



Annual report on activities performed in the EmpoWomen Programme

Deliverable 4.5. Report on D&C Activities v2

Prepared by: TechUkraine

Description

Report for Dissemination, Communication, and Networking Activities for the EmpoWomen Programme (from November 2024 to October 2025)

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Table 1. Project information

PROJECT TITLE	Acceleration programme empowering women-led deep tech startups in Widening Area countries
PROJECT ACRONYM	EmpoWomen
GRANT AGREEMENT NO	101120693
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Table 2. History of changes

Version	Submission Date	Responsible organization	Comments
v1.0	15.10. 2025	TechUA	Initial draft version
v2.0	20.10.2025	TechUA	Second draft version
v3.0	28.10.2025	TechUA	Third draft version
v.4.0	30.10.2025	TechUA	Final version
VF	31.10.2025	Sploro	Final Version

Table 3. List of Acronyms

Acronym	Meaning
BAE	Business Angels Europe
D	Deliverable
D&C	Dissemination & Communication
EU	European Union
KPI	Business Angels Europe
No	Number
M	Month
R	Document, Report
SWG	Startup Wise Guys
T	Task
TU	TechUkraine / TechUA
WP	Work Package

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Executive Summary

This document, Deliverable 4.5, presents the final report on the communication and dissemination activities conducted within Work Package 4 (WP4) of the EmpoWomen project. It covers the second and final reporting period, from from November 2024 to October 2025.

Building upon the foundations established in the first year, the second year's activities focused on amplifying the project's impact, showcasing the success stories of the supported women-led startups, and ensuring the long-term sustainability of the project's outcomes. The strategy for this period, outlined in Deliverable 4.4, was executed through a multi-channel approach, including the project website, social media, content creation, events, and media relations.

Key achievements during this period include the successful promotion and execution of the EmpoWomen Demo Day of the second Cohort, the publication of compelling success stories from programme participants, and a sustained growth in online community engagement and media presence. All activities were strategically aligned to maximize the visibility of the project's results and to strengthen the ecosystem for women entrepreneurs in deep tech across Europe's widening areas.

This report provides a comprehensive overview of the actions undertaken, analyses their performance against the established Key Performance Indicators (KPIs), and offers concluding remarks on the overall impact of the project's communication and dissemination efforts.

1. Introduction

1.1. The EmpoWomen Programme

The EmpoWomen project, funded by the European Union's Horizon Europe programme, is a 24-month initiative designed to address the gender gap in the deep tech startup ecosystem. The project's primary goal is to empower and support women entrepreneurs from widening countries by providing them with the necessary resources, funding, mentorship, and networking opportunities to scale their businesses and drive innovation. By fostering a more inclusive and diverse entrepreneurial landscape, EmpoWomen aims to unlock the untapped potential of women-led deep tech ventures, contributing to Europe's competitiveness and technological sovereignty.

1.2. Work Package 4: Communication, Dissemination, and Exploitation

Work Package 4 (WP4) is dedicated to ensuring that the project's objectives, activities, and results are effectively communicated to a broad and relevant audience. Its mission is to build awareness, foster engagement, and create a lasting legacy for the EmpoWomen programme. This is achieved through a strategic mix of communication channels and dissemination activities designed to reach and influence key stakeholders, including potential applicants, investors, policymakers, and the wider innovation community.

1.3. Purpose of the Deliverable

This document serves as the final report on all communication and dissemination activities carried out under WP4. It details the initiatives implemented during the second year of the project, from **November 2024 to October 2025**. The report evaluates the effectiveness of these activities by measuring their performance against the strategic objectives and KPIs outlined in the "Dissemination & Communication Plan for 2025" (Deliverable 4.4). It provides a transparent account of the project's outreach efforts and their contribution to the overall success of the EmpoWomen programme.

2. Dissemination and Communication Tasks & Objectives (Year 2)

The dissemination and communication strategy for the EmpoWomen project in the second year continued to adhere to the best practices and principles established by the EC Guidelines. Building on the foundational work of the first year, the focus shifted from initial setup and awareness to leveraging early results and expanding strategic influence.

The core methodology remained rooted in the identification and detailed mapping of targeted stakeholders, ensuring tailored, clear, and concise messaging to meet their specific needs. This approach guided the development of suitable materials and the selection of the most effective dissemination channels throughout the reporting period.

The overarching objectives for Year 2 focused on four main pillars:

- **To Raise Awareness and Showcase Impact:** The primary messaging expanded to include not only the **second Open Call** but also the **tangible successes and results achieved by the first cohort** of female entrepreneurs. This objective also encompassed the dissemination of key knowledge products, notably the **Whitepaper on Women in Deep Tech**, to position the project as a vital source of data and insight.
- **Build a Solid Network:** The project continued to nurture and expand its ecosystem of target audience groups and stakeholders, solidifying its reputation as a thought leader and a central hub for growth and partnerships between digital/deep-tech female leaders, investors, corporates, and established networks.
- **Foster Strategic Partnerships:** Efforts were intensified to raise awareness among relevant EU organisations regarding opportunities to collaborate with the project to enhance the promotion of women's entrepreneurship across Europe.
- **Exploit Sustainable Results:** A key task involved creating lasting connections with pan-national, national, and regional agencies, as well as private sources (i.e., potential capital providers), to prepare for the exploitation of the project's results and generate sustainable demand for the program's services beyond the project lifetime.

3. Promotional Strategy for Dissemination and Communication (Year 2)

The promotional strategy in Year 2 maintained the robust two-branched approach established in the proposal, combining digital outreach with focused personal interaction, while strategically integrating the promotion of Year 1 results. The target audiences and key messages remained the same, but for year two the communication was supported by the tangible results the startups of the first cohort managed to achieve.

3.1. Communication Strategy Pillars

The integrated Promotional Mix focused on creating awareness and persuading the audience to engage, utilizing the following elements:

- **Personal Selling:** This included sustained email campaigns, focused meetings with high-value investors and ecosystem builders, and targeted event marketing. These tools were paramount for securing high-quality applicants for the second Open Call and engaging investors for matchmaking.
- **Digital Channels:** This encompassed the project website, social media channels (LinkedIn, Twitter, Facebook), newsletters, and press releases. This pillar provided a continuous flow of project news and opportunities.
- **Communication Toolkit:** The toolkit was actively utilized and updated, providing project partners with standardized promotional reference material (e.g., brochures, posters, leaflets¹) for consistent branding and messaging when participating in external events and meetings.
- **Branding:** The established EmpoWomen brand and visual identity were consistently applied, protecting and refining its recognizable visual presence across all internal and external communications.

3.2. Key Communication Activities and Channels

Year 2 activities leveraged the momentum built in the initial phase, with a particular emphasis on maximizing reach through partner networks and showcasing real impact:

- **Consistent Digital Updates:** Regular updates were published across the **Project Website** and **Social Media channels**, featuring open call details, cohort successes, partner insights, consortium meeting outcomes, and relevant deep-tech news.

¹ Examples of leaflets can be found at [Annex 6 - Printed materials](#).

- **Heroine Stories and Podcasts:** Production of **Success Stories and Tech Talks (Podcasts)** continued, showcases the stories of the second cohort of selected startups, thus providing them the necessary exposure and support in their activities.
- **Knowledge Product Launch:** A major communication campaign was executed around the publication and dissemination of the Whitepaper “Analysis of the role and impact of EU public funding programmes in fostering women-led entrepreneurship in deep-tech”, positioning the consortium as a key source of data and policy knowledge.
- **Partner Network Mobilization:** All partners utilized their pre-existing organizational channels (with a combined audience of over +74100 LinkedIn followers, +11.500 Twitter, etc.) to **continuously push project messaging**, maximizing the project’s reach through a coordinated, decentralized strategy.
- **Targeted Outreach in Widening Areas:** Direct communication and support were maintained with the designated contact points and associated partners in Widening Area countries to ensure sustained engagement and a diverse applicant pool.
- **Event Participation:** Strategic participation in external events and the organisation of internal **Webinars/Info-Days** continued, adapting the messaging to promote the program's results and the second Open Call.

4. Communication Activities & Channel Execution (Year 2)

Communication activities represented the tactical execution of the promotional strategy, building broad awareness of the project, its opportunities (the second Open Call), and its results (first cohort success and Whitepaper publication). These activities served as the essential bridge to engage target audiences across various platforms.

In Year 2, the communication strategy relied on a multi-channel approach to achieve maximum engagement and targeted awareness. The primary tools deployed included:

- **Digital Channels** (Project Website and social media), which provided the backbone for continuous, high-volume outreach;
- **Live Engagement** (Conferences, External Events, and dedicated Webinars/Info-Days), which facilitated direct networking, applicant acquisition, and partner development; and
- **Media and Publications** (Press Releases and Newsletters), which provided high-quality assets to maintain brand visibility and secure external coverage. The following sections detail the execution and performance of these communication streams.

4.1. Digital Channels and Performance

The project's digital presence was the primary engine for high-frequency communication, supporting the second Open Call launch, the Whitepaper release, and the promotion of the first cohort's one-year milestones.

4.1.1. Project Website Performance

The project website served as the **central information hub** for all official project communications, continuously updated with news, event information, blog posts, and deliverables. During Year 2, the website's primary function was supporting the Second Open Call, hosting official details and application links, and providing continuous updates on the results of the first cohort, alongside showcasing podcasts and success stories from the second cohort's selected startups.

Key Performance Indicators (KPIs) Overview

Over the reporting period (November 2024 to October 2025), the EmpoWomen website demonstrated strong user engagement and visibility, driven significantly by the Open Call activities:

Table 4. KPIs at the EmpoWomen website in M13-M24

Indicator	Total Volume (Year 2)	Monthly Average
Total Users	11,289	940
Total Page Views	30,455	2,538
Total Impressions	93,752	7,813
Returning User Rate	20.2% (2,300 users)	N/A

The site registered **11,289 total users** with a high degree of interaction, evidenced by **93,752 total impressions** and **30,455 total page views**. The concentration of activity in November and December (as seen in the accompanying chart) clearly correlates with the promotion and execution window of the Second Open Call, indicating highly effective campaign timing and content relevance.

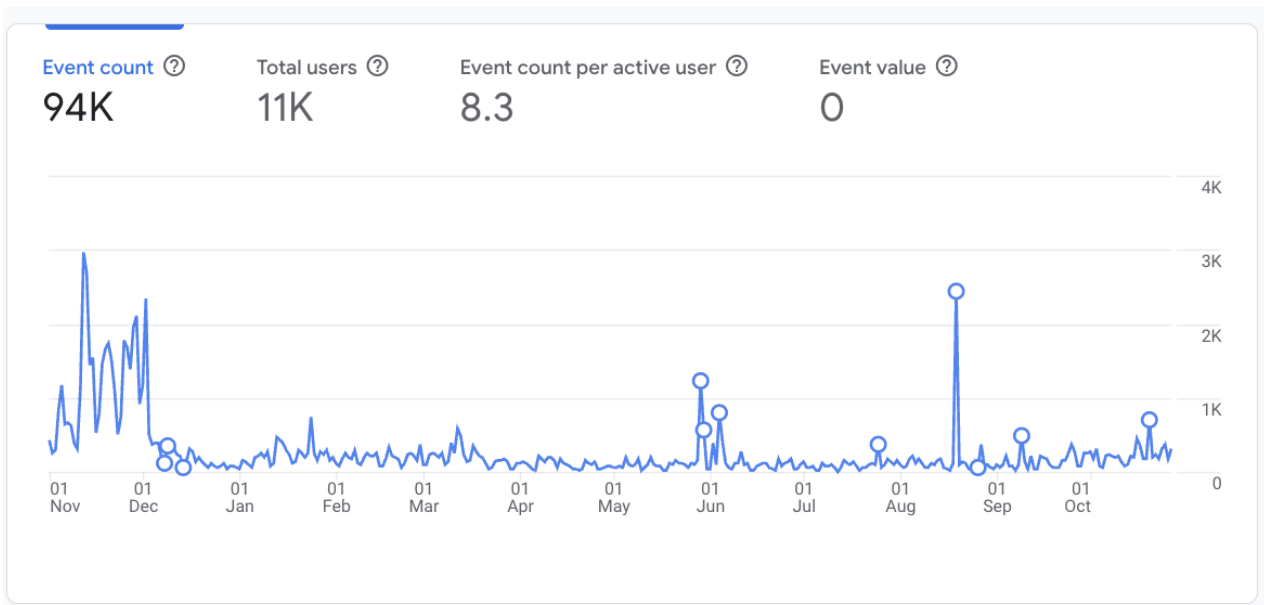


Figure 1. Traffic at the EmpoWomen website in M13-M24

The **Returning User Rate** stood at **20.2%** (representing 2,300 users). This indicates a solid base of engaged visitors—such as partners, applicants awaiting results, and followers interested in continuous updates—who actively returned to the site for new information, demonstrating the creation of a loyal audience. Crucially,

all **11K users** were **Active Users**, meaning every visitor engaged with the site beyond a simple single-page visit.

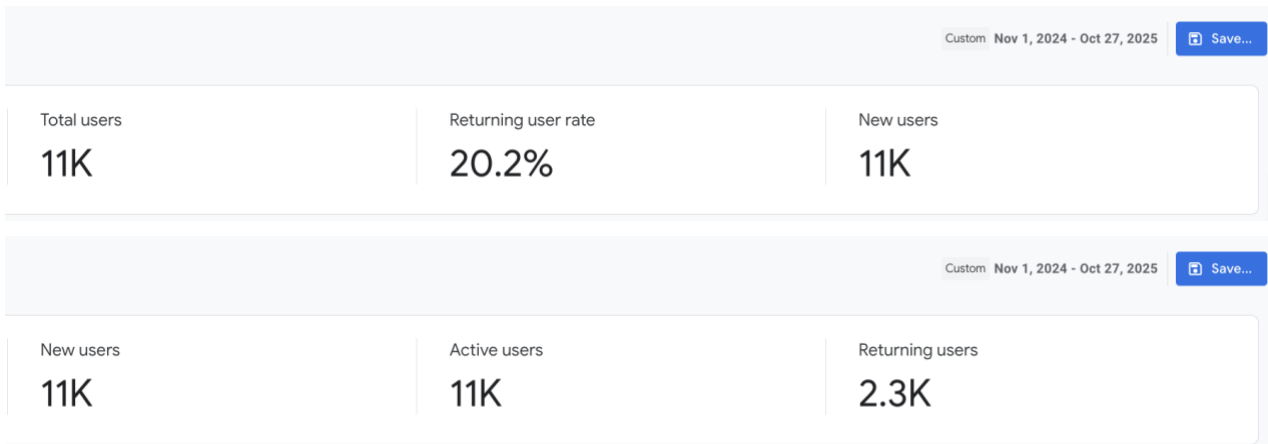


Figure 2. Total, active, new and returning users at EmpoWomen website in M13-M24

Geographic Reach and Target Audience Engagement

The geographic distribution of the 11,289 users was exceptionally broad, confirming the project's **global reach** while ensuring strong presence in key target regions. The data shows successful penetration into the target **Widening areas of the EU**, as planned.

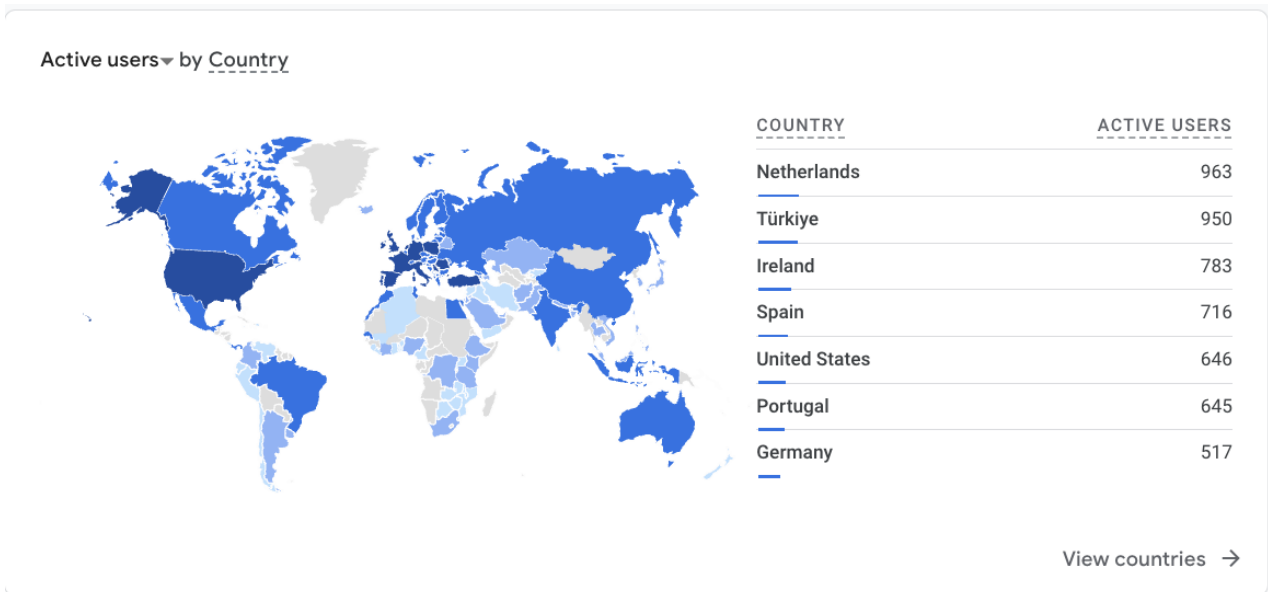


Figure 3. Geography of users at EmpoWomen website in M13-M24

The map and detailed list confirm successful visibility across Europe and beyond. The presence of Widening countries (e.g., Türkiye, Romania, Latvia, Croatia, etc.) among the top-ranking geographies confirms the effectiveness of targeted communication strategies in reaching the program's intended beneficiaries.

Country		Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user	Event count
		100% of total	100% of total	100% of total	Avg 0%	Avg 0%	Avg 0%	100% of total
<input checked="" type="checkbox"/>	Total	11,289	10,849	8,823	50.93%	0.78	47s	93,752
<input type="checkbox"/>	1 Netherlands	963 (8.53%)	950 (8.76%)	235 (2.66%)	21.56%	0.24	9s	4,065 (4.34%)
<input type="checkbox"/>	2 Türkiye	950 (8.42%)	866 (7.98%)	1,069 (12.12%)	56.77%	1.13	1m 10s	11,100 (11.84%)
<input type="checkbox"/>	3 Ireland	783 (6.94%)	779 (7.18%)	135 (1.53%)	15.98%	0.17	6s	2,952 (3.15%)
<input type="checkbox"/>	4 Spain	716 (6.34%)	682 (6.29%)	855 (9.69%)	57.77%	1.19	1m 01s	8,200 (8.75%)
<input type="checkbox"/>	5 United States	646 (5.72%)	643 (5.93%)	197 (2.23%)	29.27%	0.30	23s	3,035 (3.24%)
<input type="checkbox"/>	6 Portugal	645 (5.71%)	606 (5.59%)	670 (7.59%)	56.64%	1.04	59s	6,364 (6.79%)
<input type="checkbox"/>	7 Germany	517 (4.58%)	502 (4.63%)	423 (4.79%)	57.63%	0.82	41s	4,133 (4.41%)
<input type="checkbox"/>	8 Poland	392 (3.47%)	366 (3.37%)	390 (4.42%)	55.32%	0.99	1m 00s	3,654 (3.9%)
<input type="checkbox"/>	9 United Kingdom	365 (3.23%)	354 (3.26%)	309 (3.5%)	55.08%	0.85	47s	3,130 (3.34%)
<input type="checkbox"/>	10 Italy	361 (3.2%)	340 (3.13%)	317 (3.59%)	58.92%	0.88	44s	2,990 (3.19%)
<input type="checkbox"/>	11 France	346 (3.06%)	331 (3.05%)	253 (2.87%)	53.72%	0.73	39s	2,599 (2.77%)
<input type="checkbox"/>	12 Serbia	314 (2.78%)	307 (2.83%)	271 (3.07%)	58.79%	0.86	53s	2,557 (2.73%)
<input type="checkbox"/>	13 Romania	287 (2.54%)	270 (2.49%)	298 (3.38%)	58.2%	1.04	1m 06s	2,788 (2.97%)
<input type="checkbox"/>	14 Greece	243 (2.15%)	224 (2.06%)	272 (3.08%)	62.24%	1.12	55s	2,343 (2.5%)
<input type="checkbox"/>	15 Belgium	213 (1.89%)	201 (1.85%)	183 (2.07%)	56.48%	0.86	38s	1,769 (1.89%)
<input type="checkbox"/>	16 Finland	193 (1.71%)	179 (1.65%)	128 (1.45%)	44.6%	0.66	28s	1,365 (1.46%)
<input type="checkbox"/>	17 Slovenia	183 (1.62%)	178 (1.64%)	201 (2.28%)	59.47%	1.10	1m 05s	1,816 (1.94%)
<input type="checkbox"/>	18 Ukraine	172 (1.52%)	164 (1.51%)	243 (2.75%)	55.1%	1.41	1m 16s	2,804 (2.99%)
<input type="checkbox"/>	19 Latvia	169 (1.5%)	156 (1.44%)	243 (2.75%)	57.04%	1.44	1m 09s	2,118 (2.26%)
<input type="checkbox"/>	20 Bosnia & Herzegovina	147 (1.3%)	142 (1.31%)	114 (1.29%)	53.52%	0.78	1m 03s	1,134 (1.21%)
<input type="checkbox"/>	21 Sweden	147 (1.3%)	142 (1.31%)	128 (1.45%)	57.4%	0.87	47s	1,167 (1.24%)
<input type="checkbox"/>	22 China	140 (1.24%)	124 (1.14%)	5 (0.06%)	3.5%	0.04	3s	458 (0.49%)
<input type="checkbox"/>	23 Croatia	139 (1.23%)	132 (1.22%)	126 (1.43%)	60.29%	0.91	40s	1,177 (1.26%)
<input type="checkbox"/>	24 Austria	130 (1.15%)	126 (1.16%)	92 (1.04%)	51.11%	0.71	31s	896 (0.96%)
<input type="checkbox"/>	25 Bulgaria	123 (1.09%)	109 (1%)	103 (1.17%)	50%	0.84	1m 04s	1,074 (1.15%)
<input type="checkbox"/>	26 Lithuania	112 (0.99%)	107 (0.99%)	118 (1.34%)	62.11%	1.05	1m 02s	1,105 (1.18%)
<input type="checkbox"/>	27 Moldova	98 (0.87%)	95 (0.88%)	72 (0.82%)	52.94%	0.73	47s	681 (0.73%)
<input type="checkbox"/>	28 Estonia	94 (0.83%)	85 (0.78%)	101 (1.14%)	53.72%	1.07	48s	977 (1.04%)
<input type="checkbox"/>	29 India	94 (0.83%)	93 (0.86%)	92 (1.04%)	64.79%	0.98	1m 37s	996 (1.06%)
<input type="checkbox"/>	30 Hungary	90 (0.8%)	81 (0.75%)	80 (0.91%)	72.73%	0.89	1m 03s	754 (0.8%)
<input type="checkbox"/>	31 Norway	82 (0.73%)	80 (0.74%)	69 (0.78%)	58.97%	0.84	49s	627 (0.67%)
<input type="checkbox"/>	32 Denmark	78 (0.69%)	75 (0.69%)	69 (0.78%)	65.09%	0.88	53s	602 (0.64%)
<input type="checkbox"/>	33 North Macedonia	78 (0.69%)	72 (0.66%)	75 (0.85%)	59.52%	0.96	59s	627 (0.67%)
<input type="checkbox"/>	34 Singapore	77 (0.68%)	14 (0.13%)	9 (0.1%)	10.98%	0.12	6s	177 (0.19%)
<input type="checkbox"/>	35 Switzerland	77 (0.68%)	75 (0.69%)	74 (0.84%)	56.06%	0.96	34s	633 (0.68%)
<input type="checkbox"/>	36 Tunisia	77 (0.68%)	73 (0.67%)	76 (0.86%)	50%	0.99	46s	674 (0.72%)
<input type="checkbox"/>	37 Armenia	76 (0.67%)	74 (0.68%)	72 (0.82%)	61.02%	0.95	52s	602 (0.64%)
<input type="checkbox"/>	38 Cyprus	66 (0.58%)	62 (0.57%)	68 (0.77%)	64.15%	1.03	1m 23s	570 (0.61%)
<input type="checkbox"/>	39 Georgia	63 (0.56%)	58 (0.53%)	75 (0.85%)	50%	1.19	1m 23s	758 (0.81%)
<input type="checkbox"/>	40 Albania	59 (0.52%)	55 (0.51%)	33 (0.37%)	34.38%	0.56	31s	384 (0.41%)
<input type="checkbox"/>	41 Slovakia	57 (0.5%)	55 (0.51%)	50 (0.57%)	57.47%	0.88	49s	505 (0.54%)
<input type="checkbox"/>	42 Czechia	54 (0.48%)	50 (0.46%)	54 (0.61%)	50.94%	1.00	1m 11s	534 (0.57%)
<input type="checkbox"/>	43 Egypt	48 (0.43%)	46 (0.42%)	40 (0.45%)	50.63%	0.83	1m 12s	427 (0.46%)
<input type="checkbox"/>	44 Israel	41 (0.36%)	39 (0.36%)	38 (0.43%)	70.37%	0.93	50s	341 (0.36%)
<input type="checkbox"/>	45 Brazil	28 (0.25%)	27 (0.25%)	16 (0.18%)	51.61%	0.57	1m 25s	235 (0.25%)
<input type="checkbox"/>	46 Montenegro	28 (0.25%)	28 (0.26%)	26 (0.29%)	48.15%	0.93	39s	278 (0.3%)

Figure 4. Detailed overview of geography of users at EmpoWomen website in M13-M24

Traffic Acquisition and Brand Strength

User acquisition data highlights the establishment of the project's brand and the quality of its content:

Table 5. Sources of traffic at the EmpoWomen website in M13-M24

Channel	Sessions	Percentage of Total	Engagement Rate
Direct	7,573	43.71%	40.39%
Organic Search	5,822	33.6%	61.54%
Referral	1,920	11.08%	54.43%
Organic Social	1,453	8.39%	54.03%
Email	499	2.88%	51.9%

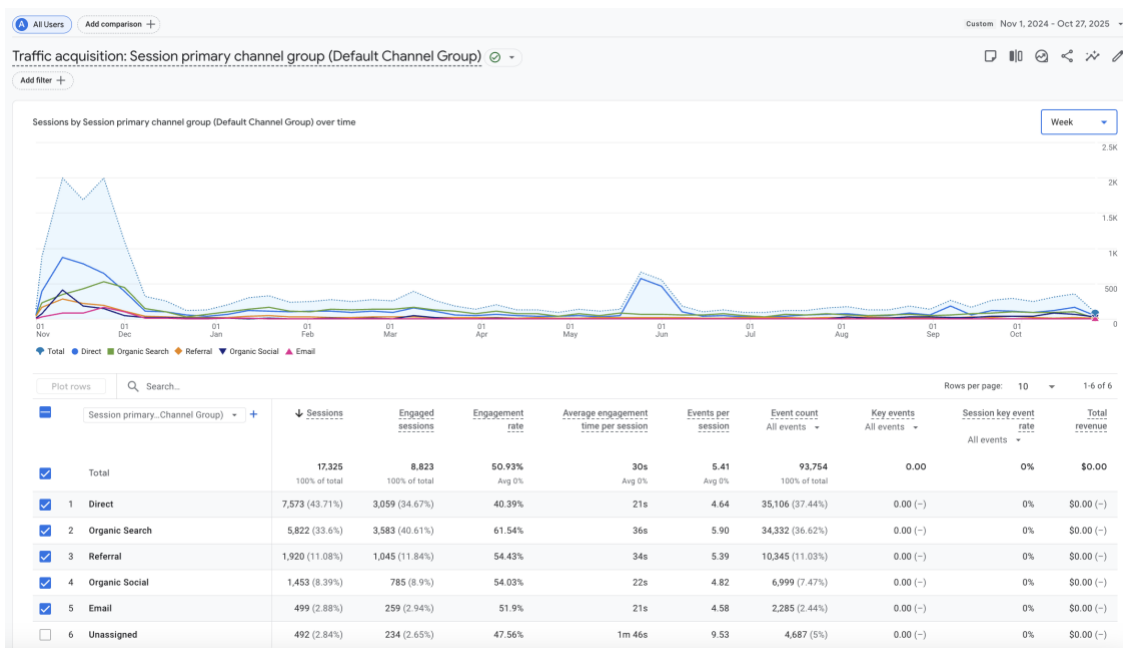


Figure 5. Sources of traffic at EmpoWomen website in M13-M24

The majority of traffic was secured through two high-value channels:

- 1. Direct Traffic (43.71%):** The largest portion of users arrived directly at the website by typing the URL or using bookmarks. This is a strong indicator of **established brand awareness** and recognition among the target audience, as visitors sought the project out intentionally.
- 2. Organic Search (33.6%):** A significant number of users discovered the website via non-paid search results. The **61.54% Engagement Rate** for this group suggests the content is highly relevant to common search queries (e.g., "women's startup funding," "EU innovation grant"), indicating **successful Search Engine Optimisation (SEO)** and well-targeted content strategy.

Combined, Direct and Organic channels account for over **77% of all sessions**, confirming the project's strong digital footprint and zero reliance on paid advertising with the rest of the sessions directed via referrals (11.08%), social channels (8.39%) and e-mail campaigns (2.88%).

Content Performance and User Priorities

The distribution of **30,455 views** clearly reflects the user's primary interests and the critical periods of project activity.

Table 6. Content performance at the EmpoWomen website in M13-M24

Page / Section	Views	% of Total Views	Analysis
/ (Homepage)	14,407	47.31%	Acts as the primary entry point and navigational anchor.
/open-call-programme-plan/	8,942	29.36%	The second most popular page, validating the website's success in promoting the most important activity of Year 2.
/startups/	1,455	4.78%	High interest in previous and current cohorts, demonstrating success in showcasing beneficiaries.
/partners/	836	2.75%	Indicates partner visibility and interest in the consortium structure.
Press Releases (OC2)	1,250	4.10%	Combined views for the Open Call launch and selected startups validate press outreach effectiveness.
/resources/	141	0.46%	A newly added section (published on the 14th of October 2025) that immediately registered interest, suggesting a demand for downloadable/educational content.

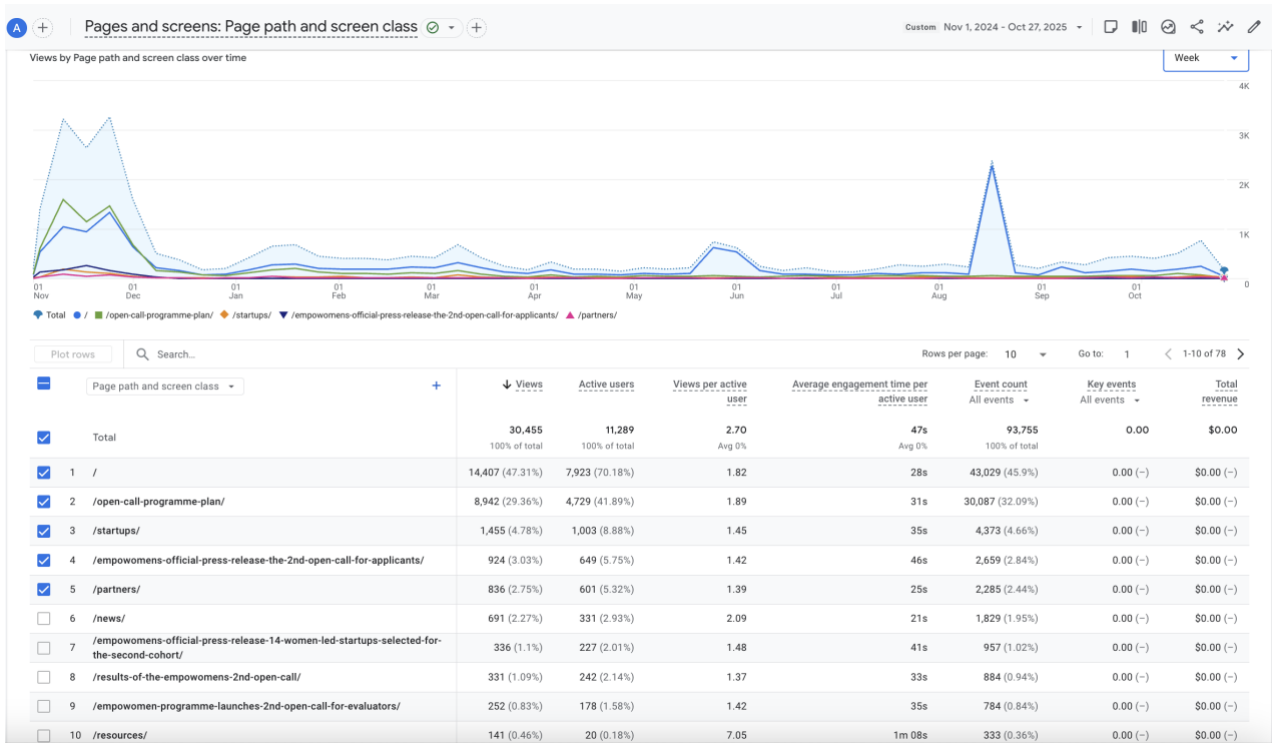


Figure 6. Pageviews at EmpoWomen website in M13-M24

The overwhelming success of the **Open Call page** (nearly 9K views) and related press releases confirms that the website effectively funnelled traffic to the **most critical Year 2 deliverable**. High engagement with the [Startups section](#) also proves the value of the success stories in attracting and retaining visitors.

4.1.2. EmpoWomen’s Social Media & Email Campaign Performance: M13-M24

The project utilized its official social media channels—**LinkedIn, Twitter/X, Facebook, and Instagram**—alongside targeted email newsletters to maximize reach and engage specific professional and entrepreneurial communities. Communication strategies focused on highlighting the Second Open Call and showcasing the success of the first two cohorts.

Online Community Growth

The total official online community grew to **3,193 members** across all platforms and the email subscriber list. This growth was highly strategic, focusing on platforms most relevant to the professional startup ecosystem:

Table 7. Size of EmpoWomen community across channels

Channel	Community Size	Share of Total Community	Notes
LinkedIn Followers	2,388	74.8%	Primary professional network, core audience.
Email Subscribers	610	19.1%	Highly engaged, direct communication channel.
Facebook Followers	94	2.9%	Secondary channel, focused on cohort announcements.
Instagram Followers	61	1.9%	Unplanned channel, adds visual visibility.
Twitter/X Followers	40	1.3%	Minimal, niche professional audience.
Total Community	3,193	100%	

4.1.3. Channel-Specific Performance and Strategy

LinkedIn: The Core Professional Hub

LinkedIn remains the **key communication platform**, reflecting the project’s target demographic of professional and business-oriented audiences.

- **Activity & Reach: 105 publications** were made, generating **75,479 total organic impressions**.
- **Engagement:** The content achieved a high **organic engagement rate of 15%** (surpassing typical industry benchmarks) with **2,045 total reactions, 121 comments, and 72 reposts**. This depth of engagement indicates that the content is highly relevant and sparking genuine professional discussion within the community.
- **Performance Peaks:** The impressions chart shows significant spikes around project milestones (e.g., November, March, and late September/October), corresponding to key announcements like the Open Call launch, results, and Demo Days.

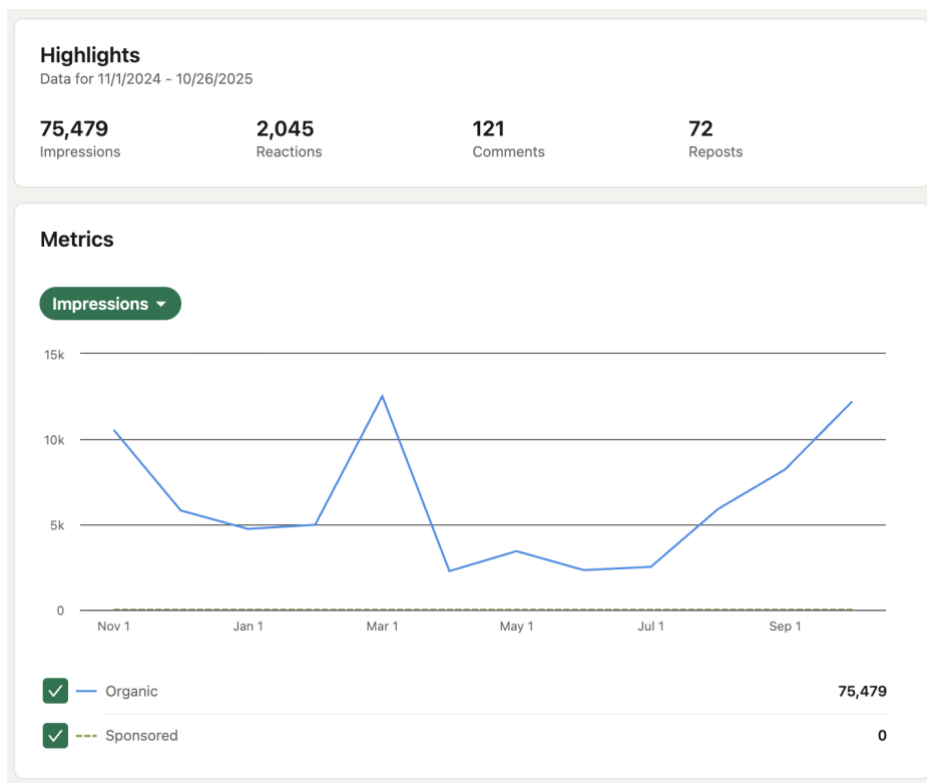


Figure 7. EmpoWomen’s LinkedIn analytics

Audience Roles and Seniority:

LinkedIn provides valuable insights confirming that the project is successfully attracting its target professional audience.

Analysis of the LinkedIn follower base shows a strong concentration in strategic and high-level professional roles.

Table 8. EmpoWomen’s LinkedIn roles and seniority demographics

Job Function (Top 5)	Total Followers	Seniority (Top 5)	Total Followers
Business Development	529	Senior	770
Education	158	Entry	554
Operations	154	Owner	217
Program/Project Management	153	CXO	166
Research	139	Director	161

The dominance of **Business Development** and **Senior** positions confirms that the messaging is reaching decision-makers, investors, and potential business partners—the most valuable stakeholders for the participating startups.

Industry and Geographic Distribution:

The audience reflects a broad cross-sectoral reach, with leading industries being **Higher Education, IT Services, and Business Consulting**. This confirms alignment with both the research/academic community and the target industries for technology-focused women-led startups.

Table 9. EmpoWomen’s LinkedIn industry demographics

Industry	Total followers
Higher Education	221
IT Services and IT Consulting	157
Business Consulting and Services	146
Research Services	135
Software Development	112
Non-profit Organizations	101
Government Administration	96
Biotechnology Research	86
Technology, Information and Internet	64
Venture Capital and Private Equity Principals	60
Civic and Social Organizations	47

Furthermore, the concentration of followers in key European metropolitan areas (including **Istanbul, Lisbon, Ankara, London, and Paris**) and the strong presence of **Widening countries** (e.g., Türkiye, Romania, Serbia, Bulgaria, Poland, Croatia) aligns perfectly with the project's strategic geographic objectives, mirroring the success observed in the website analytics.

Geographic Target Achievement: Eligible Countries Analysis

This section confirms the project's success in reaching its specific geographic mandate by analysing the follower base against the list of eligible countries and territories for the program. Based on the detailed city-level follower data, the project established a presence in **21 out of 33** eligible countries/territories. More information about the geographic distribution included at [Annex 1 – EmpoWomen's LinkedIn location demographics](#).

To better assess the impact, the regions are categorized into three groups:

- **Well-Covered (4 Entities):** These regions have a significant, established follower base (over 50 total followers) with a presence across multiple metropolitan areas, indicating strong penetration and brand recognition.
 - **Türkiye** (High volume in Istanbul, Ankara, Izmir)
 - **Portugal** (Consistent presence in Lisbon, Porto, Braga, Coimbra)
 - **Romania** (Strong base in Bucharest, Cluj-Napoca)
 - **Poland** (Multiple cities including Warsaw and Cracow)
- **Covered (17 Entities):** These regions have a recorded follower presence (less than 50 total followers), typically concentrated in one primary metropolitan area. This group confirms basic visibility but requires future concentrated effort to build critical mass.
 - Bulgaria, Serbia, Greece, Estonia, Ukraine, Croatia, Slovenia, Tunisia, Cyprus, Albania, Moldova, North Macedonia, Bosnia and Herzegovina, Armenia, Georgia, Lithuania, and The Canary Islands (Spain).
- **Not Reached (12 Entities):** **These regions showed no measurable follower presence in the LinkedIn data, indicating a gap in current communication and outreach efforts.**
 - Czech Republic, Faroe Islands, French Guiana, Guadeloupe, Hungary, Latvia, Malta, Martinique, Mayotte and Saint-Martin (France), Montenegro, Réunion, and Slovakia.

Facebook & Instagram: Visual Storytelling and High-Impact Events

While secondary to LinkedIn, both visual platforms demonstrated effectiveness in promoting high-impact, visual events and success stories.

Table 10. EmpoWomen’s Facebook and Instagram statistics

Platform	Posts	Total Views / Impressions	Content Interactions	Key Successes
Facebook	50	6.9K Views	294	Peak activity around the Demo Day of the first cohort at the Slush conference (1,884 views, 913 reach) and winner announcements for the Second Open Call.
Instagram	56	3.4K Views	105	Successful promotion of Demo Days and the launch of the Second Cohort. A post about the first cohort's results after one year became one of the top-performing post across all channels .

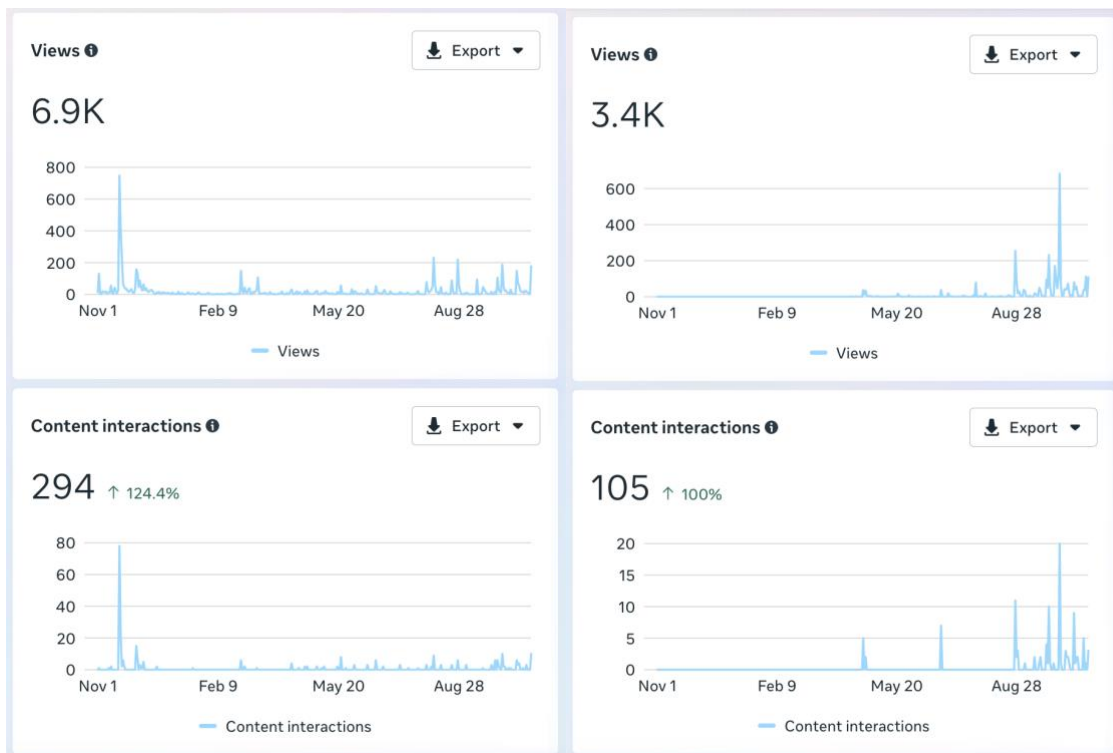


Figure 8. EmpoWomen’s Facebook and Instagram analytics

Title	Date published ↑↓	Reach 📈 ↑↓	Reactions/Likes, comments and... 📈 ↑↓	Views 📈 ↓
Oh, what a day! No patience to wait for professional photos from... Photo · EmpoWomen	Nov 20, 2024	492	27	793
The stars of our big Demo Day are arriving in Helsinki for Slush c... Multi media · EmpoWomen	Nov 18, 2024	380	26	685
Inspiring energy at the Demo Day of the 1st EmpoWomen co... Reel · EmpoWomen	Dec 3, 2024	438	27	599
Celebrating Women's Entrepreneurship Day with a Demo Day of ... Reel · EmpoWomen	Nov 19, 2024	41	54	405
How can technology help us better understand ourselves and ot... Photo · EmpoWomen	Thu Aug 7, 1:00pm	155	10	303
The results are in! We are so excited to officially announce the ... Photo · EmpoWomen	Fri Oct 3, 4:59pm	176	14	295
For co-founder Nicia Ferreira, the fight against neurological dise... Photo · EmpoWomen	Wed Aug 27, 3:21pm	163	9	269
EmpoWomen Programme Welcomes 14 Women-Led Startup... Multi media · EmpoWomen	Fri Feb 28, 10:07am	130	5	215

Figure 9. EmpoWomen’s Facebook top performing posts

Title	Date published ↑↓	Reach 📈 ↑↓	Reactions/Likes, comment... 📈 ↑↓	Views 📈 ↓
Inspiring energy at the Demo Day of the 1st Empo... Reel · empowomen.eu	Dec 5, 2024	484	22	631
EmpoWomen Podcast with Associate Professor D... Photo · empowomen.eu	Dec 4, 2024	293	9	572
The results are in! We are so excited to officially... Photo · empowomen.eu	Fri Oct 3, 5:03pm	237	17	433
Find us at Booth 8 at Hello Tomorrow Global Su... Carousel · empowomen.eu	Thu Mar 13, 6:05pm	279	13	405
Kicking off the 2nd EmpoWomen Cohort! We're... Photo · empowomen.eu	Mon Mar 3, 2:59pm	268	14	362
One year ago, we graduated our first cohort of ... Photo · empowomen.eu	Wed Sep 24, 3:27pm	177	8	349

Figure 10. EmpoWomen’s Instagram top performing posts

The data confirms that Facebook and Instagram are valuable for communicating around visually rich events and longitudinal success stories, helping to humanize the project and its beneficiaries. The inclusion of Instagram, despite being initially unplanned, successfully added visibility.

Twitter/X: Niche Reach

Twitter/X served a more niche role with **46 posts** leading to **2.3K impressions**. It achieved a healthy **7.2% engagement rate** and generated 173 total engagements (59 likes, 16 reposts), suggesting that while the audience size is small, the platform successfully reached a focused, interested segment of the professional community.

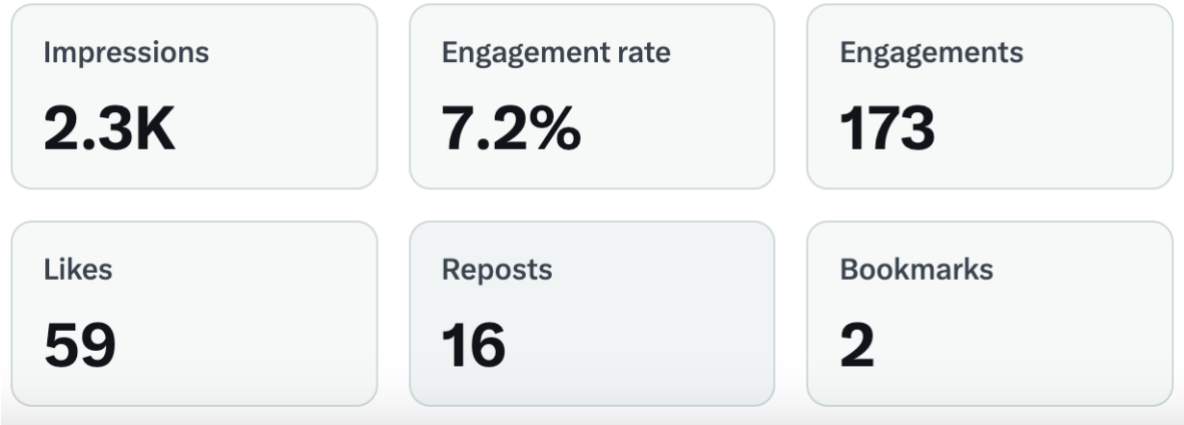


Figure 11. EmpoWomen’s Twitter analytics

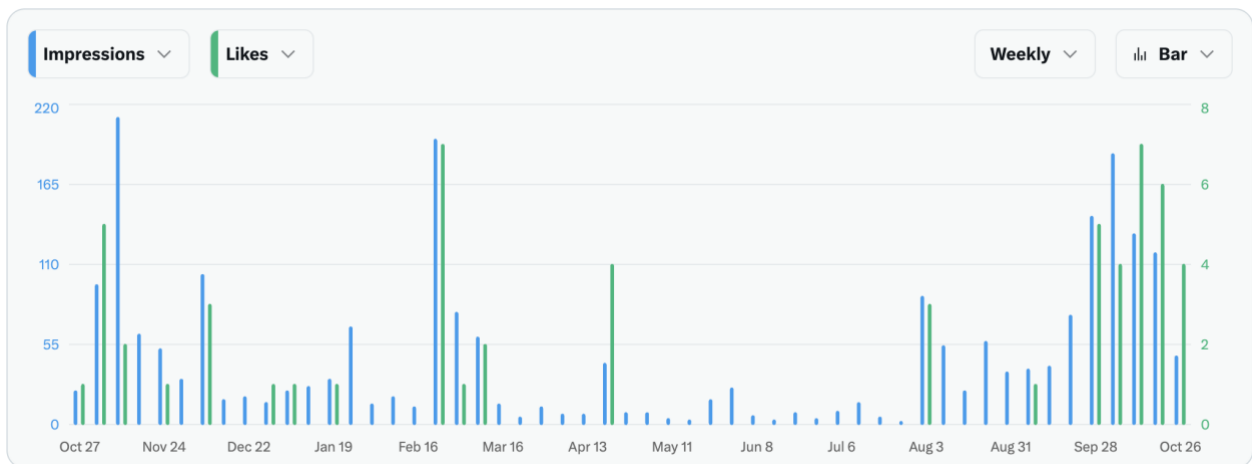


Figure 12. EmpoWomen’s Twitter impressions and likes dynamics

Email Campaigns: High Conversion and Direct Communication

The email channel proved to be a highly effective tool for direct, targeted communication, serving an audience of **610 contacts** (a 36.2% increase in subscribed contacts over the period).

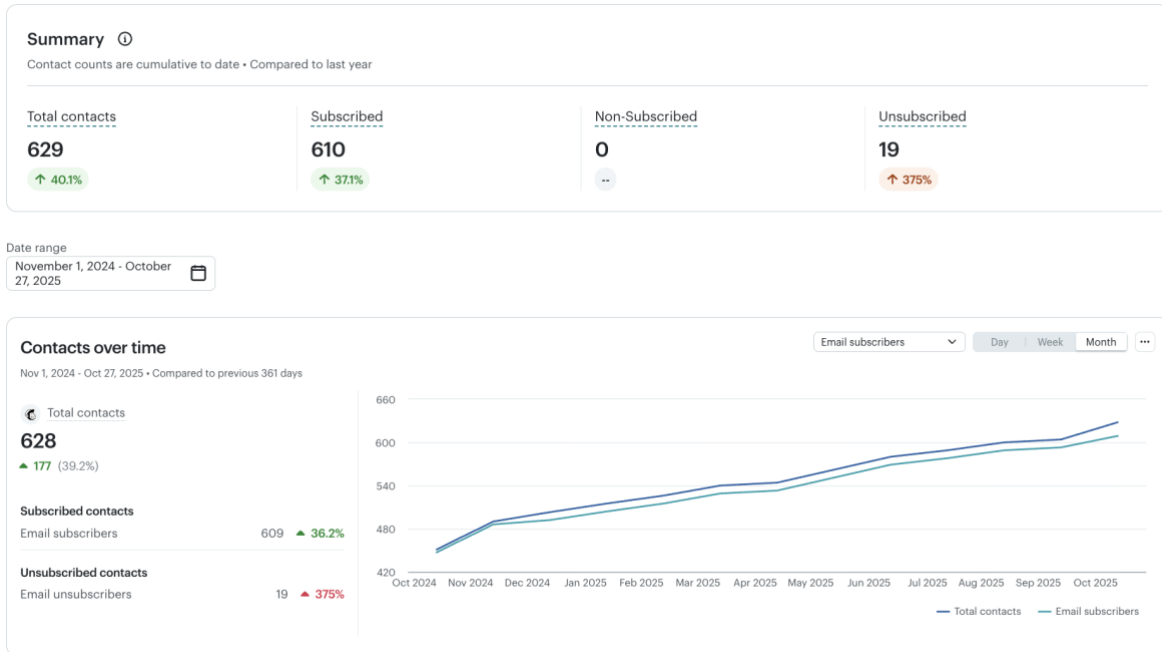


Figure 13. EmpoWomen’s subscribers’ analytics

List Growth: 181 new contacts were successfully added via the embedded signup form during the second year, demonstrating continuous list building success.

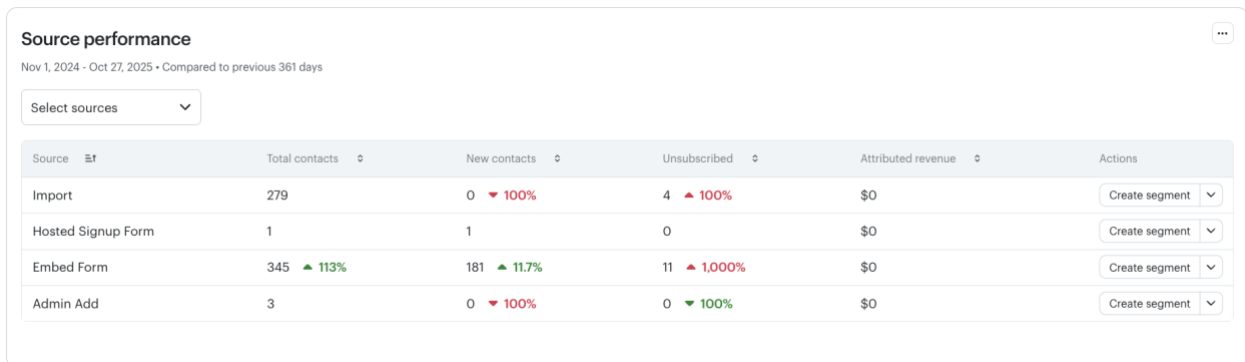


Figure 14. Source performance of e-mail database

Newsletter Performance² (Newsletters 4 & 5): The two key newsletters achieved outstanding results:

- **Average Open Rate: ~39.5%** (significantly exceeding the industry standard for non-profit/education of ~25%).
- **Average Click Rate: ~3.9%.**

² More information about newsletter’s design available on [Annex 4 – Newsletters & Press](#).

Content Focus: The best-performing newsletters focused on high-value, time-sensitive content, specifically: the success of first cohort alumni, the results of the Second Open Call, and the promotion of Demo Days. The consistently high open rate confirms the value of the content being shared and the quality of the audience list.

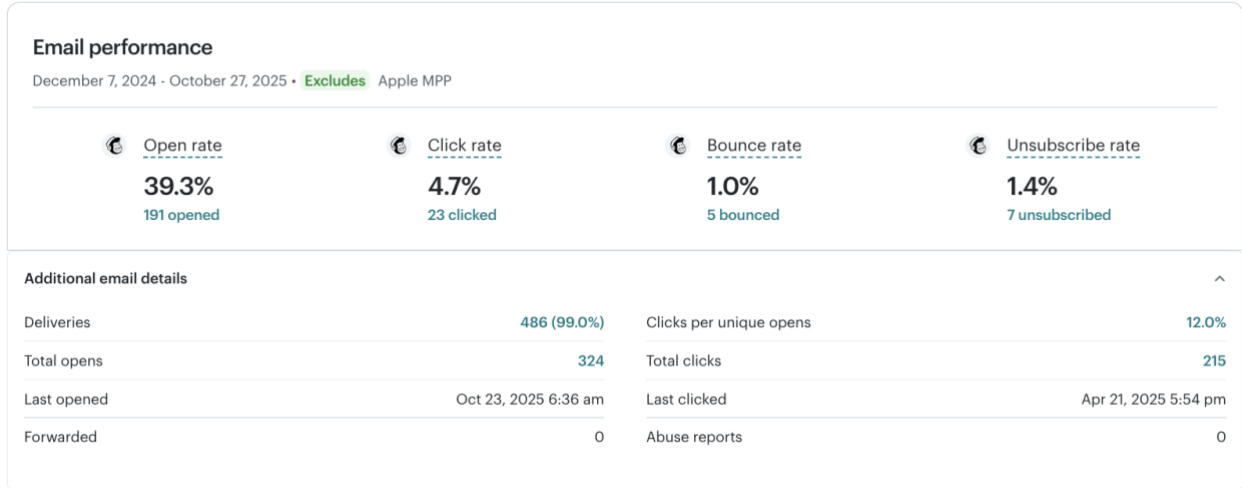


Figure 15. Analytics of newsletter 4

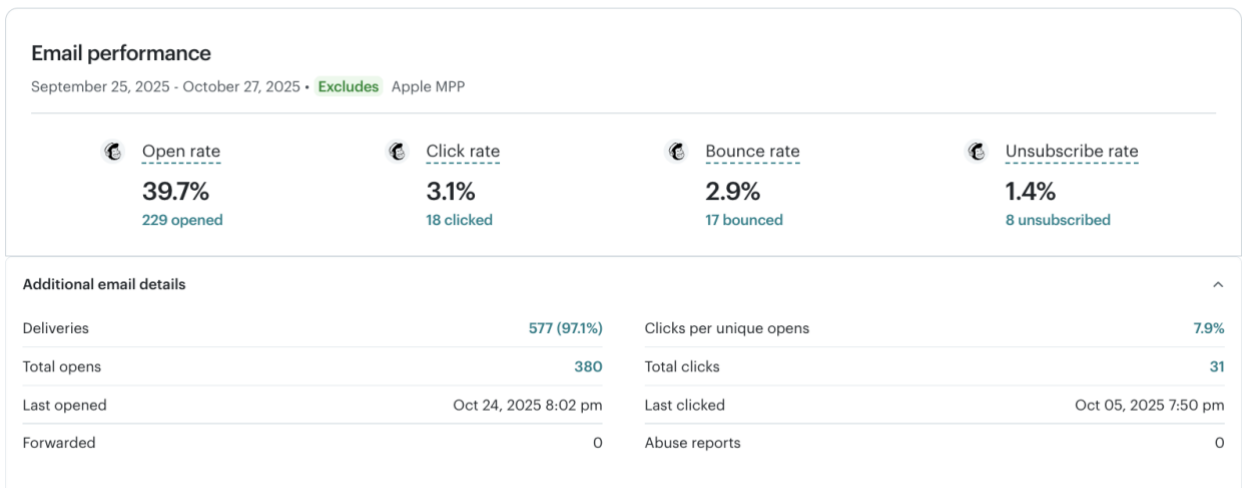


Figure 16. Analytics of newsletter 5

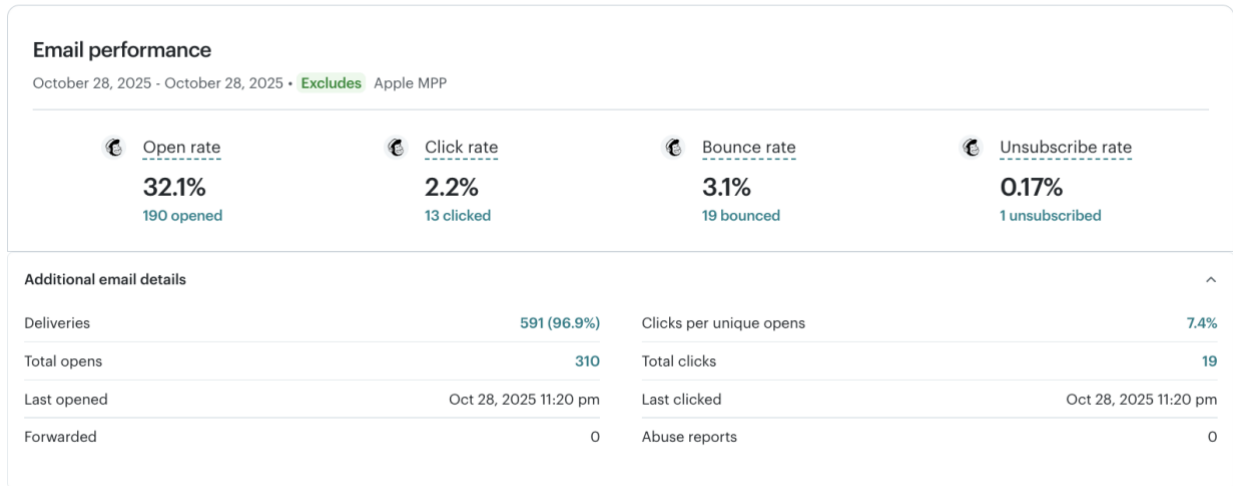


Figure 17. Analytics of newsletter 6

EmpoWomen's Overall Online Community Conclusion

The overall strategy, centred around **LinkedIn's professional depth** and **E-mail's direct engagement**, successfully created a high-quality, targeted community of **3,193 members** during Year 2. The concentration of users and engagement around high-value events like the Open Call and Demo Days demonstrates effective content synchronization across all channels. The demographic data confirms the project's success in reaching decision-makers, academics, and professionals within the targeted Widening countries and relevant high-tech industries.

4.1.4. Communication of the 2nd Open Call

The second Open Call represented a core deliverable and a key activity, resulting in a quantifiable applicant pool ready for knowledge transfer and support services.

Open Call Launch & Duration: The call was formally launched on **01 October 2024** and ran until **02 December 2024** (63 days).

Key Metrics: The consolidated dissemination efforts across all channels yielded highly successful results, demonstrating increased program maturity and effectiveness:

- **Total Reach and Engagement:** The call generated **181,831 total impressions** across the project’s main channels. This reach resulted in **617 applications opened** in the application portal.

Table 11. Channel breakdown of impressions

EmpoWomen Channels	Total Impressions
Website	93.752
LinkedIn	75.479
Facebook	6.900
Instagram	3.400
Twitter	2.300
Total	181.831

- **Quality and Conversion Rate:** A total of **251 proposals were submitted**, marking a significant **47.6% increase** in submitted proposals compared to Open Call 1. This surge allowed the selection of a highly competitive and promising cohort for acceleration.

The conversion rate (submitted/opened) stood at an impressive **40.68%** for Open Call 2, which is more than double the rate of Open Call 1 (20.51%), highlighting the effectiveness of targeted dissemination and the strong perceived value of the program.

4.1.5. Partner Network Mobilization: Strategic Amplification

Consortium Partners

The consortium and its associated partners' networks are proving to be a **crucial force multiplier** for project outreach. By leveraging existing, highly engaged audiences, the partners ensure the dissemination of key messages—particularly regarding the second Open Call—reaches diverse ecosystems and widening areas. This mobilization guarantees not only **high visibility** but also **verified credibility**.

To amplify project messaging and foster further growth, our four key partners (Sploro, Startup Wise Guys (SWG), Business Angels Europe (BAE), and TechUkraine) actively utilized their extensive organizational channels. Collectively, these channels boast a significant and relevant audience, providing a powerful platform for the initiative:

- 92,000+ Followers on LinkedIn and Facebook
 - 74,100+ LinkedIn followers
 - 17,900+ Facebook followers
- 17,500+ Followers across Twitter (X) and Instagram

Proven Impact

This strategic mobilization delivered measurable results, confirming the effectiveness of leveraging partner trust:

- **Tracked Reach:** Partner-led promotion of major milestones, such as the Demo Day and Cohort Selection, generated over **20,600 Impressions on posts**.
- **High Engagement:** The organic content published or reposted by the partner network demonstrates robust performance, with posts achieving between **260 and 2,600 impressions per post**.

By strategically utilizing these highly-networked platforms, the consortium has successfully delivered all core communication messages, turning their follower base into a reliable engine for program growth and recruitment.

For more information regarding the activities provided by consortium partners – see Section 4.2.3 Media Clippings & Ongoing Communication Activities and [Annex 3 - Social Media Activities by Consortium Partners](#).

Associated Partners

Associated Partners have played their role in promoting the EmpoWomen programme within their respective regions, with activities primarily focused on disseminating information about the Open Call. Their contributions varied, with some partners executing impactful campaigns, while others provided minimal or no support. Below is a summary of the activities conducted:

Table 12. Activities by the Associated Partners

Partner	Activities	No of stakeholders reached
Besco - Bulgaria	Shared updates of the programme on their social media	11,000
Asociación Merge - Canary Islands	Shared updates of the programme on their social media	930
Cro Startup - Croatia	Presented EmpoWomen programme at monthly meetings of Cro Startup Shared the news about the programme with Whatsapp community of Cro Startup (200 pax)	3,000
Startin Latvia	Shared updates of the programme on their social media Shared the news about the programme with Whatsapp community of Startin Latvia (300 pax)	5,500
Startup Moldova	Shared updates of the programme on their social media	5,000
Sapie - Slovakia	Shared updates of the programme on their social media	2,000
Startup Tunisia	No activities	0
Startup Georgia	No activities	0
TOTAL NUMBER OF STAKEHOLDERS REACHED		27430

While several associated partners contributed significantly to the promotion of the EmpoWomen programme, others provided little to no engagement.

4.2. Media and Publications

The communication strategy on media and publications for the second year of the EmpoWomen project focused on two primary objectives: generating high-quality, reusable communication assets and securing extensive external coverage. This ensured a consistent and impactful narrative, solidifying the project's reputation and driving engagement within the target entrepreneurial ecosystem.

4.2.1. Official Communications: Strategic Press Releases

During the reporting period of November 2024–October 2025, a total of **five strategic press releases (PR #5 through #9)** were conceptualized, created, and widely disseminated. This sustained frequency maintained a consistent "drumbeat" of news, ensuring the message of the programme's evolution and opportunities reached key stakeholders, particularly those in Widening Area countries, via media partners, National Contact Points (NCPs), and ecosystem organisations.

The sequencing of these releases was designed for maximum impact:

- **PR #5 (Cohort 1 Demo Day & Call 2 Launch)**: Served as a crucial transition point, celebrating the success of the first cohort's Demo Day and immediately leveraging that momentum to promote the launch of the Second Open Call.
- **PR #6 (Second Call Winners Announcement)**: Officially announced the selection of the **14 women-led deep-tech startups** for the second cohort. This release highlighted the high competitive bar, citing the significant **47.6% increase** in submitted applications compared to the first call, demonstrating growing programme recognition. (Note: Corrected the increase percentage to 47.6% for precision based on the provided numbers 170 to 251).
- **PR #7 (Cohort 2 Demo Day Promotion)**: Focused on event-specific outreach, promoting the second Demo Day held in Bucharest to secure attendance from investors, industry experts, and ecosystem leaders.
- **PR #8 (Cohort 1 Success Stories – One Year Post-Programme)**: This release was strategically timed to maximise credibility just prior to the second Demo Day. By sharing verified achievements of the first cohort (including **securing millions in follow-on funding, TRL advancement, and national recognition**), it provided powerful, evidence-based validation of the EmpoWomen programme's long-term effectiveness.
- **PR #9 (Project Official Wrap-up)**: Served as the final impact document, consolidating the programme's mission, detailing all key achievements, and providing useful links and highlights to ensure the project's legacy remains accessible.

4.2.2. Thought Leadership: White Paper Communication and Dissemination

A separate, targeted communication campaign was launched to disseminate the project's key research output: the White Paper “Analysis of the role and impact of EU public funding programmes in fostering women-led entrepreneurship in deep-tech”.

To ensure maximum reach and reusability, this complex research was translated into accessible formats:

- **Media Kit:** A media kit was developed to facilitate easy sharing and communication of the report's findings by consortium members, sister projects and external partners, including policy-makers and other EU-funded programmes.
- **Infographic:** A visually compelling infographic (Figure 18. Whitepaper infographic) was created to distil the key findings into an easily digestible narrative. This infographic highlighted:
 - **The Problem:** Structural barriers and the funding disparity faced by women in deep-tech (e.g., less than 2% of VC investment).
 - **The Proof/Solution:** The tangible impact of the EmpoWomen programme, including the fact that cohort participants achieved a **+223% revenue growth** and an **85% increase in employment** in the year following the programme. This data powerfully demonstrated the significant return on investment of EU public funding in this area.

The graphical elements of this infographic were strategically integrated into the final Press Release (PR #9), ensuring the research legacy was part of the overall project narrative and provided a strong, data-backed closing argument for the project’s mission.

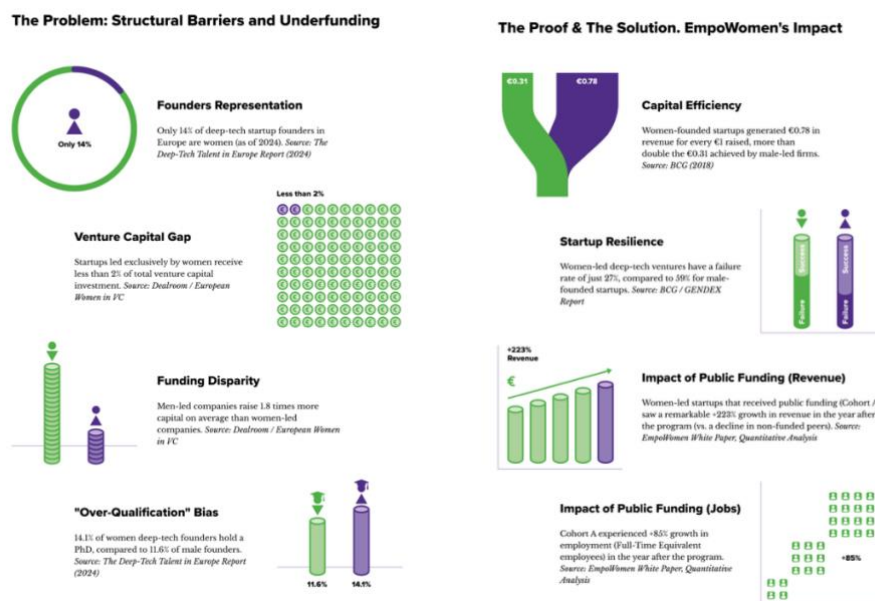


Figure 18. Whitepaper infographic

4.2.3. Media Clippings³ & Ongoing Communication Activities

Consortium Partner Coverage

The first focus was to ensure primary coverage by all consortium partners, who possess established, trusted communication channels. This secured immediate, high-trust dissemination across the European network.

- Total **Media Clippings/Publications** by Consortium partners: 14 news announcements on the website, 35 posts on LinkedIn, not counting reposts from official page on the company and individual level, 4 podcasts, 3 videos, 3 Instagram posts 7 Twitter posts, done by Sploro and 1 video done by Startup Wise Guys.

The detailed analysis of activities of consortium partners is in **71Annex 3 - Social Media Activities by Consortium Partners**.

Table 13. Activities by the Consortium Partners

#	Partner	Activity Type	Activity month	Link
1	SPLORO	Website	October 2025	Link
2			September 2025	Link
3			November 2024	Link
4			October 2025	Link
5			September 2025	Link
6			May-25	Link
7			April 2025	Link
8			March 2025	Link
9			February 2025	Link
10			February 2025	Link
11			December 2024	Link
12		LinkedIn	October 2025	Link
13			October 2025	Link
14			October 2025	Link
15			September 2025	Link
16			September 2025	Link
17			September 2025	Link
18			August 2025	Link
19			May-25	Link
20			April 2025	Link
21			April 2025	Link
22			April 2025	Link
23			April 2025	Link

³ Examples of media clipping can be found at **Annex 5 - Media Clippings**

#	Partner	Activity Type	Activity month	Link		
24			March 2025	Link		
25			March 2025	Link		
26			March 2025	Link		
27			March 2025	Link		
28			March 2025	Link		
29			March 2025	Link		
30			March 2025	Link		
31			March 2025	Link		
32			March 2025	Link		
33			March 2025	Link		
34			March 2025	Link		
35			December 2024	Link		
36			November 2024	Link		
37			November 2024	Link		
38			November 2024	Link		
39			November 2024	Link		
40			November 2024	Link		
41			TechUkraine	Website	March 2025	Link
42					September 2025	Link
43					October 2025	Link
44	LinkedIn	March 2025		Link		
45		September 2025		Link		
46		October 2025		Link		
47	Startup Wise Guys	LinkedIn	April 2025	Link		
48			September 2025	Link		
49			October 2025	Link		
50			October 2025	Link		
51	Business Angels Europe	LinkedIn	November 2024 – October 2025	Reposts on LinkedIn from official project channel		

External Media Coverage

Securing external media coverage was essential to validate the project's impact beyond the direct sphere of influence of the consortium. This independent coverage amplified the message and significantly broadened the programme's visibility to new audiences, including investors and potential applicants.

The media clippings from the final reporting period demonstrate a crucial shift in amplification strategy during the second year: visibility was sustained organically by the success stories of the participants. The programme received a significant boost from first-cohort participants (e.g., Pinky Cybersafe) mentioning their successful journey with EmpoWomen in external press, thereby validating the programme's impact through recipient success. Additional organic visibility was maintained through:

- **Aggregator Visibility:** Continued inclusion of the EmpoWomen programme in grants and opportunity catalogues (e.g., EU Funding Portal, Fe/Male Switch, Bankable Wisdom), ensuring perpetual outreach to potential applicants.
- **Partner Leverage:** Programme mentions in articles and reports related to the wider activities of consortium partners (e.g., the OECD report, ITKey Media), effectively extending the programme's reach into policymaking and broader tech communities.

Table 14. Example external media clippings/publications secured (sorted by date):

Date	Source/Medium	Link
07.11.2024	ITKey Media	Link
20.11.2024	EU Funding Portal	Link
21.11.2024	Startups & The City. eu	Link
21.11.2024	Ukrainian Hub	Link
26.11.2024	Ukrainian Startup Association	Link
03.12.2024	Bankable Wisdom	Link
14.02.2025	EU Funding Portal	Link
23.05.2025	Fe/Male Switch	Link
30.05.2025	OECD	Link
04.10.2025	Nokta	Link

The objectives reached

1. **High-Quality Applicants:** The consistent communication of the programme's value and partner involvement ensured a strong, relevant applicant pool.
2. **Increased Cohort Visibility:** By strategically timing partner outreach with Demo Day and other success stories, the visibility of the participating startups was significantly amplified, directly supporting their fundraising and networking goals.

Impact Analysis on Application Pipeline

The wide-ranging media coverage, driven by the strategic press releases and the validated research from the White Paper, proved highly effective in generating traffic, interest, and conversions through the programme's website and social networks.

The communication efforts directly influenced the quality and volume of the application pipeline:

- **Call 1 Submitted Proposals:** 170
- **Call 2 Submitted Proposals:** 251

The communications campaign successfully generated a **47.6% increase** in submitted proposals for the Second Call (from 170 to 251). This substantial growth is a direct testament to the efficacy of the media strategy, particularly the focus on showcasing the tangible successes and post-programme growth of Cohort 1. This improved visibility and credibility ensured a strong, highly competitive applicant pool, resulting in the selection of a truly promising **25 women-led deep-tech startups** across the entire programme duration, covering the majority of eligible countries. The consistency and positive messaging were instrumental in converting initial interest (829 and 617 applications opened in the call platform for Calls 1 and 2, respectively) into high-quality final submissions.

4.3. Events and Live Engagement

Direct interaction through organized and external events was critical for securing high-quality applicants for the second Open Call and engaging investors for future exploitation. This strategy involved two main channels: physically participating in major ecosystem conferences and organizing targeted digital webinars and info days.

4.3.1. Physical Events

Conferences and External Offline Events

Project partners actively participated in major external conferences, workshops, and ecosystem events across Europe. These appearances were crucial for face-to-face networking, with presentations and speaking slots often dedicated to showcasing the successes of the first cohort and promoting the second Open Call opportunity.

Table 15. Events participation

#	Event	Purpose	Date	Location	Partner
1	WebSummit 2024	Startups Scouting	November 11-14, 2024	Lisbon, Portugal	SPLORO
2	SLUSH	Project presentation & Promotion of the 2nd Open Call	November 19-21, 2024	Helsinki, Finland	SPLORO, SWG, TECHUA
3	EDIH Network Summit 2024	Project presentation and 2nd open call promotion	November 26-27, 2024	Brussels, Belgium	SPLORO
4	Mobile World Congress Barcelona 2025 / 4Y4N	Project Dissemination	March 03-06, 2025	Barcelona, Spain	SPLORO
5	Hello Tomorrow	Project Dissemination	March 13-14, 2025	Paris, France	SPLORO, BAE, SWG
6	EIC Summit 2025	Project Dissemination	April 02-03, 2025	Brussels, Belgium	SPLORO
7	Viva Tech 2025	Project Dissemination	June 11-14, 2025	Paris, France	TechUA
8	IT Arena	Project Dissemination	Sept 26 - 28, 2025	Lviv, Ukraine	TechUA
9	How to Web	Project Dissemination	October 01-02, 2025	Bucharest, Romania	SPLORO, BAE, SWG, TechUA
10	Valencia Digital Summit 2025	Project Dissemination	October 22-23, 2025	Valencia, Spain	SPLORO



Figure 19. Hello Tomorrow Summit participation

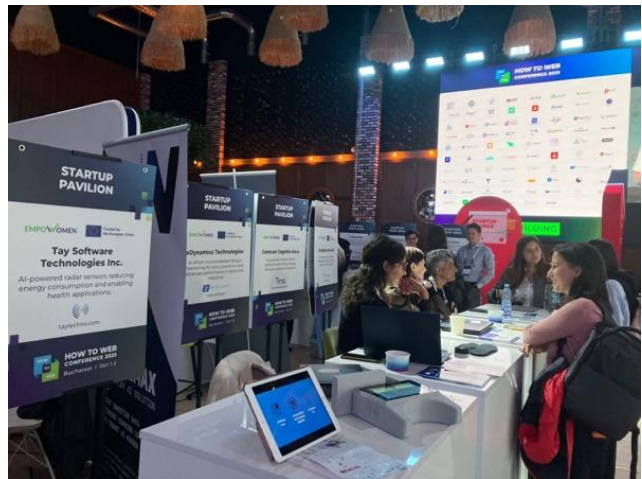


Figure 20. How to Web conference participation

Self-Organized Events

Physical event presence was maximised by integrating the **Demo Day of the second cohort** as a [side event](#) of a prominent regional event, the **How-to-Web conference in Bucharest**. This strategic co-location ensured the Demo Day reached a pre-qualified audience of investors and key industry players, reinforcing the project's reputation within one of the biggest tech conferences in the region.



Figure 21. EmpoWomen’s DemoDay published as side-event of How to Web



Figure 22. Demo Day of EmpoWomen second cohort at How To Web conference

Beyond large-scale conferences, the consortium—led by **Business Angels Europe (BAE)** —implemented a targeted series of matchmaking and investor readiness events. This strategic mobilization of the BAE network was designed to de-risk the program's startups and **accelerate their path** to securing funding by providing direct access to capital and tailored professional guidance. We have included the matchmaking events for the whole project period, as this part was not covered in the previous report.

Table 16. Matchmaking offline events

#	Event	Date	Purpose	Partner
1	Matchmaking at DemoDay OC2	December 2024	An exclusive pitch session with real angel investors from the Business Angels Europe network.	BAE
2	DeepTech & SpinOff - Startup Pitches as part of Connect Day	13 May 2025	During this event, six handpicked deep-tech startups presented their visionary ideas to an expert jury. The startups had 3 minutes to pitch their business models and visions, followed by 2 minutes of questions from the jury. The event provided an inspiring look at the cutting-edge innovations shaping the future.	BAE
3	Attracting EIC Grants as part of How to Web	2 October 2025	This session offered valuable insights into accessing European Innovation Council (EIC) funding, specifically the EIC Accelerator funding. It helped early-stage companies position themselves as strong candidates for EIC grants, provided investors with co-investment opportunities, and explored how the innovation ecosystem could support startups in navigating the complex EU funding landscape.	BAE, co-organised with TechAngels & ESIL
4	Matchmaking at DemoDay OC2	8 October 2025	An exclusive pitch session with real angel investors from the Business Angels Europe network.	BAE

This comprehensive approach ensured that the program did not just connect founders with investors but equipped them with the necessary tools and refined strategy to secure capital successfully.

4.3.2. Webinars and Digital Engagement

While the majority of promotional webinars and info days for the Second Open Call were delivered in the previous reporting period, digital engagement in this period focused primarily on delivering the core acceleration programme and providing detailed information to applicants just prior to the submission deadline.

Table 17. Webinars

Organizer	Name of the webinar	Date	No of attendees	Link
SPLORO	2nd Open Call InfoDay #2 EmpoWomen	13.11.2024	84	LINK
SWG & BAE	15 online sessions for the 2 nd EmpoWomen's cohort	February – October 2025	14	Online mentoring sessions within 6-month acceleration programme

Apart from the webinars, the online matchmaking events were held to help startups attract additional investment. Like with the offline matchmaking events, we have included here the events from the previous period.

Table 18. Online matchmaking events

#	Event	Date	Purpose	Partner
1	Investor feedback sessions oc1	Sept-Oct2024	A dedicated 30-minute one-on-one feedback session on the Finance and Investment Plan assignment. These sessions are designed to provide tailored, actionable feedback to help refine the financial planning and investment strategy.	BAE
2	Investor feedback sessions oc2	June-July 2025	A dedicated 30-minute one-on-one feedback session on the Finance and Investment Plan assignment. These sessions are designed to provide tailored, actionable feedback to help refine the financial planning and investment strategy.	BAE
3	ESIL E-Pitching Session on Women in Deeptech	27 May 2025	This session showcased early-stage deep-tech startups with strong international growth potential. Europe's leading angel networks and prominent VCs participated, offering a platform for startups to pitch their ventures. Investors had the opportunity to co-invest in rigorously vetted startups and act as strategic partners across borders.	BAE, co-organised with ESIL
4	WomenINvestEU Matchmaking on Healthtech	18 June 2025	WomenINvestEU hosted its first online matchmaking event for women-led healthtech startups and those with women in C-level positions. Startups developing digital or AI tools, medical devices, therapeutics, biotechnology, and other advanced solutions for the healthcare system pitched their innovations to	BAE, co-organised with WomenINvesEU

#	Event	Date	Purpose	Partner
			experienced investors. The selected startups were in the stages of development/commercialization (min TRL 6), based in Europe, and offered disruptive solutions with a competitive advantage in the healthcare market.	
5	WomenINvestEU Matchmaking on Digital Technologies	24 September 2025	This matchmaking event brought together women-led digital startups with experienced investors in the digital technology space. Entrepreneurs in sectors like AI, blockchain, cybersecurity, data analytics, and IoT had the chance to pitch their innovative solutions. The startups selected were in the early stages of development (TRL 3-7) and demonstrated a competitive market advantage.	BAE, co-organised with WomenINvesEU
6	WomenINvestEU Matchmaking on Impact-Driven Businesses	26 November 2025	This event will focus on women-led, early-stage startups tackling social challenges with innovative and sustainable solutions. Categories include Assistive Tech, EdTech & Entrepreneurship Education, and Sustainable Mobility. The session will provide a platform for startups in the pre-seed and seed stages to pitch their impactful, disruptive solutions with a competitive edge in the market.	BAE, co-organised with WomenINvesEU

4.4. Consortium Coordination

Internal communication was maintained through regular monthly online consortium meetings to ensure alignment on the dissemination strategy and efficient mobilization of partners for key promotional activities. During the last 2 months of the projects, sessions were held weekly, to keep tracking the activities and monitor by coordinator the work.

To reinforce collaboration and planning, the consortium partners also held two physical coordination meetings:

- **Meeting 3:** Held with the Project Officer at the Hello Tomorrow Summit in Paris (M17).
- **Meeting 4:** Held at the Cohort 2 Demo Day, prior to the How to Web conference in Bucharest (M23).

These physical touchpoints were crucial for high-level coordination and immediate feedback on project progress and communication assets.

5. Dissemination Activities & Strategic Outputs (Year 2)

Dissemination Activities & Strategic Outputs of Year 2 dissemination focused on the strategic transfer and exploitation of project knowledge and results to key user communities (policymakers, investors, and potential applicants), ensuring long-term impact and project sustainability.

5.1. Strategic Outputs and Knowledge Transfer

This section details the primary knowledge outputs and strategic achievements formally delivered during the reporting period, which formed the core substance of all dissemination efforts.

5.1.1. Strategic Knowledge Dissemination: White Paper Publication

A key strategic output for knowledge dissemination was the formal publication of the White Paper: “[Analysis of the role and impact of EU public funding programmes in fostering women-led entrepreneurship in deep-tech](#)”. This comprehensive report provides **actionable insights for policymakers and investors**, and its release was supported by a dedicated communication campaign, outlined in the previous chapter, to maximize its reach and policy impact.

The Whitepaper, carefully shaped and designed, served as the flagship knowledge product in Year 2. Its release was supported by a content campaign to ensure maximum exposure among policymakers and investors.

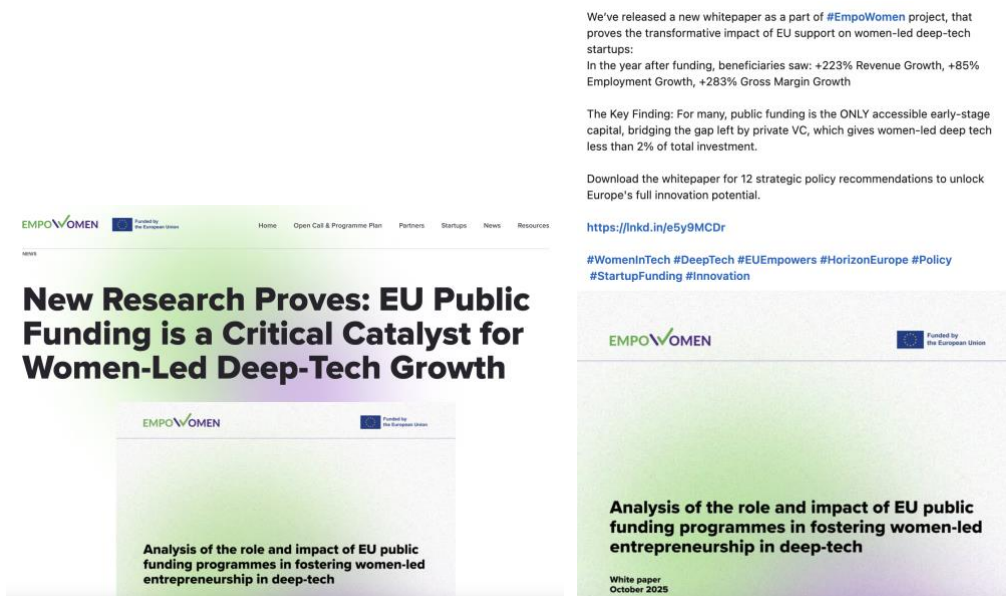


Figure 23. EmpoWomen whitepaper website & social media publications

5.1.2. Public Deliverables

The following public documents were formally delivered, published [on the website](#) and in [Zenodo](#), and disseminated in this reporting period, providing comprehensive transparency and operational knowledge:

- D1.1. Project Management Handbook
- D1.2. Data Management Plan
- D2.1. Open Call Documentation
- D1.1. Project Management Handbook
- D2.1. Open call documentation
- D2.2 Discovery Impact Report
- D2.3. Beneficiaries Dataset
- D2.4 Open Call 2 Documentation
- D2.5. Discovery Impact Report v2
- D2.6. Beneficiaries Dataset
- D3.1. Services Plan
- D3.2. Impact Analysis
- D3.3. Programme Services v2
- D3.4. Impact Analysis v2
- D4.1. Dissemination & Communication Plan
- D4.2. Report on D&C activities
- D4.4. Dissemination & Communication Plan v2
- D4.5 Report on D&C activities v2

5.1.3. Strategic Partnership and Exploitation Outputs

StartupEU synergies

Efforts to build lasting credibility and market reach resulted in strategic outputs aimed at exploitation beyond the project's lifetime, demonstrating commitment to the long-term sustainability of the EmpoWomen initiative. EmpoWomen initiated communication cooperation with EU programmes with similar objectives and **engaged with** 10 EU-funded programmes focused on supporting women, suggesting the dissemination of project results and the highlighting of accelerated startups. Some of the results are already visible:

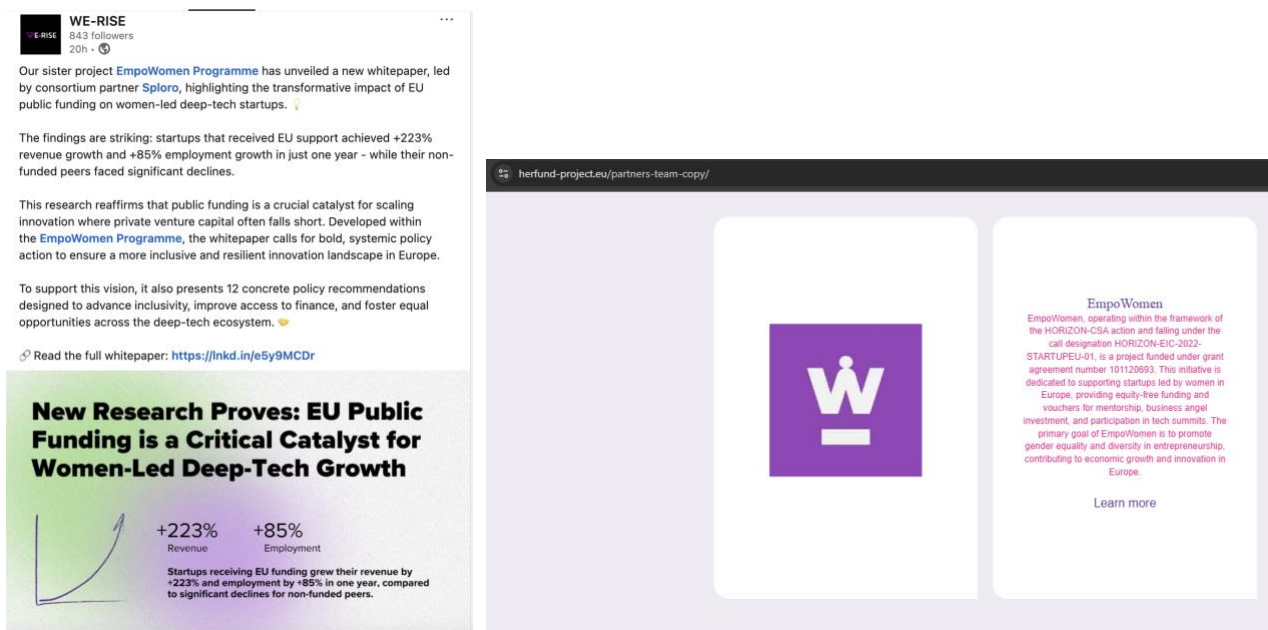


Figure 24. An example of cooperation with other EU-funded projects

Sister Partners



D2XCEL is a collaborative pan-European scaling programme, bringing together a top-tier industry network of 200+ investors, public and private lead customers, and innovation hubs to support 100 deep tech and digital ventures in Transport, Logistics, Trade, and Smart Cities. The project is funded by the EU.

→ Explore



EEN2EIC is a Horizon Europe project enhancing the capacity of the Enterprise Europe Network to support innovative SMEs and startups, with a strong focus on widening participation, female leadership, and investment readiness across Europe.

→ Explore



WE-RISE is a European initiative designed to support and amplify the impact of women-led startups in GreenTech, AgriTech, and ClimateTech across Europe. The project provides tailored mentorship, cross-border collaboration, and €1.2 million in non-equity funding to help 40 startups scale their innovations and connect with investors. By fostering inclusivity, sustainability, and innovation, WE-RISE empowers women entrepreneurs, bridges regional and gender investment gaps, and strengthens Europe's innovation landscape for a more equitable and sustainable future.

→ Explore



HER FUND is a collaborative project funded by the European Union's Horizon Europe programme. HER FUND is a pan-European network of gender-conscious investors to support female-led companies for growth and sustainability that aims to foster knowledge-sharing and synergies between innovation stakeholders, existing initiatives/projects in order to support the next generation of startups, with an emphasis on women-led companies and gender-conscious investors.

→ Explore

Figure 25. Sister projects, showcased on EmpoWomen website

Joint delegation to VDS2025

Another example of strategic partnerships in action are **joint delegations** to conferences, like the one we have co-organised Women TechEU initiative for the **Valencia Digital Summit (VDS) 2025**.



Figure 26. Startups & EW team at VDS2025



Figure 27. Announcement of joint delegation of Women TechEU and EmpoWomen at VDS 2025

During this event 6 startups (EmpoWomen: Wasit, Shin Rai Robotics, Helios, Tina Assistant; Women TechEU: Miramoon Pharma, Evolving Therapeutics) attended the event. During the 2 days, they were invited to several pitches and other activities such as a panel.

In this panel, titled **“Going Global from Day One: Women Leading Deep Tech Towards Scaling Up”** we have the pleasure to count with founders from EmpoWomen (Tina Assistant and the coordinator of the initiative) and Women TechEU (Miramoon Pharma), a special advisor and investor, previous advisor on Obama Government, Natalia Olson-Urtecho. Together we are going to explore how early-stage, science-driven ventures can adopt a global mindset from inception. The discussion will unpack the real levers of internationalisation—IP strategy, regulatory readiness, access to capital, corporate pilots, and cross-border talent—through the lens of women who are redefining what it means to build globally competitive companies.

Another activity that EmpoWomen prepared was a **pitch competition** in front of a panel of juries. The jury members (Natalia Olson-Urtecho, Agathe Acchiardo, Virginia Gómez, and Francesco Moro) looked at criteria such as the company definition, sector knowledge, opportunity/market size, product innovation, competitors, business model, sales/revenue, customer acquisition plan, team potential and dedication and the presence of CTO/Technical profile. The prize consisted of a subscription for the Club Globals accelerator.

1. Panel: “Going global from day-one: women leading deep tech towards scaling up”

- **Time:** 11:00 – 11:20 (20 min)
- **What:** This panel brings together founders and high-level leaders from both the EmpoWomen and Women TechEU ecosystems to unpack the real levers of **internationalisation** for early-stage science-driven ventures. We will tackle essential topics like IP strategy, regulatory pathways, capital, corporate pilots, and talent.
- **Moderator:** Virginia Gómez, Head of EU dpto, Sploro
- **Guests:**
 - Marta Fernández, EmpoWomen coordinator
 - Maja Gselman, CEO at Tina Assistant (EmpoWomen)
 - Ana Espinosa, CEO at Miramoon Pharma (Women TechEU)

2. Women-led deep tech lightning pitches

- **Time:** 11:25 – 12:00 (35 min)
 - **What:** Prepare for a dynamic session where founders from both programs will deliver **3-minute lightning pitches** to a panel of expert investors and industry leaders. The top three startups will receive prizes!
 - **Presenters:** Marta Fernández and Mario Paladini
- **Jury:** Virginia Gómez, Agathe Acchiardo and one more panel investor expert

Figure 28. Speaking schedule of EmpoWomen representatives at Valencia Digital Summit

5.2. Outreach and Engagement Channels

This section describes the strategic channels and activities used to ensure the knowledge and opportunities outlined above were transferred directly to target audiences (policymakers, investors, and potential applicants).

5.2.1. Live Engagement and Events: Transferring Results

Live engagement activities served a dual purpose: they were vital for **Communication** (raising general awareness) and **Dissemination** (formally transferring project knowledge and success stories to key stakeholders). *For a complete list of all communication activities, raw event data, and media metrics, please refer to the dedicated Communication Chapter.*

- **Conferences, Speaking Slots, and Outreach Materials:** Project partners strategically used **speaking** and presentation slots at **key international conferences** (e.g., Mobile World Congress Barcelona 2025, Hello Tomorrow, Valencia Digital Summit and How to Web). The core dissemination goal was the formal transfer of project results, specifically **showcasing the successes and impact data of the cohorts to policymakers and investors**. Promotional materials (flyers) were distributed to ensure the project's key findings reached target audiences directly.
- **Webinars and Info Days:** A critical Info Day for the 2nd Open Call was held on November 13, 2024, attracting 84 attendees. This event served as a **direct knowledge dissemination platform**, providing detailed guidance on the application process and sharing initial impact data from the first cohort to demonstrate the tangible benefits to prospective applicants.



Figure 29. Sploro showcasing EmpoWomen project from the main stage of How To Web

5.2.2. Digital Channels and Network Mobilization

Effective mobilization of existing networks was fundamental to the dissemination success, ensuring targeted reach into the deep-tech ecosystem, particularly within Widening Countries.

- **Digital Platforms:** Regular updates detailing the application process, eligibility criteria, and program benefits were published across the project **website and social media channels** (LinkedIn, Twitter, Facebook).
- **Targeted Outreach:** Over 100 **National Contact Points (NCPs) and ecosystem players** in Widening Countries were engaged, leveraging their local networks to secure a diverse and high-quality applicant pool.
- **Direct Partner Networks:** Throughout the project consortium partners widely utilized existing networks and created new contacts. This sustained effort ensured the broad dissemination of findings, opportunities, and results, which was crucial for selecting the best applicants and cementing the program's long-term legacy.

6. Content Developed and Disseminated (Year 2)

The content strategy in Year 2 was pivotal, evolving from introductory material to sophisticated assets that **showcased verifiable impact** (Cohort 1 achievements) and **transferred strategic knowledge** (the Whitepaper). The material created was designed to serve three key objectives: **Raising Awareness**, **Attracting High-Quality Applicants** for the second Open Call, and **Building Credibility** for the EmpoWomen brand within the deep tech ecosystem.

6.1. Visuals

This pillar focused on the production of high-impact visual assets and materials designed to be easily digestible across digital platforms and at physical events, ensuring consistency and brand recognition throughout the second Open Call campaign.

TechUkraine as a consortium partner, responsible for communication, developed and distributed a significant volume of visual content across all channels. These visuals were essential for quick communication and high engagement, particularly during the launch of the second Open Call.

6.1.1. Infographics

Infographics were utilized to simplify complex information, highlight key achievements, and boost audience engagement by presenting data in an easily shareable format.

- Simplify complex information
- Highlight achievements
- Audience engagement

An excellent example of such infographics are the visuals created to support our key deliverable – the whitepaper “Analysis of the role and impact of EU public funding programmes in fostering women-led entrepreneurship in deep-tech” (check [Error! Reference source not found.](#) [Error! Reference source not found.](#)).

6.1.2. Social media graphics

Specific social media graphics were designed for each platform (Twitter, Facebook, LinkedIn) to ensure the programme’s content was optimized for engagement. These included:

- **Event promotion graphics:** Announcing important programme events like open calls, Demo Day, and successful startup selections.
- **Engagement visuals:** Encouraging followers to like, comment, and share programme updates.

- **Success stories and Podcasts visuals:** A separate group, distinctly different, for announcing a new podcast and text success story published.
- **Branding Consistency:** All visuals were aligned with the EmpoWomen programme’s branding guidelines to maintain a cohesive visual identity across all channels. The use of the programme's colours, fonts, and logo helped establish a strong brand presence, ensuring recognizability and professionalism in all communication materials.



Figure 30. EmpoWomen visuals

These visuals were essential for enhancing engagement, amplifying the programme’s message, and ensuring that key information was effectively communicated to the target audience. By making complex content more accessible and visually attractive, they helped to increase the overall impact of the EmpoWomen programme’s promotional efforts.

6.1.3. Videos

When needed professional videos were created to support the key events, like demo days.

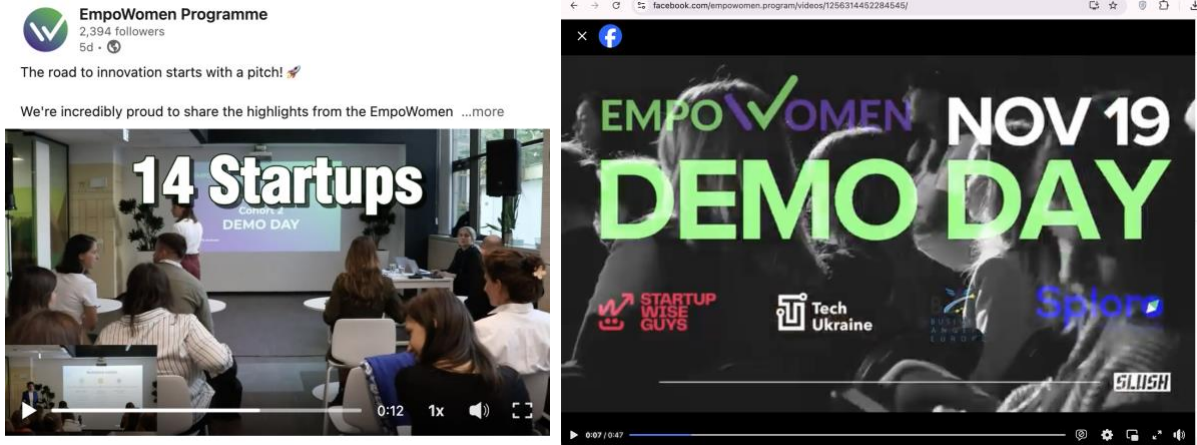


Figure 31. EmpoWomen Demo Days' videos

Other types of videos and carousels were created to showcase big amounts of information (e.g. all 14 startups) in such formats as LinkedIn posts.

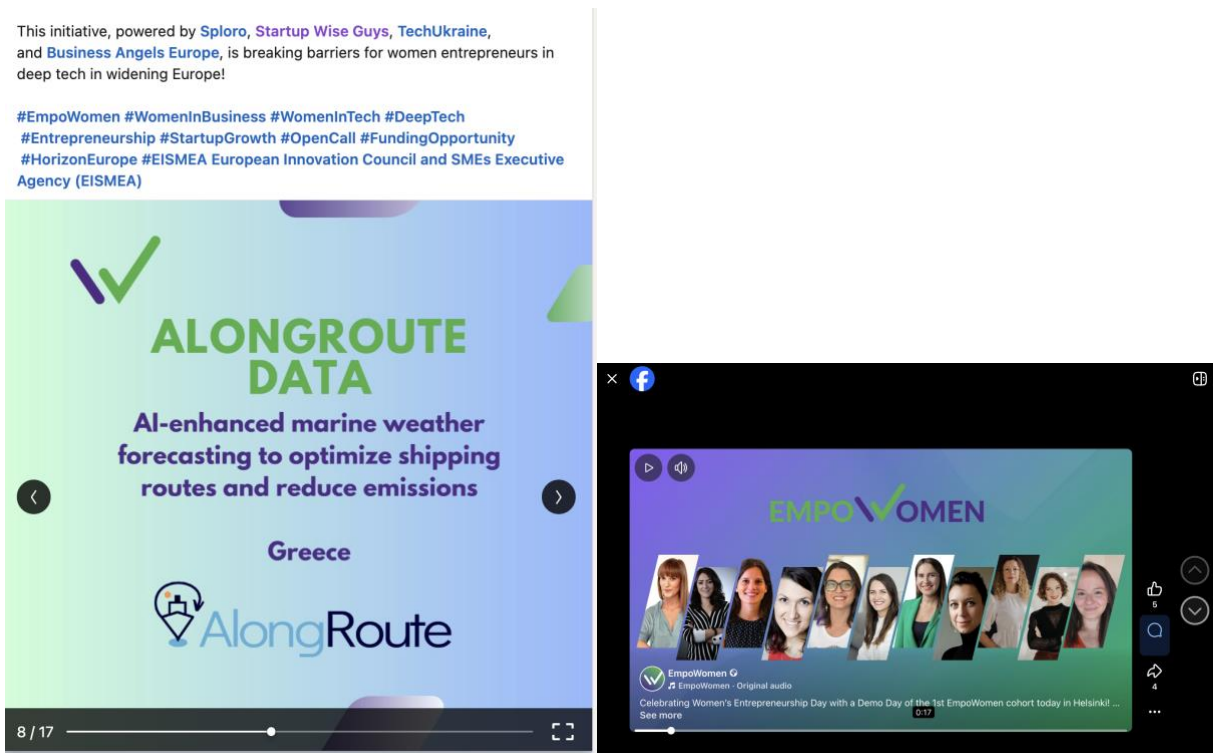


Figure 32. EmpoWomen carousels and social media videos

Additionally, the second DemoDay was [streamed online](#) and the recording was later widely used in communication.

6.1.4. Heroine Stories and Podcasts

This content stream shifted its focus to showcase the winners of the second call, undergoing acceleration to help them share their stories and get more attention and visibility as a powerful boost for their further path. So, the new stories and podcasts featured the selected [startups of the second cohort](#).

- Number of **Heroine Stories** published (featuring Cohort 2): 14
- Number of **Podcasts** released (focused on Cohort 2): 14

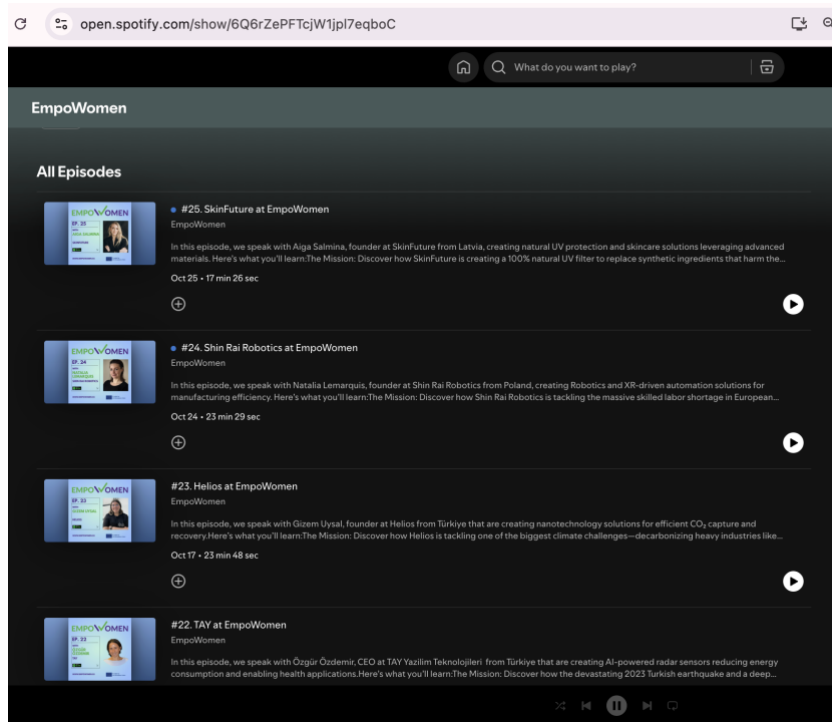


Figure 33. EmpoWomen Spotify channel

2nd EmpoWomen Cohort:			
 iDYNAMICS Technology (Portugal) AI-driven musculoskeletal fatigue monitoring for injury prevention and enhanced performance in sports and industries. → Explore Read success story	 PURRAI (Portugal) AI-powered platform revolutionizing drug discovery for age-related neurological diseases. → Explore Read success story	 Enhanced Fertility (Portugal) AI-driven fertility diagnostics to optimize treatments and improve success rates. → Explore Read success story	 Corium Biotech (Portugal) Sustainable cellular leather solutions for eco-friendly luxury fashion. → Explore Read success story
 WAW - Wearity (Austria) 3D virtual fitting rooms powered by AI and AR for enhanced online shopping experiences. → Explore Read success story	 AlongRoute Data I&E (Greece) AI-enhanced marine weather forecasting to optimize shipping routes and reduce emissions. → Explore Read success story	 Wasit (Estonia) Fintech platform connecting small-scale farmers with retail investors for sustainable agriculture. → Explore Read success story	 Centrum Cognitio d.o.o. (Slovenia) AI-powered mental health solutions optimizing therapy through predictive analytics. → Explore Read success story
 Shin Rai Robotics (Poland) Robotics and XR-driven automation solutions for manufacturing efficiency. → Explore Read success story	 Amygdala Health (Estonia) AI-driven digital lifestyle modification for greentech disease management. → Explore Read success story	 Helios (Turkey) Nanotechnology solutions for efficient CO ₂ capture and recovery. → Explore Read success story	 Veles Sense (Serbia) AI and drone-based vineyard stress detection for sustainable winemaking. → Explore Read success story
 SkinFuture (Latvia) Natural UV protection and skincare solutions leveraging advanced materials. → Explore Read success story	 TAY Software Technologies Inc. (Turkey) AI-powered radar sensors reducing energy consumption and enabling health applications. → Explore Read success story		



Figure 34. EmpoWomen success stories publications

7. KPIs Overview

The effectiveness of the communication and dissemination activities was continuously monitored against the Key Performance Indicators (KPIs). The table below presents the final results for the project's second year.

Table 19. KPIs target and value in M13 and M24

KPI	Target	Value M12 October 2024 (data from last deliverable)	Value M24 October 2025
No. of unique visitors (monthly average) website	300	158K impressions 19,000 unique visitors 1500 per month	Nov 2024 – Oct 2025 93752K impressions 11289 unique visitors 940 per month
Impressions in social media: average	5k/month	7,218 per month	Nov 2024 – Oct 2025 LinkedIn: 75479 Facebook: 6.9K Instagram: 3.4K Twitter (X): 2.3 7,340 per month
Size of our online community	>3k followers	LinkedIn - 1,673 Facebook - 84 Twitter (X) – 28 Total Community 1,785	LinkedIn Followers 2,388 Email Subscribers 610 Facebook Followers 94 Instagram Followers 61 Twitter/X Followers 40 Total Community 3,193
Total reach (impressions by the end of the project)	120,000	LinkedIn - 86,621 Facebook - 4.600 X - 4.480 Total 95,701 by November 2024	Nov 2024 – Oct 2025 LinkedIn: 75479 Facebook: 6.9K Instagram: 3.4K Twitter (X): 2.3 Total for the 2nd year 88079 Total reach for the whole project period: 183780
No. of webinars organized	30	21	41 in total
Events attended to promote the open call:	15	7	17 in total
No. of external events to participate	5	6	15

KPI	Target	Value M12 October 2024 (data from last deliverable)	Value M24 October 2025
No. of self-organised events	10	3	13
No. of matchmaking events organized	4	2	10 (4 offline and 6 online)
No. of tech talks (female founder's podcasts) created	20	11 episodes	25 episodes
Publications at Startup Europe Club:	10	0	0, was considered not relevant
Collaborations with StartupEU projects	10 actions	5	10
Clipping/publications coverage	30	84	61, 145 in total
No. of newsletters contributed/released	6	4	6 in total
No. of press releases	6	5	9 in total
No. success stories generated and promoted (end of the project)	18	11	25 in total
No. of hard copies (i.e., flyers) distributed	2500	1500	3000

8. Conclusions

The Dissemination and Communication (D&C) activities for the EmpoWomen Programme, as executed and detailed in this report (D4.5) and its predecessor (D4.2), have successfully navigated a two-year journey from establishing initial programme awareness to executing a highly strategic, partner-driven approach that maximized credibility and impact within target deep-tech and investment ecosystems.

8.1. Synthesis of Key Achievements (Year 2)

The second reporting period solidified the D&C strategy, moving beyond broad awareness campaigns to focus on **strategic amplification** and **targeted credibility**. The core achievements of this period include:

- **Partner Validation:** Consortium partners effectively leveraged their existing brand recognition and specialized platforms. This strategic validation certified the programme's relevance directly to investment communities and key deep-tech stakeholders, thereby maximizing the impact of major announcements like the cohort selection and Demo Day.
- **Content Efficiency:** Communication efforts were precisely focused on **high-value long-form content** and professional networking platforms, particularly LinkedIn. This approach ensured that limited communication resources yielded high-quality engagement and reach within specialized, relevant target groups.
- **Targeted Outreach:** By prioritizing quality over sheer volume, the D&C activities successfully extended the programme's reach into specialized communities which are essential for the long-term success and scaling of the programme's cohort members.

8.1.1. Strategic Development and Evolution (D4.2 to D4.5)

A crucial insight from the two reporting periods is the clear strategic development of the D&C effort, transitioning from a foundation-laying phase to a sophisticated amplification model.

Table 20. Changes in D&C focus for the second year

Strategic Dimension	Deliverable 4.2 (Year 1: Foundation & Awareness)	Deliverable 4.5 (Year 2: Amplification & Credibility)
Primary Goal	Establishing baseline awareness, generating initial outreach, and accumulating broad reach data (e.g., 2,079 newsletter recipients).	Maximizing trust, validating the programme, and driving targeted interest from investors and specialized ecosystems.
Methodology	Implementation of strategic campaigns with a focus on diverse content volume (blogs, videos, infographics).	Execution of strategic amplification by leveraging partner credibility and focusing on key programme milestones.
Key Challenge Addressed	Initial reporting noted challenges with accessibility in certain regions .	Challenge was addressed by pivoting to highly credible, globally recognized partner platforms, which inherently transcend regional accessibility barriers.
Success Metric	High impressions, engagement figures, and fostering collaboration.	High-value, specialized engagement tied to significant moments (cohort announcement, Demo Day).

This evolution demonstrates an **adaptive and efficient communication model**. The initial broad awareness efforts of Year 1 created the necessary base, allowing Year 2 to refine the strategy. The shift away from mass-market volume towards **high-value, partner-specific platforms** ensured that the resources spent were highly leveraged, delivering maximum impact to the core audience: deep-tech investors and relevant European startup ecosystems.

8.1.2. Final Impact and Legacy

The D&C activities have successfully supported the EmpoWomen Programme's mission to empower women-led deep-tech startups in widening area countries. The sustained, high-quality visibility over two years has:

- **Attracted High-Quality Applicants:** The consistent communication of the programme's value and partner involvement ensured a strong, relevant applicant pool.
- **Increased Cohort Visibility:** By strategically timing partner outreach with Demo Day and other success stories, the visibility of the participating startups was significantly amplified, directly supporting their fundraising and networking goals.
- **Built Programme Resilience:** As highlighted in D4.2, the continued and impactful communication, particularly led by TechUkraine, provided a **beacon of resilience and innovation** for the entrepreneurial ecosystem, especially within the challenging context of Ukraine's wartime environment.

In conclusion, the D&C activities of the EmpoWomen Programme have been a resounding success, culminating in a strategically aligned and efficient second year that successfully leveraged the consortium's collective credibility to deliver a high-impact narrative.

Annex 1 – EmpoWomen’s LinkedIn location demographics

Location	Total followers
Greater Istanbul, Türkiye	125
Lisbon Metropolitan Area, Portugal	65
Greater Ankara, Türkiye	63
London Area, United Kingdom, United Kingdom	61
Greater Paris Metropolitan Region, France	53
Greater Barcelona Metropolitan Area, Spain	52
Porto Metropolitan Area, Portugal	52
Greater Madrid Metropolitan Area, Spain	47
The Randstad, Netherlands, Netherlands	39
Brussels Metropolitan Area, Belgium	38
Berlin Metropolitan Area, Germany	36
Bucharest Metropolitan Area, Romania	34
Greater Eskisehir, Türkiye	29
Greater Izmir, Türkiye	29
Belgrade Metropolitan Area, Serbia	28
Sofia Metropolitan Area, Bulgaria	28
Greater Milan Metropolitan Area, Italy	27
Warsaw Metropolitan Area, Poland	26
Cluj-Napoca Metropolitan Area, Romania	24
Tallinn Metropolitan Area, Estonia	23
Greater Braga Area, Portugal	23
Kyiv Metropolitan Area, Ukraine	19
Copenhagen Metropolitan Area, Denmark	19
Greater Pamplona Area, Spain	18
Athens Metropolitan Area, Greece	18
Zagreb Metropolitan Area, Croatia	17
Greater Dublin, Ireland	17
Greater Munich Metropolitan Area, Germany	16
Ljubljana Metropolitan Area, Slovenia	16
Grand Tunis Metropolitan Area, Tunisia	16
Cracow Metropolitan Area, Poland	14
Coimbra Metropolitan Area, Portugal	13
Helsinki Metropolitan Area, Finland	13

Location	Total followers
Budapest Metropolitan Area, Hungary	12
New York City Metropolitan Area	12
Greater Oslo Region, Norway	11
Greater Aveiro Area, Portugal	11
Cairo, Egypt	10
Greater Rome Metropolitan Area, Italy	10
Greater Stockholm Metropolitan Area, Sweden	9
Ghent Metropolitan Area, Belgium	9
Greater Valencia Metropolitan Area, Spain	9
Prague Metropolitan Area, Czechia	9
Vienna, Austria	8
Greater Turin Metropolitan Area, Italy	8
Thessaloniki Metropolitan Area, Greece	8
Greater Kocaeli, Türkiye	8
Skopje, North Macedonia	8
Nairobi County, Kenya	7
Zürich Metropolitan Area, Switzerland	7
Chişinău, Moldova	7
Geneva Metropolitan Area, Switzerland	7
Vilnius, Lithuania	7
Greater Lyon Area, France	7
Novi Sad Metropolitan Area, Serbia	7
Riga, Latvia	7
Maribor Metropolitan Area, Slovenia	6
Greater San Sebastian Area, Spain	6
Frankfurt Rhine-Main Metropolitan Area, Germany	6
Greater Sevilla Metropolitan Area, Spain	6
Greater Málaga Metropolitan Area, Spain	6
Tbilisi, Georgia	6
San Francisco Bay Area	6
Washington DC-Baltimore Area	6
Greater Gaziantep, Türkiye	6
Greater Malmö Metropolitan Area, Sweden	5
Greater Bursa, Türkiye	5
Greater Antalya, Türkiye	5
Manchester Area, United Kingdom, United Kingdom	5

Location	Total followers
Greater Marseille Metropolitan Area, France	5
Galway Metropolitan Area, Ireland	5
Leiria, Portugal	5
Poznan Metropolitan Area, Poland	5
Antwerp Metropolitan Area, Belgium	5
Greater Delhi Area, India	5
Yerevan, Armenia	5
Karāchi, Pakistan	4
Lima Metropolitan Area, Peru	4
Greater Konya, Türkiye	4
Greater Gothenburg Metropolitan Area, Sweden	4
Greater Cambridge Area, United Kingdom	4
Greater Hamburg Area, Germany	4
Greater Santa Cruz de Tenerife Metropolitan Area, Spain	4
Greater Guimaraes Area, Portugal	4
Greater Bilbao Metropolitan Area, Spain	4
Greater Zaragoza Metropolitan Area, Spain	4
Greater Boston	4
Wroclaw Metropolitan Area, Poland	4
Greater Las Palmas Metropolitan Area, Spain	4
Greater Logroño Metropolitan Area, Spain	4
Greater São Paulo Area, Brazil	4
Cologne Bonn Region, Germany	4
Almada, Portugal	3
Greater Kayseri, Türkiye	3
Belfast Metropolitan Area, United Kingdom	3
Stuttgart Region, Germany	3
Nicosia, Cyprus	3
Singapore	3
Greater Nice Metropolitan Area, France	3
Greater Nantes Metropolitan Area, France	3

Table 21. EmpoWomen's LinkedIn location demographics

Annex 2 - EmpoWomen’s LinkedIn: Detailed Analytics in M13-M24

Table 22. EmpoWomen’s LinkedIn: detailed analytics in M13-M24

Post link	Created date	Impressions	Clicks	Likes	Comments	Reposts	Engage ment rate
https://www.linkedin.com/feed/update/urn:li:activity:7387469278767128576	2025-10-24	167	3	8	0	2	7.78%
https://www.linkedin.com/feed/update/urn:li:activity:7387097776272146432	2025-10-23	526	42	27	2	1	13.69%
https://www.linkedin.com/feed/update/urn:li:activity:7386363960259792896	2025-10-21	506	12	21	1	2	7.11%
https://www.linkedin.com/feed/update/urn:li:activity:7386020575082676224	2025-10-20	489	19	25	1	0	9.20%
https://www.linkedin.com/feed/update/urn:li:activity:7384918425803968512	2025-10-17	225	1	6	0	1	3.56%
https://www.linkedin.com/feed/update/urn:li:activity:7384567111022592000	2025-10-16	497	22	9	0	3	6.84%
https://www.linkedin.com/feed/update/urn:li:activity:7384247845563899904	2025-10-15	388	382	18	0	2	103.61 %
https://www.linkedin.com/feed/update/urn:li:activity:7382383174137360384	2025-10-10	4023	227	100	0	0	8.13%
https://www.linkedin.com/feed/update/urn:li:activity:7381669254024032256	2025-10-08	1156	28	39	0	1	5.88%
https://www.linkedin.com/feed/update/urn:li:activity:7379876967489105920	2025-10-03	1504	146	60	5	4	14.30%
https://www.linkedin.com/feed/update/urn:li:activity:7378803036908838912	2025-09-30	182	6	2	0	0	4.40%
https://www.linkedin.com/feed/update/urn:li:activity:7378722471056809984	2025-09-30	610	22	25	3	6	9.18%
https://www.linkedin.com/feed/update/urn:li:activity:7378410060445659138	2025-09-29	519	21	19	0	2	8.09%
https://www.linkedin.com/feed/update/urn:li:activity:7376590697723871233	2025-09-24	2125	48	55	5	12	5.65%

Post link	Created date	Impressions	Clicks	Likes	Comments	Reposts	Engagement rate
https://www.linkedin.com/feed/update/urn:li:activity:7375882665738264576	2025-09-22	1056	53	38	0	1	8.71%
https://www.linkedin.com/feed/update/urn:li:activity:7374063084879101952	2025-09-17	508	12	20	0	0	6.30%
https://www.linkedin.com/feed/update/urn:li:activity:7373632807132168194	2025-09-16	872	19	15	0	6	4.59%
https://www.linkedin.com/feed/update/urn:li:activity:7372217059943804928	2025-09-12	530	8	14	0	1	4.34%
https://www.linkedin.com/feed/update/urn:li:activity:7369337078456799234	2025-09-04	2680	103	83	9	2	7.35%
https://www.linkedin.com/feed/update/urn:li:activity:7366441529248256000	2025-08-27	2094	137	60	2	7	9.84%
https://www.linkedin.com/feed/update/urn:li:activity:7364282099404525571	2025-08-21	746	32	18	0	1	6.84%
https://www.linkedin.com/feed/update/urn:li:activity:7361705911154876417	2025-08-14	897	44	26	0	3	8.14%
https://www.linkedin.com/feed/update/urn:li:activity:7359162078768549890	2025-08-07	887	26	22	2	5	6.20%
https://www.linkedin.com/feed/update/urn:li:activity:7358455814623240192	2025-08-05	1605	71	41	0	4	7.23%
https://www.linkedin.com/feed/update/urn:li:activity:7357067409381281792	2025-08-01	538	28	4	1	0	6.13%
https://www.linkedin.com/feed/update/urn:li:activity:7353865027008765953	2025-07-23	618	14	9	0	0	3.72%
https://www.linkedin.com/feed/update/urn:li:activity:7351313461617823745	2025-07-16	798	39	4	0	0	5.39%
https://www.linkedin.com/feed/update/urn:li:activity:7349126030139277314	2025-07-10	396	14	5	4	0	5.81%
https://www.linkedin.com/feed/update/urn:li:activity:7346571026190786560	2025-07-03	663	22	13	0	1	5.43%
https://www.linkedin.com/feed/update/urn:li:activity:7343939968454590465	2025-06-26	470	5	15	0	0	4.26%

Post link	Created date	Impressions	Clicks	Likes	Comments	Reposts	Engagement rate
https://www.linkedin.com/feed/update/urn:li:activity:7341794497661419520	2025-06-20	753	60	18	2	1	10.76%
https://www.linkedin.com/feed/update/urn:li:activity:7339344090498560000	2025-06-13	456	30	6	1	0	8.11%
https://www.linkedin.com/feed/update/urn:li:activity:7335370458134982656	2025-06-02	315	6	6	1	1	4.44%
https://www.linkedin.com/feed/update/urn:li:activity:7331267556168581121	2025-05-22	530	7	10	1	0	3.40%
https://www.linkedin.com/feed/update/urn:li:activity:7330230177391591424	2025-05-19	566	21	11	4	1	6.54%
https://www.linkedin.com/feed/update/urn:li:activity:7326678469306716160	2025-05-09	466	24	7	2	1	7.30%
https://www.linkedin.com/feed/update/urn:li:activity:7325750279365144576	2025-05-07	846	40	14	1	0	6.50%
https://www.linkedin.com/feed/update/urn:li:activity:7324132499482173441	2025-05-02	816	16	19	0	1	4.41%
https://www.linkedin.com/feed/update/urn:li:activity:7321083484419092483	2025-04-24	646	31	23	1	0	8.51%
https://www.linkedin.com/feed/update/urn:li:activity:7320383886276927490	2025-04-22	409	7	12	0	1	4.89%
https://www.linkedin.com/feed/update/urn:li:activity:7316829205701296128	2025-04-12	679	18	16	2	0	5.30%
https://www.linkedin.com/feed/update/urn:li:activity:7310926126124572673	2025-03-26	381	15	5	0	0	5.25%
https://www.linkedin.com/feed/update/urn:li:activity:7309581449769226240	2025-03-23	451	21	2	0	0	5.10%
https://www.linkedin.com/feed/update/urn:li:activity:7307740001130156032	2025-03-18	193	3	4	2	0	4.66%
https://www.linkedin.com/feed/update/urn:li:activity:7307454420189900802	2025-03-17	771	96	24	1	1	15.82%
https://www.linkedin.com/feed/update/urn:li:activity:7306667681980510208	2025-03-15	374	15	2	0	0	4.55%

Post link	Created date	Impressions	Clicks	Likes	Comments	Reposts	Engagement rate
https://www.linkedin.com/feed/update/urn:li:activity:7306304242951118850	2025-03-14	235	8	5	0	1	5.96%
https://www.linkedin.com/feed/update/urn:li:activity:7306303276591771648	2025-03-14	257	51	7	0	0	22.57%
https://www.linkedin.com/feed/update/urn:li:activity:7305983100574949376	2025-03-13	1169	311	46	0	4	30.88%
https://www.linkedin.com/feed/update/urn:li:activity:7305833747709362176	2025-03-13	525	15	12	2	0	5.52%
https://www.linkedin.com/feed/update/urn:li:activity:7305576481663942658	2025-03-12	1097	53	56	7	0	10.57%
https://www.linkedin.com/feed/update/urn:li:activity:7304910622498971648	2025-03-10	1031	30	47	2	5	8.15%
https://www.linkedin.com/feed/update/urn:li:activity:7303766690121576449	2025-03-07	574	18	34	0	0	9.06%
https://www.linkedin.com/feed/update/urn:li:activity:7303470389215559680	2025-03-06	622	41	16	2	1	9.65%
https://www.linkedin.com/feed/update/urn:li:activity:7303015941590704128	2025-03-05	315	50	8	0	0	18.41%
https://www.linkedin.com/feed/update/urn:li:activity:7302685076293607424	2025-03-04	525	72	22	2	0	18.29%
https://www.linkedin.com/feed/update/urn:li:activity:7302337563564949504	2025-03-03	131	15	0	0	0	11.45%
https://www.linkedin.com/feed/update/urn:li:activity:7302307691551453184	2025-03-03	2399	135	82	4	9	9.59%
https://www.linkedin.com/feed/update/urn:li:activity:7301149244772524033	2025-02-28	4519	2979	114	12	20	69.15%
https://www.linkedin.com/feed/update/urn:li:activity:7300921604937584640	2025-02-27	538	27	13	0	2	7.81%
https://www.linkedin.com/feed/update/urn:li:activity:7300775676498857985	2025-02-27	350	14	9	4	0	7.71%
https://www.linkedin.com/feed/update/urn:li:activity:7297232559799767040	2025-02-17	391	15	18	5	0	9.72%

Post link	Created date	Impressions	Clicks	Likes	Comments	Reposts	Engagement rate
https://www.linkedin.com/feed/update/urn:li:activity:7295369511287844866	2025-02-12	376	6	4	0	0	2.66%
https://www.linkedin.com/feed/update/urn:li:activity:7292895591641092099	2025-02-05	413	20	11	0	1	7.75%
https://www.linkedin.com/feed/update/urn:li:activity:7292532447282368512	2025-02-04	334	15	6	0	0	6.29%
https://www.linkedin.com/feed/update/urn:li:activity:7290372411470848000	2025-01-29	621	54	21	0	3	12.56%
https://www.linkedin.com/feed/update/urn:li:activity:7290024926512619520	2025-01-28	470	10	2	0	1	2.77%
https://www.linkedin.com/feed/update/urn:li:activity:7287128028822867968	2025-01-20	885	62	12	0	0	8.36%
https://www.linkedin.com/feed/update/urn:li:activity:7285436720286683137	2025-01-15	307	4	5	0	0	2.93%
https://www.linkedin.com/feed/update/urn:li:activity:7284584629875970048	2025-01-13	533	208	8	0	0	40.53%
https://www.linkedin.com/feed/update/urn:li:activity:7282384802480017408	2025-01-07	346	16	7	0	0	6.65%
https://www.linkedin.com/feed/update/urn:li:activity:7280588012831281152	2025-01-02	847	348	23	1	0	43.92%
https://www.linkedin.com/feed/update/urn:li:activity:7275853226137001984	2024-12-20	481	7	19	0	0	5.41%
https://www.linkedin.com/feed/update/urn:li:activity:7272598425932615681	2024-12-11	499	15	15	0	0	6.01%
https://www.linkedin.com/feed/update/urn:li:activity:7272162895164067843	2024-12-10	395	18	2	0	0	5.06%
https://www.linkedin.com/feed/update/urn:li:activity:7271902929341566976	2024-12-09	664	52	4	0	1	8.58%
https://www.linkedin.com/feed/update/urn:li:activity:7271869485848940545	2024-12-09	1402	102	44	4	3	10.91%
https://www.linkedin.com/feed/update/urn:li:activity:7270411233319604224	2024-12-05	578	51	12	0	0	10.90%

Post link	Created date	Impressions	Clicks	Likes	Comments	Reposts	Engagement rate
https://www.linkedin.com/feed/update/urn:li:activity:7269752305783099392	2024-12-03	1072	39	52	5	7	9.61%
https://www.linkedin.com/feed/update/urn:li:activity:7268255910714593280	2024-11-29	592	43	12	0	2	9.63%
https://www.linkedin.com/feed/update/urn:li:activity:7266483458049277952	2024-11-24	326	11	6	0	0	5.21%
https://www.linkedin.com/feed/update/urn:li:activity:7265666451536048129	2024-11-22	145	8	5	0	0	8.97%
https://www.linkedin.com/feed/update/urn:li:activity:7265244401596071936	2024-11-21	459	23	16	0	0	8.50%
https://www.linkedin.com/feed/update/urn:li:activity:7265016486941913089	2024-11-20	2023	1080	67	9	9	57.59%
https://www.linkedin.com/feed/update/urn:li:activity:7264550178894876672	2024-11-19	1327	75	43	1	9	9.65%
https://www.linkedin.com/feed/update/urn:li:activity:7264377237947228161	2024-11-18	1580	544	46	3	3	37.72%
https://www.linkedin.com/feed/update/urn:li:activity:7263135106733666304	2024-11-15	663	16	21	1	2	6.03%
https://www.linkedin.com/feed/update/urn:li:activity:7262819440033980418	2024-11-14	625	58	8	0	0	10.56%
https://www.linkedin.com/feed/update/urn:li:activity:7262022662162432000	2024-11-12	304	15	6	0	2	7.57%
https://www.linkedin.com/feed/update/urn:li:activity:7261680440606932992	2024-11-11	296	25	6	0	0	10.47%
https://www.linkedin.com/feed/update/urn:li:activity:7260598325333151744	2024-11-08	931	52	20	0	9	8.70%
https://www.linkedin.com/feed/update/urn:li:activity:7260249200943132672	2024-11-07	586	39	33	2	3	13.14%
https://www.linkedin.com/feed/update/urn:li:activity:7259523252014747651	2024-11-05	1065	71	12	0	4	8.17%

Analysis of Top Post Content

Based on the content of the most popular posts, two distinct strategies drove maximum attention: high-reach narratives (Impressions) and high-action urgency (Engagement).

Top Posts Driving Maximum Engagement (103.61% - 57.59%)

These posts achieved exceptional engagement rates, primarily driven by a high number of Clicks, indicating successful calls to action for content outside of the LinkedIn feed (e.g., external articles, photo galleries).

Table 23. Top posts with maximum engagement

Created date	Content Summary	Engagement Rate
2025-10-15	Photo gallery and recap of the Cohort 2 Demo Day event in Bucharest. (High-click link to photos)	103.61%
2025-02-28	Official Announcement of the 14 Women-Led Startups selected for Cohort 2. (Major program news)	69.15%
2024-11-20	Immediate post-event photo dump and winner announcement for the Cohort 1 Demo Day. (High-energy, exclusive content)	57.59%

Top Posts Driving Maximum Impressions (Reach)

These posts were seen by the largest total number of people, suggesting they were highly favored by the LinkedIn algorithm, likely due to strong initial reactions (likes, comments, dwell time).

Table 24. Top posts with maximum impressions

Created date	Content Summary	Impressions
2025-02-28	Official Announcement of the 14 Women-Led Startups selected for Cohort 2. (Major program news)	4,519
2025-10-10	Founder Interview: Özgür Özdemir (TAY) on developing vital sign detection sensors for disaster rescue. (Crisis Tech, Social Impact)	4,023
2025-09-04	Founder Interview: Miryam Adni (Wasit) on using FinTech/AgriTech (AI on WhatsApp) to connect African small-scale farms with investors. (Social Impact, Global Development)	2,680

Descriptive Conclusions on Maximum Attention Content

The data points toward two clear strategies for maximizing different types of attention on LinkedIn:

1. Maximize Engagement (Clicks) with Urgency and Scarcity

The highest-engaging content is characterized by being **time-sensitive and utility-driven**, often involving a direct link to highly anticipated or exclusive visual content.

- **The "Photo Dump" Effect:** Posts immediately following a major event (like the Demo Day) that promise photos and event recaps generate urgency and a sense of "fear of missing out" (FOMO), resulting in extremely high click-through rates. The post on 2025-10-15 achieved a massive 103.61% rate, almost certainly because the main call-to-action was a link to a **photo gallery or full recap**.
- **Major Program Milestones:** Official announcements of selected cohorts or winners represent major news for the community and drive high click traffic from users interested in the details, full list, or partner links.
- **Actionable Content:** Content that provides a clear and valuable next step (e.g., "See the full story," "View photos") performs better on the engagement metric than passive, informative content.

2. Maximize Impressions (Reach) with Long-Form, High-Impact Stories

The content that achieved the highest reach was consistently focused on powerful, human-interest narratives within the Deep Tech space.

- **Social Impact and Crisis Tech:** The posts that resonated most widely were founder stories tied to solving significant global or social challenges, such as **developing sensors for earthquake rescue** (2025-10-10) and using **AI to support small African farms** (2025-09-04). These topics trigger high emotional and professional interest, encouraging more shares, comments, and longer dwell time, which the algorithm rewards with greater reach.
- **High-Value Information:** Long-form **Founder Interviews** or major **Program Announcements** (like the Cohort 2 official selection) serve as high-value, definitive content. This type of post is often saved, shared in private messages, or read carefully, signaling high quality to the LinkedIn feed algorithm.
- **The Intersection of High Performance:** The post from **2025-02-28** (Official Cohort Announcement) achieved both the highest impressions (4,519) and the second-highest engagement rate (69.15%), proving that **announcing essential, community-focused news** is the most effective way to maximize both reach and interaction simultaneously.

Annex 3 - Social Media Activities by Consortium Partners

This annex provides a detailed analysis of the external communication and dissemination activities executed by the consortium partners from November 2024 to October 2025. The focus of partner-led activities was on strategic amplification, effectively leveraging specialized networks to maximize the credibility and reach of key project milestones.

Quantitative Summary of Partner-Led Dissemination Volume

The consortium partners executed a high volume of targeted communication activities across their established channels, which was critical for ensuring high-trust dissemination across the European network.

Table 25. C&D activities of Consortium Partners

Platform/Format	Activity Volume (Total)	Key Partners
Website News Announcements	14	SPLORO, TechUkraine
LinkedIn Posts (Non-repost)	35	SPLORO, Startup Wise Guys, TechUkraine
Podcasts	4	SPLORO
Videos	4	SPLORO (3), Startup Wise Guys (1)
Instagram Posts	3	SPLORO
Twitter Posts	7	SPLORO
TOTAL ACTIVITIES	67	

Additionally, SPLORO utilized its Cascade Funding Platform to publish key call announcements, ensuring reach to highly relevant organizations.

Quantitative Summary of Social Media Reach (Impressions/Views)

This data captures the recorded reach metrics for major partner announcements, demonstrating targeted outreach via professional and community channels.

Table 26. Metrics for C&D activities of Consortium Partners

Partner Name	Channel	Impressions/Views	Key Action/Focus
SPLORO (Digital Total)	Various Channels	170,062	Dominated reach across LinkedIn, Website, and specialized platforms.
SPLORO	LinkedIn	159,673	Primary source of digital reach.
SPLORO	Website	6,147	High-value, direct traffic to news and content.

SPLORO	Cascade Funding Platform	3,179	Targeted reach to highly relevant organizations.
SPLORO	Instagram	1,007	Visual engagement.
SPLORO	Twitter	142	Announcement distribution.
SPLORO	YouTube	14	Video content views.
Startup Wise Guys	Company LinkedIn	10,384	Focus on major events (Demo Day).
Startup Wise Guys	Individual LinkedIn	6,937	Personal brand amplification.
TechUkraine	Website	114	Articles and news dissemination.
TechUkraine	LinkedIn	921	Ecosystem engagement.
TechUkraine	Individual Facebook and LinkedIn	3,301	Broader network mobilization.
Consortium Total	All Channels	191,894	Total measurable impressions and views.

Key Quantitative Observations:

- **SPLORO's Dominance in Digital Reach:** SPLORO was the primary driver of digital impressions, generating **170,062** impressions (88.6% of the total consortium reach). This success was overwhelmingly led by their **LinkedIn presence** and was supplemented by strong performance on their website and specialized Cascade Funding Platform.
- **Startup Wise Guys** achieved significant, high-quality reach (**17,321** total impressions) primarily through their incubator/accelerator network on LinkedIn, highlighting the power of leveraging personal brand amplification for major program events like the Demo Day.
- **TechUkraine** provided crucial platform diversity, contributing **4,336** impressions across their website, LinkedIn, and individual networks, ensuring ecosystem engagement and article dissemination.
- **Business Angels Europe Network** ensured support for the programme via reposts of the original LinkedIn communication, driving the audience to official project pages.

Qualitative Contributions and Strategic Alignment

The partner communication activities were characterized by **strategic amplification** rather than mass-market volume, effectively leveraging the unique strengths of each partner.

- **Targeted Credibility:** Partners acted as essential **validators** of the program. **Business Angels Europe** used their platform to certify the program's relevance to the investment sector, while **Startup Wise Guys** used their brand recognition to drive significant attention to key program events.
- **Content Diversification:** The consortium ensured visibility across multiple media types: professional networking (LinkedIn, dominating impressions), high-value long-form content (Website articles from TechUkraine and Sploro), and specialized engagement (the Sploro podcast/funding hub content).

- **Leveraging Key Moments:** The most successful partner outreach was consistently tied to the most significant program milestones—specifically the **selection of the cohort** and the **Demo Day events**. This approach focused limited communication resources on the moments with the highest inherent news value.

In conclusion, the communication activities of the consortium partners were **efficient and strategically aligned**. By prioritizing high-value, partner-specific platforms (e.g., investor websites, deep-tech community blogs, and individual LinkedIn profiles) over sheer post volume, the partners successfully extended the program's reach into specialized, relevant ecosystems, maximizing the **trust and credibility** associated with the program's announcements.

Annex 4 – Newsletters & Press Releases

Newsletters

EMPOWOMEN Funded by the European Union

11 Superstars of the European Deep Tech Scene

The [EmpoWomen Programme](#) marked the conclusion of its transformative first year with an extraordinary Demo Day, held as a side event at the Slush conference in Helsinki. Check out this short clip for the vibes!

Three startups received the programme's top awards:

- Noemi Zebart & Astrotec.ai** from Poland for their pioneering AI-driven earthquake forecasting system.
- Neide Vieira, PhD & IPLEXMED** from Portugal for revolutionizing healthcare accessibility with portable genetic diagnostic devices.
- Patricia C. Henriques & GOTECH Antimicrobial** from Portugal for advancing healthcare with their cutting-edge antimicrobial technologies.

The esteemed jury – investors [Wendy HL C. Sezen Gunogor](#), [Salvatore Cavallaro](#), and [Pasi Pohjala](#) – faced the challenging task of selecting winners among a cohort brimming with innovation and potential. Their decisions celebrated the resilience and ingenuity of these exceptional women entrepreneurs.

Celebrating All 11 Trailblazers

The Demo Day wasn't only about awards but also about honoring the journey of all participants. The full cohort, representing diverse sectors and cutting-edge technologies, included:

- Gamze Karanfil Kaomaz & GMZ Enerji Sistemleri** (Turkey): Innovating in hydrogen energy and fuel cell technology.
- Slawa Madziela & HUGUP** (Poland): Enhancing pregnancy wellness with advanced support wear.
- Prakseda Mineikiene & INNOSENSUS** (Lithuania): Personal biosensors for gluten detection.
- Anija Emerson & P-Agro Minerals** (Latvia): Sustainable solutions for phosphorus recovery from wastewater.
- Jenny Romano & The Newsroom** (Portugal): AI-powered tools combating misinformation.
- Natalia Dornicka & Heilo** (Poland): Baby stroller air-purifiers for cleaner, healthier air.
- Aliona Levea & Pinky CyberSafe** (Moldova): AI-driven cybersecurity solutions for SMEs.
- Dorota Dardzinska & IQ Biogroom** (Poland): Non-invasive health diagnostics for personal health management.

These incredible women entrepreneurs are catalysts for change, driving technological innovation to solve critical global challenges!

EmpoWomen's First-Year Milestones

The first year of the EmpoWomen Programme, launched in January 2024, brought together 11 startups through a highly competitive selection. The journey provided:

- Tailored Acceleration:** A 6-month program curated by [Startup Wise Guys](#) and [Business Angels Europe](#).
- Equity-Free Funding:** €45,000 for each participating startup.
- Comprehensive Support:** Mentorship, networking, and access to resources to scale ventures.

What's Next?

Last Monday, we successfully concluded EmpoWomen's second Open Call, and the results have surpassed expectations. We received an **impressive 251 applications**, representing a **48% increase** compared to the first open call. **Congratulations to everyone for helping us reach this milestone!** As we move forward, our team is currently focused on the eligibility check phase and the evaluation process.

Looking ahead, we are excited to announce that **14 startups from Widening Europe** will be selected to join the programme in 2025.

EMPOWOMEN Funded by the European Union

The Demo Day of our 2nd cohort, new podcast episodes and results of our alumni 1 year after graduation

Welcome to the EmpoWomen newsletter! It's a truly exciting time for our community as we celebrate the incredible achievements of our first cohort and prepare to showcase the next generation of deep tech leaders. Read on for the latest updates, inspiring stories, and an invitation to meet the future of European innovation.

September 30, 2024 - 17:00 - 21:00

EmpoWomen Cohort 2 Demo Day

Impact Hub Bucharest, Corulilor, Strada Vaslui nr.10, Sectorul 02045, Romania

17 You're Invited: Meet the Future at the EmpoWomen Cohort 2 Demo Day!

The moment we've been waiting for is almost here! Join us in Bucharest for the EmpoWomen Demo Day, where 14 exceptional women-led deep tech startups from our second cohort will take the stage. This is your exclusive opportunity to discover groundbreaking solutions from across Europe, connect with the visionary founders behind them, and find your next high-impact investment.

Event Details:

- What:** A showcase of 14 deep tech pitches, live jury selection for top funding prizes, and exclusive networking with investors and industry leaders.
- When:** September 30th, 17:00-21:00
- Where:** Bucharest, Romania (right before the How to Web conference)

This isn't just a pitch event; it's a celebration of innovation and a preview of the technologies that will shape tomorrow.

Our 2nd Cohort: [eDynamics Technologies](#) [PURRAJ Enhanced Fertility Corium](#) [Biotech WZW - Wearify AlongRoute Data Wasit](#) [Centrum Cognitio](#) [Shin Rai Robotics](#) [AMYGDALA HEALTH](#) [Helios Veles Sense SkinFuture](#) [TAY Yazilim Teknolojileri](#)

Secure Your Spot and Meet the Cohort!

EmpoWomen

All Episodes

About

Founder Stories: The Voices of EmpoWomen

Have you ever wondered about the journey behind a deep tech startup? Our "Voices of EmpoWomen" podcast series takes you behind the scenes with the inspiring founders from our programmes.

We've recently released a new batch of interviews (episodes 12 through 20), where we dive deep into the challenges, triumphs, and breakthroughs of building a company. Hear directly from the leaders who are turning bold ideas into reality.

Listen to the latest episodes on Spotify **Read the full interviews on our blog**

EmpoWomen Startups Report Major Growth.

Achievements of our 1st cohort alumni 1 year after graduation.

Figure 35. EmpoWomen newsletters #4 and #5

[View this email in your browser](#)

A Triumphant Conclusion: EmpoWomen's 2nd Cohort Demo Day & Winners Announcement!

We proudly closed out our second acceleration programme at the How to Web Conference with the spectacular Cohort 2 Demo Day. Witness the passion and innovation of our deep-tech female founders as they pitched their solutions and find out which trailblazing startups were crowned this year's winners!

[Watch the Full Event Recording & Meet the Winners](#)

Discover the Trailblazers: All EmpoWomen Success Stories are Now Live!

The journey of our 25 alumni is a masterclass in deep-tech entrepreneurship. We are thrilled to announce that all success stories—featuring both in-depth text interviews and engaging audio podcasts—are now finalized and accessible. Explore their innovative solutions, challenges, and breakthrough!

[Access All Startup Success Stories](#)

New Research: EU Public Funding is the Critical Catalyst for Women-Led Deep Tech

The EmpoWomen Whitepaper, "Analysis of the role and impact of EU public funding programmes in fostering women-led entrepreneurship in deep-tech," is now released! This essential study tackles the severe underrepresentation of women, who are only 14% of deep-tech founders and receive less than 2% of total VC funding.

Key Findings:

- The study proves the "additionality" of EU support, showing funded startups experienced **remarkable growth** in the year after the programme, while peers without funding saw declines.
- Grants help preserve founder ownership: Funded startups had **reduced equity dilution** (+29% vs. +62% for non-funded peers).
- For many, EU public funding is the **only accessible source of external capital**, acting as a vital validation tool and bridge to the market.

The Problem: Structural Barriers and Underfunding

EmpoWomen, a Horizon Europe project, provides equity-free funding up to €50,000 alongside mentoring and acceleration in machine and medical innovation ecosystems. Source: EmpoWomen Project Monitor.

The evidence is clear: EU public funding is a powerful catalyst. Our study proves that support mechanisms like EmpoWomen and other similar programs generate a multiplier effect on innovation, propelling women-led deep-tech ventures to spectacular growth, including a 220% rise in revenue and an 85% increase in employment, as well as other efforts, demonstrated in this infographic. Gender equity is not a social add-on—it is a prerequisite for sustainable and competitive growth in Europe's deep-tech future.

We urge policymakers, investors, and all innovation stakeholders to take time to consider the 12 Policy Recommendations outlined in the EmpoWomen White Paper.

Uplift the full force of European innovation. Invest in women. Reform the system.

Read the full whitepaper:

www.empowomen.eu
Have any questions? Please contact: helpdesk@empowomen.eu

Funded by the European Union

[Read the full Whitepaper & Policy Recommendations](#)

Thank You and Farewell: A Legacy of Innovation and Inclusion

As the EmpoWomen project concludes its two-year, €2M mission, we reflect on the significant impact of empowering **26 women-led deep tech startups**. With over **€750,000** in distributed funding and more than **64.5 million** in follow-on investment raised during the first year by the first cohort alone, EmpoWomen has proven that targeted support is a critical economic strategy for Europe's future. We invite you to read the final press release to understand the full scope of our success, the inspiring stories of our founders, and the lasting legacy of the programme. The future is innovative and inclusive!

EmpoWomen Programme Concludes Two-Year Mission, Fueling a New Generation of 25 Women-Led Deep Tech Startups

Final Press-release

[Read the Full Project Wrap-Up Press Release](#)

The Mission Continues: Explore Other Opportunities for Female Founders

While EmpoWomen is concluding, the mission to support female founders continues. We encourage trailblazing entrepreneurs to explore other outstanding opportunities within the European ecosystem, including:

- **EIC Accelerator**: Offers blended finance (grants up to €2.5 million and equity up to €15 million).
- **Women TechEU (2024-2026)**: Provides €75,000 in early-stage grants, coaching, and leadership support to women-led deep-tech startups.
- **Open Horizons (2025-2027)**: Designed to bridge the funding and corporate network gap.
- **WE-RISE (2025-2027)**: Supports geotech, agritech, and climatetech startups with grants up to €50,000 and tailored support.
- **EIC-X (2025-2026)**: Accelerates women-led deep-tech innovation in underrepresented EU regions.

Additionally, non-financial support is available through the **EIC Women Leadership Programme**, the **Supernovas (ETI)** and **Women Entrepreneurship Bootcamp (ETI Health)** focused on investor readiness and market entry, the **WESig** digital platform, and the **Enterprise Europe Network (EEN) – Women Entrepreneurship Group** for internationalisation.

[Knowledge for the Ecosystem:
Our Resources Section is an Open Asset](#)

Our commitment to ecosystem-wide impact continues. The EmpoWomen project has publicly shared all key deliverables, reports, and knowledge generated over the two years. This valuable aggregation is an open-source asset intended to be leveraged by other support programs, policy makers, and teams working to advance gender equality in deep tech across Europe.

Discover our Alumni

As the EmpoWomen project closes, its legacy is just beginning. The 25 alumni companies from both our cohorts are now scaling, hiring, filing patents, and solving some of the world's most complex challenges.

We invite the global tech community to follow their journeys and continue to champion the brilliant, resilient, and powerful women shaping the innovative future of Europe.

[33 eligible countries/regions](#)
[14 startups from 9 countries](#)
[Success Rate from submitted to selected: 5,57%](#)

[Check our 25 startups here](#)

EmpoWomen is a two-year program (2024-2025) operating within the framework of the HORIZON-CSA action and falling under the call designation HORIZON-EIC-2022-STARTUP-EU-01. It is funded under grant agreement number 101120693. This initiative is dedicated to supporting startups led by women in Europe, providing equity-free funding and vouchers for mentoring, business angel investment, and participation in tech summits. The primary goal of EmpoWomen is to promote gender equality and diversity in entrepreneurship, contributing to economic growth and innovation in Europe.

The project is supporting women-led deep-tech startups from Widening Area countries¹. By providing equity-free funding, world-class mentorship, and access to a broad European network of investors and partners, EmpoWomen aims to level the playing field and empower a new generation of female innovators to solve global challenges.

The programme was led by four consortium partners:

- **Splora** (Project Coordinator)
- **Startup Wise Guys** (Accelerator Lead)
- **Business Angels Europe** (Investor Network Lead)
- **TechUkraine** (Communications & Dissemination Lead)

Thank you for being a part of this empowering journey!

Best Regards,
EmpoWomen Team
www.empowomen.eu

Figure 36. EmpoWomen newsletter #6

Press-releases

Funded by
the European Union

EmpoWomen Programme Wraps Up a Stellar First Year at Demo Day During Slush 2024

November 25, 2024 – The EmpoWomen Programme marked the conclusion of its transformative first year with an extraordinary Demo Day, held as a side event at the world-renowned conference Slush 2024 in Helsinki.

Three standout startups received the programme's top awards:

- Noemi Zabari & Astroteq.ai** from Poland for their pioneering AI-driven earthquake forecasting system.
- Neide Vieira, PhD & IPLEXMED** from Portugal for revolutionizing healthcare accessibility with portable genetic diagnostic devices.
- Patricia C. Henriques & GOTECH Antimicrobial** from Portugal for advancing healthcare with their cutting-edge antimicrobial technologies.

The esteemed jury — investors **Wendy HL C., Sezen Gungor, Salvatore Cavallaro, and Pasi Pohjala** — faced the challenging task of selecting winners among a cohort brimming with innovation and potential. Their decisions celebrated the resilience and ingenuity of these exceptional women entrepreneurs.

Celebrating All 11 Trailblazers

The Demo Day wasn't only about awards but also about honoring the journey of all participants. The full cohort, representing diverse sectors and cutting-edge technologies, included:

- Gamze Karanfil Kaçmaz & GMZ Enerji Sistemleri (Türkiye)**: Innovating in hydrogen energy and fuel cell technology.
- Siawa Madelska & HUGUP (Poland)**: Enhancing pregnancy wellness with advanced support wear.
- Prakseda Mineikiene & INNOSENSUS (Lithuania)**: Personal biosensors for gluten detection.
- Annija Emerson & P-Agro Minerals (Latvia)**: Sustainable solutions for phosphorus recovery from wastewater.
- Jenny Romano & The Newsroom (Portugal)**: AI-powered tools combating misinformation.

- Natalia Demicka & Hello (Poland)**: Baby stroller air-purifiers for cleaner, healthier air.
- Aliona Levca & Pinky CyberSafe (Moldova)**: AI-driven cybersecurity solutions for SMEs.
- Dorota Dardzinska & IQ Biozoom (Poland)**: Non-invasive health diagnostics for personal health management.

These women entrepreneurs are catalysts for change, driving technological innovation to solve critical global challenges.

EmpoWomen's First-Year Milestones

The first year of the EmpoWomen Programme, launched in January 2024, brought together 11 startups through a highly competitive selection process out of 170 applications from widening Europe. The journey provided:

- Tailored Acceleration**: A 6-month programme curated by **Startup Wise Guys** and **Business Angels Europe**.
- Equity-Free Funding**: €45,000 for each participating startup.
- Comprehensive Support**: Mentorship, networking, and access to resources to scale ventures.

Second Open Call Runs by December 2, 2024

EmpoWomen's **Second Open Call** goes live by **December 2, 2024**. Women-led deep-tech startups from eligible countries are invited to apply and seize the opportunity to be part of this transformative program. All relevant documentation and submission forms will be available on the official website: <https://empowomen.eu/open-call-programme-plan/>.

About EmpoWomen

The EmpoWomen Programme (2024–2025) is a collaborative effort by **SPLORO, Startup Wise Guys, TechUkraine, and Business Angels Europe**, with support from the **European Innovation Council and SMEs Executive Agency (EISMEA)**. Designed to break barriers for female-led businesses, the initiative provides €1.125 million in non-repayable funding and extensive mentorship to women entrepreneurs in Europe's Widening Area, Outermost Regions, and Associated Countries.

For more details about EmpoWomen and future opportunities, visit [EmpoWomen's Website](#).

Media Contact

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Communication Lead, EmpoWomen Programme
Email: tatiana@techukraine.org

Figure 37. Press-release #5

Funded by
the European Union

14 Women-Led Startups Selected for The Second EmpoWomen Cohort

Pamplona, Spain – February 28, 2025 – The EmpoWomen Programme is thrilled to announce the results of its second Open Call, marking another milestone in empowering women-led deep-tech startups across European emerging markets and associated countries. **A total of 251 applications were received, representing a 48% increase compared to the first Open Call.**

After a rigorous selection process, **14 pioneering startups have been chosen to participate in this transformative initiative.** These startups will receive tailored acceleration, mentoring, non-repayable funding, services, and prizes to support their growth.

Meet the Selected Startups from the Second Open Call:

- eDynamics Technologies LDA (Portugal)**: AI-driven musculoskeletal fatigue monitoring for injury prevention and enhanced performance in sports and industries.
- PURR.AI, Lda (Portugal)**: AI-powered platform revolutionizing drug discovery for age-related neurological diseases.
- Enhanced Fertility Europe Unipessoal (Portugal)**: AI-driven fertility diagnostics to optimize treatments and improve success rates.
- Corium Biotech (Portugal)**: Sustainable cellular leather solutions for eco-friendly luxury fashion.
- W2W - Wearify LLC (Armenia)**: 3D virtual fitting rooms powered by AI and AR for enhanced online shopping experiences.
- AlongRoute Data IKE (Greece)**: AI-enhanced marine weather forecasting to optimize shipping routes and reduce emissions.
- Wasit OÜ (Estonia)**: Fintech platform connecting small-scale farmers with retail investors for sustainable agriculture.
- Centrum Cognitio d.o.o. (Slovenia)**: AI-powered mental health solutions optimizing therapy through predictive analytics.
- Shin Rai Robotics (Poland)**: Robotics and XR-driven automation solutions for manufacturing efficiency.

- AMYGDALA HEALTH OU (Estonia)**: AI-driven digital lifestyle modification for (pre)heart disease management.
- Helios Bilim ve Teknoloji A.S. (Türkiye)**: Nanotechnology solutions for efficient CO₂ capture and recovery.
- Veles Sense doo Beograd (Serbia)**: AI and drone-based vineyard stress detection for sustainable winemaking.
- SIA "SkinFuture" (Latvia)**: Natural UV protection and skincare solutions leveraging advanced materials.
- TAY Yazılım Teknolojileri A.S. (Türkiye)**: AI-powered radar sensors reducing energy consumption and enabling health applications.

What's Next

The selected women-led businesses will each have access to a **six-month dedicated acceleration and investment readiness support service provided by Startup Wise Guys.** The program includes webinars, events, specialized training, and mentoring from **Business Angels Europe.** A **Demo Day** will be held in **October 2025**, offering startups direct connections with angel investors and venture capitalists, providing potential investment opportunities at the program's conclusion. Additionally, each startup will receive services, awards, and **€45,000 in equity-free funding.**

About EmpoWomen

EmpoWomen is a two-year program (2024–2025) that provides a unique acceleration and mentoring experience. It includes non-repayable funding totaling €1.125 million, prizes, and services for 25 women-led deep-tech companies selected through two open calls from European emerging markets, outermost regions, and associated EU countries.*

Launched by SPLORO, an innovation consultancy based in Spain, in collaboration with TechUkraine, Startup Wise Guys accelerator, and Business Angels Europe, the EmpoWomen Programme was designed to equip women entrepreneurs with resources, mentorship, and networking opportunities. The initiative aims to break down barriers and create a more inclusive ecosystem for female-led businesses.

*Only companies legally established in eligible countries (Widening Area, Outermost Regions, and Associated Countries) are eligible. Widening Area Countries: Bulgaria, Croatia, Cyprus, Czechia, Estonia, Greece, Hungary, Latvia, Lithuania, Malta, Poland, Portugal, Romania, Slovakia, and Slovenia. Outermost Regions: Guadeloupe, French Guiana, Réunion, Martinique, Mayotte, and Saint-Martin (France), Canary Islands (Spain). Associated Countries: Albania, Armenia, Bosnia and Herzegovina, Faroe Islands, North Macedonia, Georgia, Moldova, Montenegro, Serbia, Tunisia, Turkey, and Ukraine.

For more information about EmpoWomen and future opportunities, visit www.empowomen.eu.

Media Contact:

Tatiana Skydan
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Figure 38. Press-release #6

Funded by the European Union

EmpoWomen to Showcase 14 Women-Led Deep Tech Startups from Across Europe at Bucharest Demo Day

BUCHAREST, Romania – September 16th 2025 – EmpoWomen, the programme championing female leadership in deep tech, today announced it will host its second cohort's Demo Day on **September 30th 2025**, in Bucharest. The event will showcase 14 innovative, women-led startups from nine countries, presenting their groundbreaking solutions to an exclusive audience of investors, industry experts, and ecosystem leaders.

Held just before the renowned [How to Web](#) conference, the EmpoWomen Demo Day offers a prime opportunity for investors to discover and connect with the next generation of deep tech pioneers. The cohort represents a diverse range of sectors and geographies, with founders hailing from Portugal, Greece, Armenia, Estonia, Slovenia, Poland, Turkey, Serbia, and Latvia.

Attendees will have the opportunity to hear directly from the founders, network with key players in the European tech scene, and witness a live jury deliberation as funding is awarded to the top three performing startups.

"This Demo Day is a celebration of the incredible talent and resilience of our second cohort," said [Miguel Garcia González](#), CEO & Co-Founder of Sploro, the coordinating partner at EmpoWomen. "These 14 companies are not just developing cutting-edge technology, they are solving critical global challenges. We invite the investor community to join us and meet the women who are building the future of European innovation."

The expert jury tasked with selecting the winners includes:

- Kristiana Kuneva**, Chief Business Development Officer at The Recursive
- Cristina Juc**, Executive Director at Spherik Accelerator
- Raluca Neagra**, Founder and Angel Investor at Bravva Angels
- Martina Pajkovic**, Investor at BADIdeas.fund

The EmpoWomen programme is managed by a consortium of leading ecosystem builders, including [Sploro](#), [TechUkraine](#), [Startup Wise Guys](#), and [Business Angels Europe](#), and is funded by the [European Union](#).

Event Agenda:

- 17:00-17:30: Doors Open & Networking
- 17:30-17:50: Programme Overview & Welcome Words
- 17:50-20:30: Startup Pitches
- 20:30-21:00: Jury Deliberation & Networking

The 14 startups presenting at the Demo Day are:

- eDynamics Technologies** (Portugal): AI-driven musculoskeletal fatigue monitoring for injury prevention and enhanced performance in sports and industries.
- PURR AI** (Portugal): AI-powered platform revolutionizing drug discovery for age-related neurological diseases.
- Enhanced Fertility** (Portugal): AI-driven fertility diagnostics to optimize treatments and improve success rates.
- Curium Biotech** (Portugal): Sustainable cellular leather solutions for eco-friendly luxury fashion.
- W2W - Wearify** (Armenia): 3D virtual fitting rooms powered by AI and AR for enhanced online shopping experiences.
- AlongRoute Data** (Greece): AI-enhanced marine weather forecasting to optimize shipping routes and reduce emissions.
- Wasit** (Estonia): Fintech platform connecting small-scale farmers with retail investors for sustainable agriculture.
- Centrum Cognitio** (Slovenia): AI-powered mental health solutions optimizing therapy through predictive analytics.
- Shin Rai Robotics** (Poland): Robotics and XR-driven automation solutions for manufacturing efficiency.
- AMYGDALA HEALTH** (Estonia): AI-driven digital lifestyle modification for (pre)heart disease management.
- Helios** (Turkey): Nanotechnology solutions for efficient CO₂ capture and recovery.
- Yoles Sense** (Serbia): AI and drone-based vineyard stress detection for sustainable winemaking.
- SkinFuture** (Latvia): Natural UV protection and skincare solutions leveraging advanced materials.
- TAY Yazılım Teknolojileri** (Turkey): AI-powered radar sensors reducing energy consumption and enabling health applications.

To secure your spot and meet the future of deep tech, please register [at this link](#).

Figure 39. Press-release #7

Funded by the European Union

EmpoWomen Startups Report Major Growth, Secure Millions in Funding, and Achieve National Recognition One Year After Inaugural Programme

BRUSSELS, Belgium – September 24, 2025 – One year after graduating its first cohort in November 2024, the EmpoWomen programme is proud to announce the significant and sustained success of its participating deep tech startups. The 11 women-led companies, which received funding, acceleration, and dedicated mentorship, have collectively achieved critical milestones in fundraising, technological development, and market expansion, underscoring the programme's profound impact on fostering female leadership in Europe's most challenging innovation sectors.

Since completing the programme, the cohort has filed numerous patents, entered late-stage investment negotiations, secured international partnerships, and launched commercial products. The success stories demonstrate a powerful return on the programme's investment in breaking down barriers for women in deep tech.

Updated key achievements from the cohort include:

- Securing Major Funding:** IPLEXMED is negotiating a €1M SAFE investment and preparing for a €3.2M seed round. **The Newsroom** has successfully secured follow-on funding, while **GOTECH Antimicrobial** has advanced to the final stages of a significant funding opportunity.
- Reaching Commercial Readiness:** **GMZ Energi** has achieved Technology Readiness Level 9 (TRL 9) for its advanced membranes and initiated pre-commercial agreements. **Pinky CyberSafe** launched the commercial version of its cybersecurity platform. **P-Agro minerals** has secured its first customers for business case validation after successfully building a real-life pilot prototype.
- Driving Technological Innovation:** IPLEXMED filed four patents and completed crucial pre-clinical tests. **IQ Biozoom** significantly de-risked its saliva biosensing roadmap through multiple validation studies. **Innosensus**, developing a gluten biosensor, has optimized its technology and secured two Letters of Intent (LOIs) after attracting strong interest from global tech leaders. **Hugup** has finalized its 3D-knitted prototype for its innovative baby-care product.

Gaining Widespread Recognition: The cohort's founders are earning significant accolades. The founder of **IQ Biozoom** was honored as **Startup of the Year 2025** and featured in "Top 15 Most Influential Women in Medicine 2025," directly crediting the programme's role in amplifying visibility. **IPLXMED** won the Silver Medal at the EmpoWomen finals and has since collected numerous international awards, including at Web Summit and the Global Graphene Call.

The founder of **IQ Biozoom** highlighted the unique value of the programme, stating, "EmpoWomen gave us three things we couldn't easily buy: visibility, credibility, and a high-trust founder network. Being selected to the first cohort put us on stages and deal-floors we hadn't accessed before and validated our vision publicly. These recognitions were possible in no small part because EmpoWomen amplified the visibility of women leading deeptech ventures."

The programme's impact is also evident in the intense post-graduation demand faced by its startups. The team at **Astroteq.ai**, for example, reported being fully consumed by closing a major client contract, securing partner agreements, and preparing an investor white paper—a clear testament to the accelerated growth trajectory the programme helps to ignite. While this intense client focus limited their time to provide a detailed report, their success serves as another powerful, albeit indirect, indicator of the programme's effectiveness.

[Miguel Garcia González](#), CEO & Co-Founder of Sploro, the coordinating partner at EmpoWomen, celebrated the cohort's achievements. "We are incredibly proud to see our first cohort of founders thriving one year after graduation. Their progress is proof that when you provide targeted funding, expert mentorship, and a strong support network, women-led deep tech companies don't just compete—they lead. They are building the future of European technology, and we are honoured to have been part of their journey".

Editor's Note: Announcing the EmpoWomen Cohort 2 Demo Day

Building on this success, EmpoWomen is excited to introduce its next wave of innovators. The EmpoWomen Cohort 2 Demo Day will take place in Bucharest, Romania, on the 30th of September, showcasing 14 new women-led deep tech startups ready to make their mark. All our 14 startups will also be exhibiting at the [How to Web conference](#) in Bucharest on the 1 and 2 of October. Investors and industry leaders are invited to discover the next generation of European talent. For more information and to register for Demo day, please visit <https://empowomen.eu/empowomen-to-showcase-14-women-led-deep-tech-startups-from-across-europe-at-bucharest-demo-day/>.

Figure 40. Press-release #8



EmpoWomen Programme Concludes Two-Year Mission, Fueling a New Generation of 25 Women-Led Deep Tech Startups

The Horizon Europe-funded programme concludes, leaving a legacy of 25 accelerated startups from 15+ countries, over €750,000 in distributed funding, and more than €4.5 million in follow-on investment raised by its first cohort alone.

BRUSSELS, 27 October 2025 – The EmpoWomen programme, a two-year, €2M project funded by the European Union's Horizon Europe, officially concludes its operations this month, marking a significant success in the mission to empower women in the deep tech sector. Over 24 months, EmpoWomen has directly addressed the critical funding and support gap for female founders, accelerating 25 elite startups from EU Widening Area countries and demonstrating the immense, untapped economic potential of women-led innovation.

The programme, which saw a fierce 18:1 application-to-selection ratio, proved to be a vital catalyst for its participants. The impact has been tangible and immediate: the 11 startups from the first cohort alone have raised over **€4.5 million in follow-on funding** and filed more than **10 patents** in the 12 months since their graduation.

The EmpoWomen Impact: A New Generation of Leaders

EmpoWomen's success was built on a comprehensive support system designed to provide founders with exactly what they needed to scale:

- **Catalytic Funding:** Over **€750,000** in equity-free funding was distributed across the 25 startups.
- **World-Class Acceleration:** An intensive 6-month acceleration programme led by **Startup Wise Guys**, featuring 250+ hours of training, mentoring, and sales development.
- **Elite Mentorship:** Over 100 one-on-one sessions with a curated pool of more than 80 top-tier international mentors.
- **Unprecedented Investor Access:** Direct pitching opportunities to 200+ investors through **Business Angels Europe's** network, culminating in Demo Days at major tech conferences like Slush and How to Web.
- **Global Visibility:** A dedicated communications work package led by **TechUkraine**, which included producing the "Women in Tech" podcast series to share the founders' stories with a global audience.

Meet the EmpoWomen Trailblazers

The legacy of EmpoWomen is its 25 alumni companies, a powerhouse portfolio of deep tech innovation spanning HealthTech, AI, Sustainability, Robotics, and more.

Cohort 1 (2024)

- **HUGLUP** (Poland): Revolutionizing pregnancy wellness with advanced support wear, HUGLUP is a deep tech startup dedicated to enhancing the journey of expecting mothers.
- **IPLXMED** (Portugal): Offering a new generation of portable genetic diagnostic devices, IPLXMED ensures health support is accessible anytime, anywhere.
- **Astroeq.ai** (Poland): With its AI-driven earthquake forecasting system, Astroeq.ai provides critical alerts prior to earthquakes, potentially saving lives and property.
- **Heilo** (Poland): Protecting babies from polluted air, Heilo has developed an innovative air-purifier for baby prams and strollers, ensuring a healthy start to life.
- **GOTECH Antimicrobial** (Portugal): Fighting medical device infections, GOTECH Antimicrobial develops cutting-edge antimicrobial technologies, advancing healthcare outcomes.
- **IQ Biozoom** (Poland): Improving personal health management through non-invasive diagnostic tests, IQ Biozoom is pioneering pain-free solutions for individuals.
- **Pinky CyberSafe** (Moldova): Enhancing cybersecurity awareness for SMEs, Pinky CyberSafe utilizes AI-driven solutions to fortify digital defenses.
- **INNOSENSUS** (Lithuania): Offering a personal biosensor for gluten detection, INNOSENSUS empowers individuals with quick and reliable food sensitivity testing.
- **GMZ Enerji Sistemleri** (Turkey): Spearheading innovative solutions for hydrogen energy and fuel cells, GMZ Enerji Sistemleri is driving the transition towards sustainable energy.
- **P-Agro Minerals** (Latvia): Providing an affordable technology for phosphorus recovery from wastewater, P-Agro Minerals offers a sustainable fertilizer solution for agriculture.
- **The Newsroom** (Portugal): Tackling misinformation and filter bubbles in news consumption, The Newsroom leverages AI-powered technology to promote informed discourse and critical thinking.

Cohort 2 (2025)

- **eDynamics Technologies** (Portugal): AI-driven musculoskeletal fatigue monitoring for injury prevention and enhanced performance in sports and industries.
- **PURRAI** (Portugal): AI-powered platform revolutionizing drug discovery for age-related neurological diseases.
- **Enhanced Fertility** (Portugal): AI-driven fertility diagnostics to optimize treatments and improve success rates.
- **Corium Biotech** (Portugal): Sustainable cellular leather solutions for eco-friendly luxury fashion.
- **W2W - Wearify** (Armenia): 3D virtual fitting rooms powered by AI and AR for enhanced online shopping experiences.
- **AlongRoute Data** (Greece): AI-enhanced marine weather forecasting to optimize shipping routes and reduce emissions.
- **Wasit** (Estonia): Fintech platform connecting small-scale farmers with retail investors for sustainable agriculture.
- **Centrum Cognitio** (Slovenia): AI-powered mental health solutions optimizing therapy through predictive analytics.
- **Shin Rai Robotics** (Poland): Robotics and XR-driven automation solutions for manufacturing efficiency.
- **AMYGDALA HEALTH** (Estonia): AI-driven digital lifestyle modification for (pre)heart disease management.
- **Helios** (Türkiye): Nanotechnology solutions for efficient CO₂ capture and recovery.
- **Veles Sense** (Serbia): AI and drone-based vineyard stress detection for sustainable winemaking.
- **SkinFuture** (Latvia): Natural UV protection and skincare solutions leveraging advanced materials.
- **TAY Yazılım Teknolojileri** (Türkiye): AI-powered radar sensors reducing energy consumption and enabling health applications.

Voices from the Cohort: "EmpoWomen was Transformative"

The true measure of the programme's success is the feedback from its founders.

"EmpoWomen was transformative for both IPLXMED and me as a woman founder. The program combined deep technical guidance, investor-readiness training, and leadership development, equipping us with practical tools to refine our fundraising strategy... [and] reinforcing my role as a female leader in deep tech." – Founder & CEO of IPLXMED (Cohort 1)

"EmpoWomen gave us three things we couldn't easily buy: visibility, credibility, and a high-trust founder network. Being selected to the first cohort put us on stages and deal-floors we hadn't accessed before and validated our vision publicly." – Founder & CEO of IQ Biozoom (Cohort 1)

"Most importantly, we reached TRL 9 for our membranes and initiated pre-commercial agreements for pilot testing with five companies. The funding not only enhanced our technology readiness level but also enabled us to present our innovation with stronger credibility." – Founder & CEO of GMZ Enerji (Cohort 1)

"Extremely valuable. Practical mentoring and peer learning sharpened our strategy and pitch, and boosted our confidence engaging investors. The grant funded wear tests... and freed runway to focus on sales and investor outreach." – Founder & CEO of Hugup (Cohort 1)

"From a more of a personal perspective, it was also a first time we got together with other female founders in deep-tech. It was astonishing how, even though working on different technologies, the problems we faced were all the same. The feeling of being understood and supported was invaluable." – Founder & CEO of P-Agro Minerals (Cohort 1)

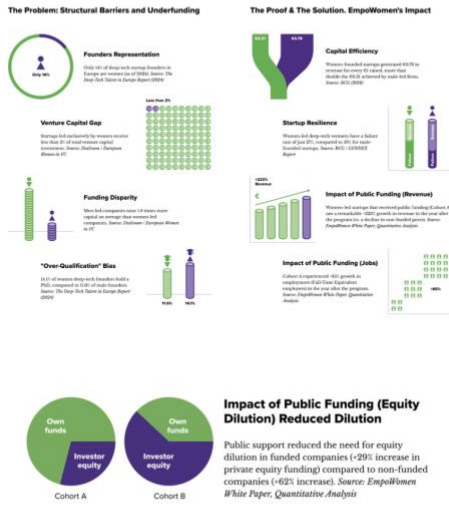
"EmpoWomen was for us a game changer. The mentoring process with experienced professionals helped us refine our business strategy and pitch deck, which was crucial for engaging with investors." – Founder & CEO of Enhanced Fertility (Cohort 2)

"What did EmpoWomen mean for us? The financial grant was a massive boost, of course, but the real value lay in the structured mentoring and the network we gained. It validated our technology and our vision on an international stage." – Founder & CEO of Wasit (Cohort 2)

"The EmpoWomen program was instrumental in gaining traction and attracting our first institutional investor. The investor-readiness workshops were invaluable." – Founder & CEO of Purrai (Cohort 2)

Why Supporting Women in Deep Tech is an Economic Imperative

The EmpoWomen programme was launched to tackle a well-documented market failure. As highlighted in the project's [EmpoWomen White Paper](#) and [newly released infographics](#), women-led startups in Europe receive a fraction of available venture capital, despite often demonstrating higher capital efficiency and strong competitiveness.



EmpoWomen has proven that targeted, structured support—combining non-dilutive funding with world-class acceleration and investor access—is a high-impact solution to de-risk and unlock this potential. Supporting women-led deep tech is not just a matter of equality; it is a critical economic strategy for securing Europe's global competitiveness.

The Journey Forward: Resources for Female Founders

While EmpoWomen is concluding, the mission to support female founders continues. We encourage trailblazing entrepreneurs to explore other outstanding opportunities within the European ecosystem, including: the [EIC Accelerator](#), which offers blended finance (grants up to €2.5 million and equity up to €15 million); [Women TechEU](#) (2024–2026), which provides €75,000 in early-stage grants, coaching, and leadership support to women-led deep-tech startups; [Open Horizons](#) (2025–2027), designed to bridge the funding and corporate network gap; [WE-RISE](#) (2025–2027), which supports greentech, agritech, and climate-tech startups with grants up to €55,000 and tailored support; and [EPIC-X](#) (2025–2028), which accelerates women-led deep-tech innovation in underrepresented EU regions. Additionally, non-financial support is available through the [EIC Women Leadership Programme](#), the [Supernovas](#) (EIT) and [Women Entrepreneurship Bootcamp](#) (EIT Health) focused on investor-readiness and market entry, the [WEgate](#) digital platform, and the [Enterprise Europe Network \(EEN\) – Women Entrepreneurship Group](#) for internationalisation.

The project's commitment to ecosystem-wide impact also continues through its [Resources section](#), where the consortium has publicly shared all key **deliverables, reports, and knowledge** generated over the two years. This valuable aggregation of **results and experience gained** is intended as an open-source asset to be leveraged by other support programs, policy makers, and teams working to advance gender equality in deep tech across Europe.

A Word of Thanks to Our Partners

This programme's success was only possible through the dedicated collaboration of the EmpoWomen consortium:

- [Splora](#) (Project Coordinator)
- [Startup Wise Guys](#) (Accelerator Lead)
- [Business Angels Europe](#) (Investor Network Lead)
- [TechUkraine](#) (Communications & Dissemination Lead)

We extend our deepest gratitude to the [European Union's Horizon Europe](#) programme for their visionary funding. We also thank our invaluable network of associated partners, mentors, jury members, and ecosystem builders who dedicated their time and expertise to our founders.

The Future is Innovative and Inclusive

As the EmpoWomen project closes, its legacy is just beginning. The 25 alumni companies are now scaling, hiring, filing patents, and solving some of the world's most complex challenges. We invite the global tech community to follow their journeys and continue to champion the brilliant, resilient, and powerful women shaping the innovative future of Europe.

The full list of our graduate startups, complete with links to their individual success stories and recorded podcasts, is available on one dedicated page: <https://empowomen.eu/startups/>

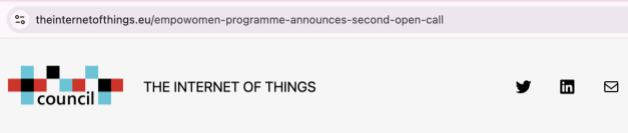
We highly encourage all readers and investors to visit this page to study more about the successful outcomes and impact of our graduates.

Figure 41. Press-release #9

Annex 5 - Media Clippings

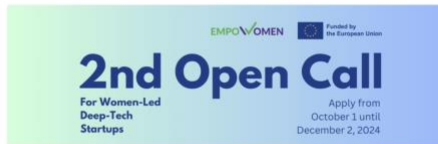
- ✔ The programme has a total budget of €1,125,000 and supports 25 selected women-led deeptech startups.
- ✔ First cohort startups report securing major funding (up to €3.2M seed round) , reaching commercial readiness, gaining widespread recognition across Europe

Explore the programme: <https://empowomen.eu/>



EmpoWomen Programme Announces Second Open Call

The EmpoWomen Programme is excited to announce the second Open Call for its transformative initiative, empowering women-led deep-tech startups across European emerging markets and associated countries. The programme offers a unique opportunity for startups to receive tailored acceleration, mentoring, and non-repayable funding, services, and prizes totaling up to €1.125 million to support their growth. From October 1 until December 2, 2024, the Open Call for Startups will be open, giving eligible* startups a chance to join the EmpoWomen.



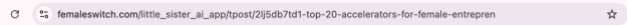
The EmpoWomen Programme is excited to announce its 2nd Open Call, empowering women-led deep-tech startups across European emerging markets and associated countries!

This is a fantastic opportunity to join a transformative journey with:

- Tailored acceleration mentoring by Startup Wise Guys Business Angels Europe
- Non-repayable funding, services, prizes totaling up to €50K per startup
- Networking with experts and investors

Eligible startups can apply from October 1 – December 2, 2024. Don't miss your chance to be 1 of the 14 women-led startups selected!

Apply Now.



4. Empowomen Accelerator Programme

- Duration:** 6 months
 - Format:** Two 3-month phases
 - Focus:** Deep-tech startups
 - Benefits:** Mentoring, workshops, investor access.
 - Partners:** StartUp Wise Guys, Business Angels Europe.
- [Learn more about Empowomen](#)

5. Barclays Eagle Labs Female Founder Accelerator

Figure 42: EmpoWomen media clippings

Annex 6 - Printed materials

EMPOWOMEN www.empowomen.eu

Meet our Second Cohort!

14 award winning deep-tech startups, that just graduated from EmpoWomen programme

SKINATURE	AlongRoute	amyglala	eDYNAMICS
Enhanced Fertility	HELIOS	CORUM BIOTECH	PURRA
SHINRAI ROBOTICS	TAY	Tina	VELLE SENSE
wearify	WASIT	empowomen.eu	

Want to know more about these startups? Check out their stories —on our website:

EMPOWOMEN

EmpoWomen is a two-year program (2024-2025) that has received funding from the European Union's Horizon Europe research and innovation program under grant agreement N° 101120693.

This initiative is dedicated to supporting women-led deep tech startups from Widening Area countries, providing equity-free funding and vouchers for world-class mentorship, participation in tech summits and access to a broad European network of investors and partners.

The primary goal of EmpoWomen is to promote gender equality and diversity in entrepreneurship, empower a new generation of female innovators to solve global challenges contributing to economic growth and innovation in Europe.

Listen to voices of our startups, telling their stories - here:

www.empowomen.eu

Have any questions or issues? Please contact helpdesk@empowomen.eu

Funded by the European Union

Sploro Tech Ukraine STARTUP WISE GUYS BAE

Figure 43: EmpoWomen flyer for How to Web

Funded by
the European Union

Building Leaders. Backing Innovation.

The EmpoWomen Advantage: What Our Founders Received

Catalytic Funding
Up to €60,000 in equity-free grants to fuel growth.

Expert Mentorship
One-on-one guidance from top industry leaders.

World-Class Acceleration
An intensive 6-month program led by Startup Wise Guys.

Investor Access
Exclusive networking and pitching opportunities through Business Angels Europe.

“ EmpoWomen was transformative. The program combined deep technical guidance with investor-readiness training, giving us the confidence and tools to negotiate a €1M SAFE with international investors.

Dr. Inês Mendes, Founder & CEO of IPLEXMED

Join the Movement.
Invest in Proven Talent.

Our program is complete, but the journey for our founders is just beginning. Discover our full portfolio of trailblazing startups and connect with the next wave of deep tech leaders.

empowomen.eu

www.empowomen.eu

Fueling Europe's Future: The EmpoWomen Legacy

Two Years. 25 Startups. A New Generation of Deep Tech Leaders.

Over two impactful years, the EmpoWomen programme, funded by the European Union's Horizon Europe, has been a catalyst for innovation and gender equality. We have successfully identified, funded, and accelerated the most promising women-led startups from widening areas, creating a powerful portfolio of talent ready to scale globally.

Our Impact in Numbers

500+ Applications Received	25 Elite Startups Accelerated	18:1 Fierce Competition
15+ Countries Represented	€750,000+ in Direct Equity-Free Funding	

Meet Our Founders at VDS!

We are proud to have some of our brilliant Cohort 2 founders at Valencia Digital Summit. Connect with the future of deep tech:

AI-powered legal assistance.

Innovative solutions for renewable energy.

Advanced robotics for industrial automation.

Sustainable waste management technology.

Figure 44: EmpoWomen flyer for Valencia Digital Summit