

Organising a market place

What is a market place?

Within the Brilliant Entrepreneur training programme the market place is the part of the programme where women entrepreneurs get the opportunity to get into contact with all kinds of initiatives and organisations that can assist them in growing or improving their business.

Why organise it?

In all countries there is a number of organisations that aim to assist entrepreneurs. There even are initiatives and organisations with the specific goal to empower **women** entrepreneurs.

You can think of business development service providers, investment funds, banks, (women's) networks, export promotion boards, international organisations, research institutes, business incubators, sector specific organisations, etc.



Women entrepreneurs are often working in relative isolation and are not aware of the existence of these organisations or do not know what these organisations can offer to them.

At the same time, organisations complain that they are not able to reach women entrepreneurs. In general, the percentage of women among their clients or participants is very low.

This is solved by **connecting** women entrepreneurs and relevant organisations and initiatives through a market place!

How to set up a market place?

A market place typically takes about 3 to 4 hours. You invite 10 to 14 organisations to present themselves at the market place. Each organisation gives a 5 minute-presentation. This may seem short, but it is sufficient to present what services or products the organisation offers, define the target group and the requirements for accessing the products/services.



It is important to stick to the 5 minute limit, because:

- Not every invited organisation is interesting to all women entrepreneurs, so they don't have to waste time listening for hours to presentations that are not relevant to them.
- People in organisations often have a limited amount of time, and this way their time is used in a very efficient way.
- It urges people to only share the most important and relevant issues concerning their organisations.





After the 5 minute-presentations each organisation is assigned a table and the women entrepreneurs can go around, sit down and have a discussion with people of organisations relevant to them. This takes an hour.

The **time schedule** will look as follows:

30 minutes	The first 6 organisations give a 5 minute-presentation.
60 minutes	The first 6 organisations are assigned a table and the women entrepreneurs join them.
30 minutes	The second 6 organisations give a 5 minute presentation.
60 minutes	The second 6 organisations are assigned a table and the women entrepreneurs join them.

In total this takes 3 hours. All invited organisations will have to participate for 1,5 hour, either in the first round or the second round. This is a very reasonable time investment for potentially great results!

Not only do women entrepreneurs get to know the organisations, the organisations get to know each other as well! This is much appreciated, because often organisations are not aware of each others activities. By getting acquainted with each other's products and services, people in organisations can jointly create a truly enabling environment for women entrepreneurs!



Variations

The way the market place is described above, is meant to provide an overview for women entrepreneurs in general of the products and services that are available to enhance the efficiency and effectiveness of their business.

Of course, all kind of variations are possible:

- A market place for a **specific sector**. For example, to invite all kinds of organisations that are interesting for entrepreneurs active in agriculture and food processing.
- A market place for a **specific interest**. For example, invite export and export promotion organisations for women entrepreneurs with an interest in international trade.
- A market place with a **specific theme**: For example, invite different women networks to present their offer to (working) women.
- And you can think of many more concepts!

Good luck!

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Please, do not hesitate to contact us for more information or sharing your experiences.

Contact

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