| CONSULTATIONS | 1,4 billion Ltl |
| COMMUNICATION | 600 thousand Ltl |
| ASSESSMENT | 70 thousand Ltl |
| ROOMS | 350 thousand Ltl |

Budget: PILOT

| | Total, without VAT |
|---------------|--------------------|
| CONSULTATIONS | 30 thousand Ltl |
| COMMUNICATION | 46,5 thousand Ltl |
| ROOMS | 20 thousand Ltl |

Benefit for women

- Social:
 - To keep, raise or gain new **qualification**;
 - To realize **career ambition** coordinating child care and part-time job;
 - **To meet** other, similar women, to extend social crew.
- Economical:
 - To implement the business idea and **to make business**;
 - To find **investors**;
 - **To join** to the interested idea;
 - **To employ**.

Benefit for the state

- Solving the problem of **unemployment**;
- **Promotion of** the ecosystem of entrepreneurship, innovations and start-up;
- Solving the problem of **qualification** after childbirth;
- Awareness development of **the importance of employment** that can help to employ or to create workplace in the future;
- Creation of a safe and comfortable social environment, which allows to **combine work and child care**;
- Solving the problem of kindergartens and **children are grown up in a safe** environment;
- The increasing number of **women**, working in **IT field**;
- Creation of **new complex of** products and services;
- Support of the stable development of IT and **IT-oriented society**;
- Implementation of **innovative** decisions in Europe.

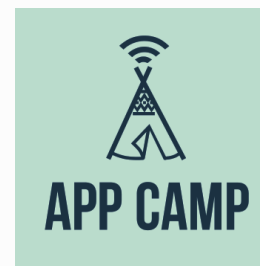
Future prospects– ‘ Smart School Girl’

- Goal – to wake the school girls’ interest in technological professions
- Project would be focused on the work at schools
- Preliminary programme: the team would go to different schools, present vision, opportunities and success stories to students who have chosen technological professions

Participating parties in the pilot



united.agencies



Thank you