



## ABOUT THE FEDERATION PIONNIERES

### **1. A quick look at the French women entrepreneurship context:**

#### **1.1 There are all types of French women**

In to-day's globalised world, if one takes a look at the needs, and the entrepreneurial potentials, of women in countries like France, it seems that :

- ✓ Such phenomena as unemployment, working poors and single-parent families particularly hit women (and all "types" of French women), making woman entrepreneurship issue a key issue,
- ✓ You find in France to-day a large community of immigrated women, namely from African or North African origin, which makes the distinction between "countries" quite relative, sometimes. Among all these types of women, there are **talents to be activated**.

#### **1.2 France needs to develop woman entrepreneurship**

Woman entrepreneurship in France is still insufficiently developed (about 28% new Entrepreneurs are women, a percentage that does not increase, despite diverse State policies).

For this reason, efforts are constantly displayed by Government and public administrations, as well as diverse civil society actors, NGO's, to set up efficient supports for women who wish to start an enterprise. The public authorities-civil society synergy worked particularly well last march, when Hervé Novelli, the current State Secretary for enterprises, chose the Paris Pionnières conference to announce his ten measures-plan in favour of woman entrepreneurship development.

In this context, Paris Pionnières was created 3 years ago. It is a women incubator, the first of its kind in France (see [www.parispionnieres.org](http://www.parispionnieres.org) and [www.federationpionnieres.org](http://www.federationpionnieres.org)).

### **2. What are Paris Pionnières and the **Fédération Pionnières** ? :**

#### **An innovative new support with promising first results and an ambitious Project**

Even though it has been functioning for a few years only, this organisation is going ahead very fast, and already has some interesting results and strategic planning, to show:

- 1) Paris Pionnières itself, which was set up for the Paris area, shows the following record for its first 3 years :

- 800 demands
- 113 projects accompanied before creation (“pre-incubation” phase)
- 34 companies selected to be accompanied within the incubator
- more than 200 jobs created
- All of them in the innovative service sector

The results achieved so far by the small Paris Pionnières team have been made possible because of the organisation’s capacity to find support from diverse sources, some public like the city of Paris, some coming from European programs<sup>1</sup>, but a good portion of Paris Pionnières’ means have come from Banks and other financial institutions. These supports were aimed at contributing to set up the Paris Pionnières (“PP”) and then the **Fédération Pionnières** activity, but they also include the possibility of orienting the women entrepreneurs towards the financial organisations partners, for their own financial needs in creating their enterprise, as well as towards other existing fundings, as briefly detailed here :

- PP has established a partnership with OSEO Innovation, by which it can orient some of its supported women enterprise creators (both those who are incubated and those who are followed outside of the incubator) towards a State funded financial scheme for innovative new enterprises;
- PP can also help the women entrepreneurs deposit a request for the State-financed FGIF (Guaranty fund for women’s economical initiatives)
- PP can orient “its” women entrepreneurs towards Business Angels and private funds;
- PP can orient its entrepreneurs towards help from big enterprise foundations (such as TOTAL or “Réseau Entreprendre”, which allows loans on trust);
- PP has also established a referral partnership with the banking groups HSBC and BNP.

2) This innovative women incubator formula has attracted a lot of interest, in other parts of France and also abroad. This has brought the Paris base to launch in February 2008, the **Fédération Pionnières**, a federation of Pionnières incubators, which is still being structured but which is already developing rapidly, in France (5 regional incubators being launched) and elsewhere (Morocco, Serbia).

### **3. What the **Fédération Pionnières**’s can offer to its partners and members:**

There are different kinds of **Fédération Pionnières** memberships: partners, members (incubators). They all have access :

- to the **newsletter** and the **web-site**, for dissemination of their own messages,
- to the scheduled **trainings**,
- to help in organising tailored trainings on different aspects of woman entrepreneurship or other topics such as woman leadership;
- to support for setting up targeted meetings, upon demand, either with a few specific decision makers, or conferences open to the public or restricted to targeted audiences;
- to the **Fédération Pionnières**’s coached or incubated women entrepreneurs, for thematic meetings with their counterparts in the same domain, or for the establishment of cross-countries business partnerships.

Members have additional rights, and namely access to the *Pionnières* methodology and brand.

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<sup>1</sup> An example of a European project in which Paris Pionnières is currently involved: “Senior Competences”, a program seeking solutions for unemployed aging women workers, including the entrepreneurial solution.

#### **4. The offering of the incubators Pionnières**

All incubators members of the **Fédération Pionnières** are committed to offering a tailored coaching all along the entrepreneurial process.

Before creation – « Pre incubation » : to go through all the phases of the enterprise creation (choosing the right legal status, market study, project or product presentation, business plan, communication strategy..) – for a period of 3 to 6 months, depending upon the state of advancement of the project.

Project validation through its presentation to a selection committee.

After creation of the enterprise : « Incubation » : for the entrepreneurs who have gone through pre-incubation, created their enterprise and wish more coaching.

The **Fédération Pionnières** incubators also offer to all their women entrepreneurs a linking with the Pionnières network as well as with other useful networks and ressources for woman entrepreneurship.

#### **5. The incubators Pionnières in France and abroad**

To know where are located the incubators Pionnières in France and abroad : please refer to the section “les incubateurs Pionnières” of the website [www.federationpionnieres.org](http://www.federationpionnieres.org).

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