

Graduate entrepreneurs



Recently graduated and starting their careers.

Statistics



Women tend to start businesses at a slightly older age than men. Nearly half of the women-led businesses were founded between the **ages of 31 and 45**, while half of the men-led businesses were started between **21 and 30**.

Reasons for Starting a Business

- **Self-Realization:** Young women often seek ways to utilize their new knowledge and skills.
- **Innovation and Creativity:** Graduates aim to bring new ideas and innovations to the market.
- **Unemployment:** Limited job opportunities may drive graduates to start their own businesses.



Natálie, 23 years old, Digital Marketing 99

I started my business because I couldn't find a job in my field after graduation. Entrepreneurship gave me the opportunity to use my knowledge and be creative.

Martina, 25 years old

After graduating from university, I wanted to create something of my own where I could use all the skills I learned.

Eva, 24 years old

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Challenges



- **Lack of Experience and Market Knowledge**
Young entrepreneurs often lack practical experience and market knowledge.
- **Limited Access to Initial Capital**
Financing a new business can be difficult due to a lack of credit history or collateral.
- **Lack of Knowledge of the Business Environment**
Problems with navigating legislative and administrative requirements.
- **Time Demands and Working Hours**
Running a business can be time-consuming, which may be challenging without prior experience.

Solutions



1. **Digital Tools and Training**
Enables more efficient business management.
2. **Workshops and Networking Events**
Helps gain valuable contacts and advice.



Entrepreneurs on parental leave



Age range during which women are most likely to have young children and be on parental leave.

Statistics



70% of women entrepreneurs reported balancing their business with personal life responsibilities compared to 56% of men entrepreneurs. Women, especially in urban areas like Prague, face challenges due to the limited availability of preschool childcare.

Reasons for Starting a Business

- **Flexibility:** Need to adapt work hours to care for children.
- **Economic Independence:** Effort to secure income during and after parental leave.
- **Self-Realization:** Desire to continue professional development even during parental leave.



Gita, 33 years old,
children's clothes e-shop

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Entrepreneurship gives me the flexibility I need to care for my young children. I can work from home and still be present for my family.

Lucie, 32 years old

For me, entrepreneurship is a way to be economically independent while spending time with my children.

Petra, 30 years old

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Challenges



- **Need for a Flexible Work Schedule**
Balancing business with caring for young children requires flexible working hours.
- **Limited Opportunities for Professional Development**
Time dedicated to children can limit participation in training and networking events.
- **Insufficient Financial Support**
Income loss during parental leave can affect the ability to invest in business.
- **Time Flexibility**
Need to adjust working hours according to children's needs.

Solutions



1. **Mentoring and Financial Services**
Helps balance work and family life.
2. **Flexible Educational Programs and Online Courses**
Allow for business development from home.



Entrepreneurs 50+



Older women leveraging their extensive work experience and looking towards financial security for retirement.

Statistics



A large number of women starting a business are in the pre-retirement age group (50+), making up **39% of all women** entrepreneurs

The number of women entrepreneurs aged 50 and above has **increased by 36%** since 2010.

Reasons for Starting a Business

- **Long-term Work Experience:** Older women often leverage their extensive experience.
- **Need for Financial Security:** Business as a means to secure retirement.
- **Discrimination in the Job Market:** Age can be a barrier to employment, leading to the choice of self-employment.



Veronika, 55, consulting and coaching

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After turning fifty, it is harder to find a job, but my experience allowed me to start my own business and be my own boss.

Alena, 53 years old

Entrepreneurship allows me to stay active even at an older age and use all my past experiences."

Zdena, 57 years old

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Challenges



- **Difficulty Adapting to New Technologies**
Problems with adapting to rapidly changing technologies.
- **Age and Gender Discrimination**
Prejudices can lead to lower chances of obtaining loans.
- **Health Issues**
Vyšší věk Advanced age can bring health complications.
- **Time Demands and Working Hours**
Longer working hours can be physically demanding.

Solutions



1. **Access to Finance and Improvement of Digital Skills**
Addresses issues with financing and digital literacy.
2. **Seminars and Consultations on Modern Business Trends**
Helps keep up with modern methods and technologies.



Single mothers entrepreneurs



Age range where women are often balancing raising children and seeking financial independence.

Statistics



Single mothers in the Czech Republic are twice as likely to live in poverty compared to men. They are among the most financially vulnerable groups, along with female migrants and women over 65 (ROVNOST ŽEN A MUŽŮ V NEDOHLEDNU Monitorovací zpráva Social Watch k genderové rovnosti 2017) Single mothers comprise **87% of single parents** in the Czech Republic. Thus, the issue of one-parent families is often linked to women (Domácnosti z hlediska genderu, 2011).

Reasons for Starting a Business

- **Financial Independence:** Need to secure a stable income for the family.
- **Flexibility:** Ability to adjust working hours to children's needs.
- **Personal Growth:** Desire for self-realization and development despite challenging circumstances.

Challenges



- **Financial Uncertainty and Risk of Unstable Income**
Single mothers often face financial instability.
- **Need for Reliable and Accessible Childcare**
Lack of support can limit the ability to focus on business.
- **Social Isolation**
Lack of social support and networks.
- **Time Flexibility**
Necessity to adapt working hours to the needs of children.



Marika, 38 years old, farmer

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Entrepreneurship allows me to be independent and adjust my work to the needs of my children.
Petra, 37 years old

As a single mother, I needed the flexibility that entrepreneurship offers me so I could be present for my children.

Eva, 34 years old

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Solutions



1. **Peer Mentoring and Financial Support**
Helps ensure a stable income and support.
2. **Financial Advice and Microloans**
Provides economic stability.

Migrant entrepreneurs



Age range where individuals are likely to migrate and start new ventures for better economic opportunities.

Statistics



The second-largest group of migrants with trade licenses in the Czech Republic are from Ukraine.

Reasons for Starting a Business

- **Economic Opportunity:** Better economic conditions in the new country.
- **Integration:** Business as a means of integrating into a new society.
- **Cultural Barriers:** Limited job opportunities can lead to starting their own business.



Darja, 29 years old, photographer

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Entrepreneurship allowed me to integrate into a new society and overcome language barriers.
Nina, 40 years old

Entrepreneurship provided me with the opportunity to achieve economic security in a new country and integrate into the local community.
Olga, 35 years old

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Challenges



- **Language Barriers**
Lack of knowledge of the local language can complicate communication.
- **Cultural Differences**
Cultural barriers affect business and integration.
- **Limited Access to Networks and Local Support**
Lack of contacts and knowledge.
- **Time Demands and Working Hours**
Balancing work and integration is time-consuming.

Solutions



1. **Support and Services for Ukrainian Entrepreneurs**
Assistance with language and cultural barriers.
2. **Language Courses and Legal Advice**
Facilitate understanding of laws and improve language



Women entrepreneurs in general



This category includes women who have gained significant work experience and may be seeking new opportunities, greater flexibility, or financial independence.

Statistics



Only 22% of women reported receiving support from their families for their business, compared to a higher percentage of men.

Reasons for Starting a Business

- **Self-Realization:** Desire to implement ideas and utilize skills.
- **Independence:** Need for financial and work independence.
- **Flexibility:** Ability to adapt work hours and location to personal needs and preferences.
- **Economic Opportunities:** Exploiting market opportunities and striving for better financial security.
- **Innovation:** Drive to introduce new products, services, or approaches to the market.

Challenges



- **Access to Financing:** Banks and investors may have biases, leading to stricter criteria for loan approvals.
- **Lack of Networks and Support:** Historically male-dominated business networks make it harder for women to access vital contacts.
- **Balancing Work and Personal Life:** Traditional roles often place greater responsibility on women for family care.
- **Discrimination and Gender Stereotypes:** Persistent gender stereotypes can affect perceptions of women's entrepreneurial capabilities.
- **Time Demands and Working Hours:** Women often face greater challenges in balancing work and family life due to traditional gender roles, leading to higher stress and burnout.
- **Lack of Education and Training:** Women may have limited access to training due to societal expectations, family care, and lack of female role models in business.
- **Innovation and Technology:** Women may have fewer opportunities to access technological resources and training due to gender stereotypes and biases.
- **Health and Social Insurance:** Women may face specific health needs and often have less access to adequate insurance as self-employed individuals.
- **Risk of Financial Instability:** Women entrepreneurs may face higher financial uncertainties due to lower wages, job market discrimination, and less access to financing.



Jana, 46 years old, accountant

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Entrepreneurship gives me the freedom and the ability to be my own boss, which is extremely important to me.

Simona, 45 years old

Building my own business allowed me to realise my ideas while being flexible in caring for my family.

Jana, 40 years old

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Solutions



1. **Comprehensive Digital Support**
Provides training and tools to improve digital skills.
2. **Access to Financing**
Offers various financing options for business expansion or stabilization.
3. **Individual Mentoring**
Tailored support from experienced mentors to address specific challenges and improve business strategies.
4. **Networking Events**
Enable entrepreneurs to establish contacts, leading to new business opportunities and collaborations.
5. **Online Educational Courses**
Offer a wide range of courses focused on different aspects of entrepreneurship, helping entrepreneurs enhance their skills and knowledge.
6. **Legal and Financial Advice**
Provides services to help with legal issues and financial planning, which is important for all types of entrepreneurs.