



## FREQUENTLY ASKED QUESTIONS HIDDEN GEMS PROGRAMME

### GENERAL

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#### What is the Hidden Gems programme?

The Hidden Gems programme is an investment readiness programme for female founders with a migrant background who are the founder or co-founder of a social enterprise. The programme consists of 5 online trainings on the 14th, 21st, 4th, 11th and 18th of June and a three-day offline training from 1-3 July 2024. It focuses on supporting and bringing more value to female founders by enhancing their personal leadership and technical fund-raising skills in combination a supporting community.

**Are you eligible?** You are eligible if you satisfy the criteria below:

- You are a female founder with a migrant background, leading a European social venture.
- Your company creates positive impact.
- The market loves your product/service.
- You expect a significant growth in the next 1-3 years.
- You can attend 5 online sessions from May to June 2024, and a grand closing event in early July 2024 in The Hague.

#### How long does the Hidden Gems programme last?

The Hidden Gems runs from mid-May until the first week of July 2024. Beyond that day, we will follow the progress of the entrepreneurs and will help them with introductions or other support needed.

#### Is there any entry fee to apply for the Hidden Gems programme?

No, there are no joining or participation fees for this programme. The travel and hotel expenses will be covered by the programme as well.

### SELECTION, CONTENT AND COMMITMENT

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#### Can all founders attend the in-person convening?

Only one person from each organisation can attend the in-person convening, but all co-founders are encouraged to participate online. We will also share a link for your co-founders to attend the pitch event during the convening.

### What commitment should I expect if I were selected to join the programme?

Unless stated by us, the selected female founders are expected to be online present at each online training, participate in the mentoring, checkpoint sessions and offline event, and to submit the requested documents and information throughout the programme.

### Why should I join the programme?

- (1) You benefit from the assistance and guidance of exclusive knowledgeable mentors, and valuable workshops with seasoned experts.
- (2) You have the opportunity to pitch in front of investors who genuinely want to invest in female founders and support them.
- (3) You become part of a supportive community that will last beyond the programme.
- (4) You enjoy the opportunity to be introduced to the network of FASE and Benefactum Consulting.

### Is there any specific industry/field that the Hidden Gems programme is looking for?

We are actively and solely looking for female founders with a migrant background in the social and environmental space.

### How does the Hidden Gems programme choose which female founders are eligible for the programme?

We are actively and solely looking for Hidden Gems. We have a rigorous process to find strong and motivated female founders. We have a large supporting network that helps us as well with the sourcing of eligible founders. Female founders who have found their product market fit and have strong growth potential are highly considered. This includes factors like the team, market, business model, and more.

### How do we find investors?

At the end of the programme, the female founders will participate in a pitch round. This is to meet the investors and receive valuable feedback from them.

### Why should I join the programme?

The programme helps female founders with their personal leadership skills and investment capabilities and working with industry disruptors.

FASE and Benefactum Consulting have combined their experiences in funding and personal leadership skills with the entrepreneurial experience of the team that will mentor and support eligible female founders. Via workshops, discussions, mentoring sessions, technical guidance, and a live pitch event, we will enhance the knowledge level of the participants.

Additionally, we will monitor the development of the companies after finalizing the programme. The female founders will have access to a community that can contribute a great deal to their progress and success.

## My company is not based in The Netherlands or Germany. Can I participate remotely?

Fortunately, we are open for female founders within Europe, however, we expect a live presence in the Hague from 1-3 July 2024.

## Can I apply if I am the sole founder of my company?

Yes, solo founders are more than welcome to apply.

## Can I apply for the programme if my company has already raised funding from other sources?

Yes, you may apply. We do not take a stake in your company. But we always advise founders to check with their investors/shareholders before joining this programme.

## When will I get a notification if I am selected for the programme?

Find out timeline below:



## What about the intellectual property? What will happen with it?

It is natural to have doubts over the issue of intellectual property, however, we do not engage ourselves in such a manner. Your intellectual property will remain yours.

## CONTACT

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### I still have questions about the programme. Who should I contact?

Please contact us via email: Saja Chander / [schander@fa-se.eu](mailto:schander@fa-se.eu)

Website: <https://fa-se.de/en/hidden-gems-programme/>