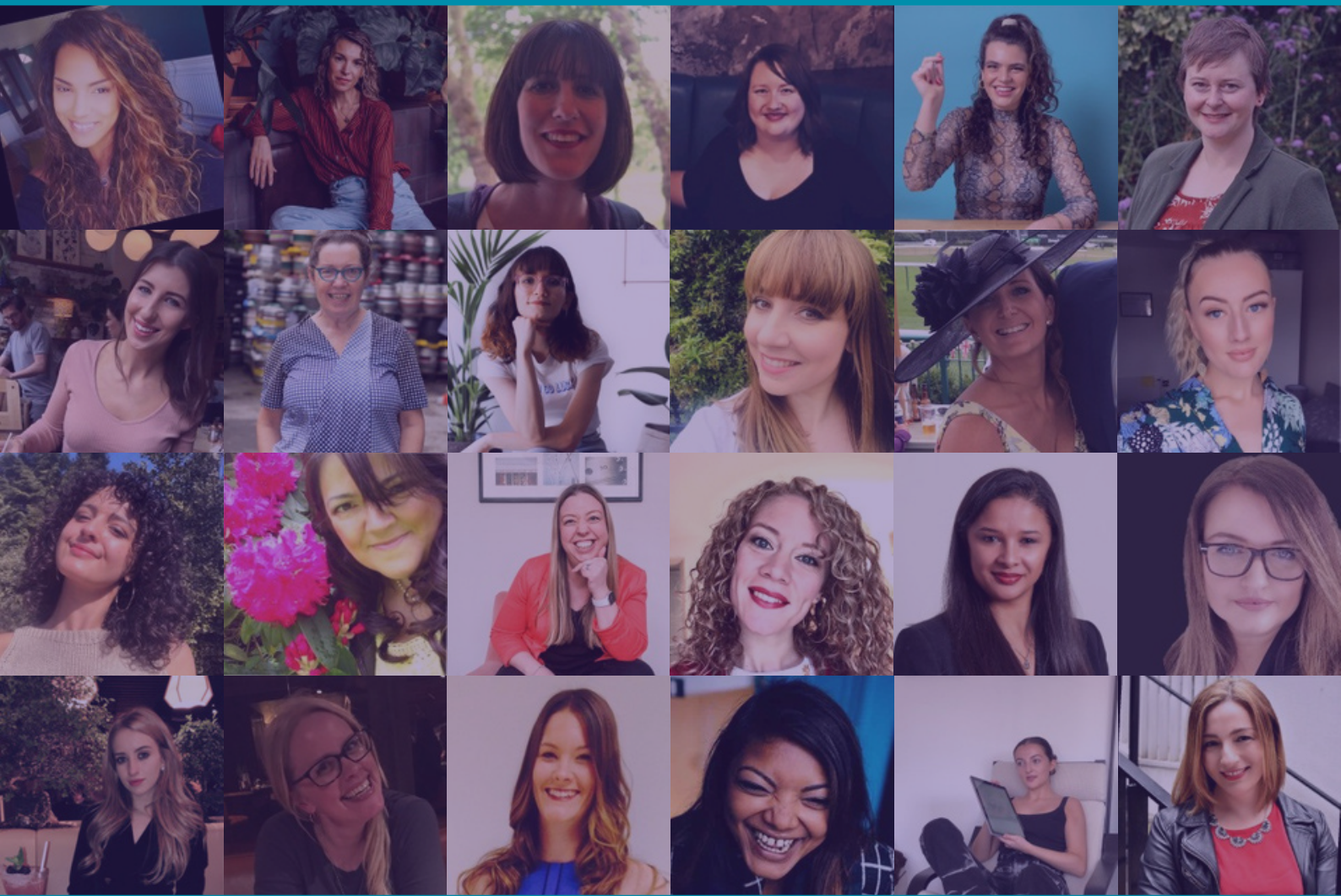


# FreelanceHER 100

## Cohort 1 Impact Report

Empowering women entrepreneurs  
in Greater Manchester

June 2021



Home of Skills & Technology



# Contents

• Foreword	3
• About FreelanceHER 100	4
• Our Cohort - Case studies	9
• Feedback and review	11
• Awareness and reach	12
• Our team	13
• The future of FreelanceHER 100	14
• Close	15



*The wonderful world of  
online programmes:  
creating a community  
virtually through  
FreelanceHER 100*



## Foreword

We envisage a world where women entrepreneurs flourish in their respective ecosystems - FreelanceHER is working to deliver on this vision.

“

Many ceilings have been broken over the last 12 weeks. Diversity, accessibility and inclusion are at the core of everything we do. We are an enabler, not just of productivity, but of prosperity for all - we may be about technology but the benefits we bring are all about people.



Mo Isap  
CEO IN4.0 Group & Founder  
of FreelanceHER100

”

“

When we developed FreelanceHER 100 we did it with the entrepreneurs in mind, weaving a community thread through every interaction and activity. Community was really the heart of this programme, and is what made the difference.



Danielle Brown  
Director of Operations for  
IN4.0 Group and HOST Salford

”



Leanne Caine  
Managing Director  
Cliqued Affiliate Ltd

“

The FreelanceHER 100 has been such an amazing journey and continues to push us collectively into a space of clarity with no fear and less procrastination, quickly making things we previously thought we might do, turn into things we can and will do.

”

## About the Programme

FreelanceHER 100 is a 12-week business accelerator for women working to launch and grow sustainable businesses in digital, creative, media and technology sectors across Greater Manchester. It's a safe place to test their ideas, innovate and grow their businesses.

We empower female freelancers to be strong leaders, to create powerful enterprises, and to influence and shape the world through their companies. We recognise and maximise the exceptional strengths that are unique to the female entrepreneur through a bespoke curriculum and group mentoring - putting the community at our core.

## How it worked?



**Peer to peer  
Mentoring**



**Online interactive  
learning**



**Brand exposure**



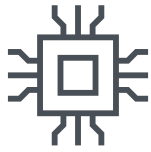
**Building a  
Community**

- Weekly course modules delivered through online workshops, with three options for attendees to join allowing flexibility for participants based on their schedules - workshops were delivered live and were highly interactive
- Programme socials to interact and connect with programme participants
- "Brunch and Learns" and presentations on relevant and topical subjects from industry professionals and experts
- Peer mentorship from an allocated and dedicated mentor throughout the course of the programme delivered in groups

## Our community in numbers



## Our community came from a range of sectors...



**Tech**  
18.4%



**Digital**  
27.2%



**Creative**  
54.4%

## ...and from across Greater Manchester

**Manchester**  
30%

**Stockport**  
15%

**Trafford**  
15%

**Salford**  
15%

**Wigan**  
10%

**Rochdale**  
5%

**Tameside**  
3%

**Bolton**  
3%

**Oldham**  
2%

**Bury**  
2%

## FreelanceHER delivered real impact, meaningful connections and value to participants



**+27**

hours of content delivered



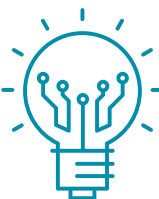
**+50**

valuable business connections made



**77**

average NPS



**5**

technology sessions



**4.7/5**

star experience

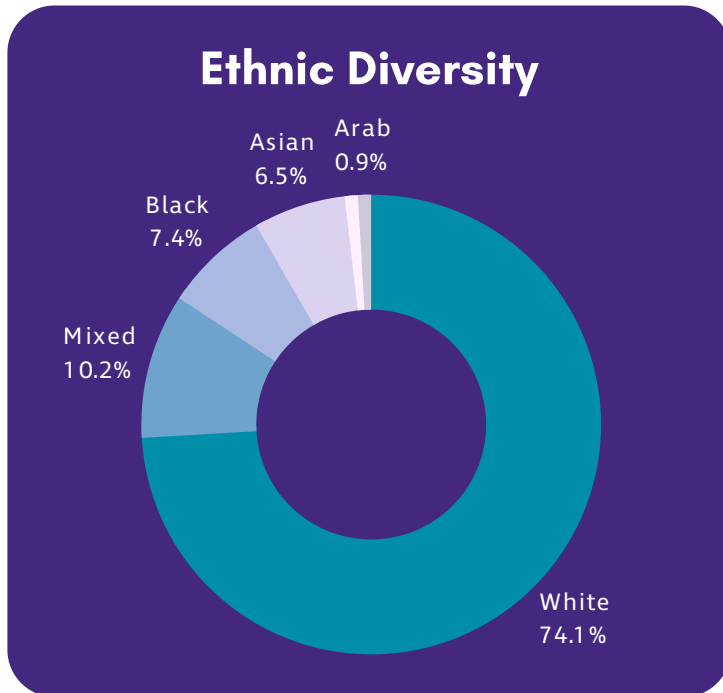


**8.2/10**

average value from speakers

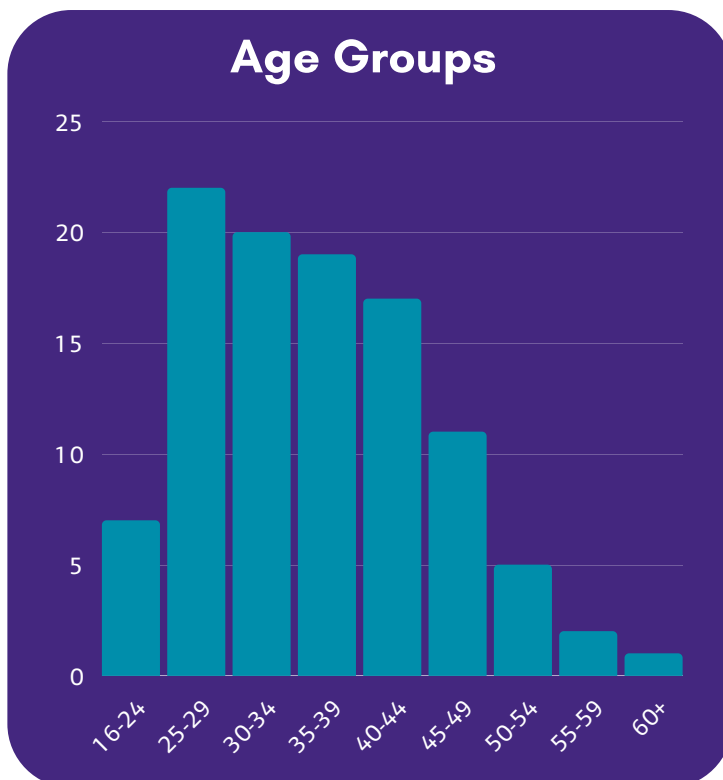
# Diversity across our community

Diversity is important because we live in an ever-growing global society. As leaders, we understand and appreciate cultural differences, diversity and background to build the best teams.



**13.4%**  
**Have a disability**

**12.1%**  
**Identify as part of the LGBTQ+ community**



**Have a degree level education**



## A timeline of delivery

The programme syllabus is summarised below, which introduced a new topic each week for 12 weeks through interactive workshops and with inspiring and experienced speakers. This was complimented by the virtual community the programme created, alongside marketing and communications to celebrate success and participants involvement.



**Week 0:** Launch event



**Week 1:** Being Brave and Developing Confidence



**Week 2:** Business Model YOU Canvas & Understanding your value proposition



**Week 3:** Market Validation & Customer Discovery



**Week 4:** Growth - How to balance Profitability, Cash-flow and Capacity



**Week 5:** Digital Storytelling - How to tell your story on social



**Week 6:** Selling - How to sell your experience



**Week 7:** Time Management & Working Effectively as a Freelancer



**Week 8:** Making Good Connections



**Week 9:** Pitching your you & business



**Week 10:** Collaboration



**Week 11:** How to look after your customers



**Week 12:** Future Proofing

“

If you're going to seek legal advice about IP then make sure they're somebody that has worked with someone like you or your business.

Hayley Morgan  
& Piers Dryden  
Brabners



“

We need to empathise with our users. If something's causing them a lot of pain they're not going to want to come back.

Abi Gedye  
Lead UX Designer  
at Interactive Investor



## Creating a community

HOST and FreelanceHER took extreme care and pride to ensure that our programme was as inclusive and accessible as possible. As a result, we were able to curate a community of women from across Greater Manchester from all walks of life, with varied experiences, backgrounds and perspectives.

Curriculum design took this into account, delivering not just impactful and relevant workshops which provided participants with the right skills they needed to accelerate their growth, but also included aspects such as 'brunch and learns', socials, online community tools and mentorship. This was all delivered virtually, and in line with COVID-19 guidelines.

## Peer to peer and expert mentorship

We offered a practical and bespoke support programme working with specialist partners and networks with unrivalled track records with access to weekly workshops and peer-to-peer mentoring led by some of the UK's best female micro-businesses and freelance mentors.

The feedback from participants was unanimous that the value they gleaned from peer-to-peer mentoring was what set this programme apart, and unlike anything else they'd experienced elsewhere.

“

I have never experienced group mentoring before I was part of the FreelanceHER 100. I couldn't see how I'd get what I needed out of being part of a group, rather than just being one on one. **I was totally WRONG!** Imagine if your talent programme wasn't built around the competition to be the best, but was built around a group of people collaborating to achieve more together. That fits my values much more closely.



Victoria Bond  
CEO, Space HR



Rachel McCrystal  
Senior Fundraising Manager

“

I feel truly privileged to have graduated from the ground breaking FreelanceHER 100 programme. **I have loved every week and have learned so much about myself through the fabulous mentoring** sessions with Viv Parry & have learned so many great new tools and tactics from the Tuesday sessions. I am truly grateful and am looking forward to putting all the learning into practice.



## Learner Profiles and Stories



**Naomi Mlele | Founder of Hope 24**

- **Sector:** Software | Health Tech
- **Mission:** Building an AI-based chronic and lifestyle disease management platform for patients living with hypertension, diabetes, and other illnesses that predominantly affect minority ethnic communities.

“

The FreelanceHER 100 team gave me a lot to think about, they were very **encouraging and this made me feel super comfortable**. Since we've spoken I've pivoted my idea and have a much better understanding of where to take my technology next.



**Judy Leung | Co-Founder of Sweqlink**

- **Sector:** Software | Marketplace
- **Mission:** Supporting entrepreneurs and markers to find business partners, startup projects, by trading time and sweat equity.

“

We had a great dynamic in my sessions, I was able to walk a variety of people with different interests and perspectives through my product cycle, and then **get truly actionable feedback along with really helpful recommendations**.



**Alexandra Hajok | Founder of North Arrow Geospatial**

- **Sector:** Geographical Technologies
- **Mission:** Supporting ecologists to make the most of their geographical data through GIS data management, analysis, and coaching.

“

It was an incredible opportunity, I didn't know how inspiring and life-changing this programme would be for me. I've worked for myself for 20 years, took time to raise my kids - I didn't know that I had lost confidence and stalled in my technology understanding. **This programme helped me know what I don't know.**



### Ayisatu Emore | Business Strategist

- **Sector:** Software | Founder of Nature Project Management
- **Mission:** to maximise your current business capacity by helping you streamline your business processes, strategise your communications and facilitate organisational development

“

I definitely got to own my individualism within the mentor group, the freedom of expression that was encouraged in the mentoring groups, directly related to my capacity to grow as a business person. There was such freedom...We could always be the best of ourselves, there was no judgement! I could think out loud from my learning each week, I got so much better at articulating myself as a professional.



### Lucy Evans | Founder of Mons Igneous

- **Sector:** Art | Design Marketplace
- **Mission:** Connecting with artists and like-minded art collectors

“

The most valuable thing by far was the network and mentor group the support.



### Mickela Sonola | Author, Educator and Creative Writing Mentor

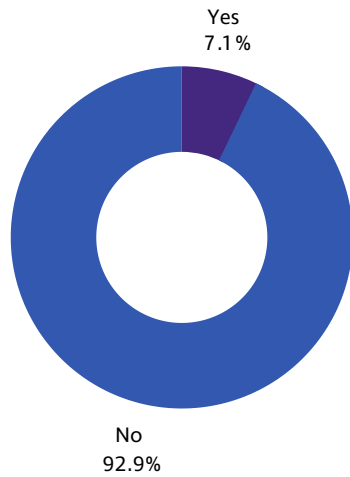
- **Sector:** Creative Writing
- **Mission:** to facilitate creative writing workshops to help people know that writing can be playful and serious, and that learning to experiment with words and stories can significantly enrich our lives

“

Thank you so much for the opportunity. **You were all so generous with your time and very knowledgeable.** I really appreciate that you answered things at my pace. Even if I got a bit overwhelmed! I've now got plenty of work to crack on with.

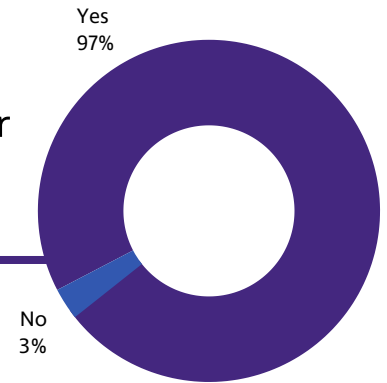


## Feedback and review



92.9% of the cohort said they couldn't have received better business support anywhere else

97% of FreelanceHERs believe our programme positively impacted their businesses



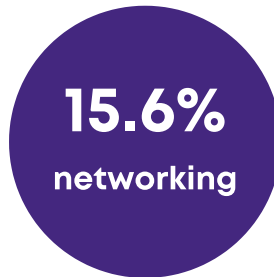
“

This has been an amazing experience so far. I have an awesome mentor in Sarah. I've been working on a new project for a few months and it's just about to come to fruition.

**Carla Zuill**

Founder of SheHub.TV

### Increase in core enterprise skills



## Programme goals and achievements

To date, FreelanceHER has supported 100 female freelancers in starting and growing their businesses, garnering incredible feedback and interest from potential future participants, with over 100 women on the waitlist for the next cohort of the programme.

### Moving forward...

- 1) Further Increased Diversity - we want to ensure future cohorts look like the society we live in, reflecting more than just gender diversity
- 2) Build on Technical Curriculum - we want to include further technical training to ensure our women have fair access to the tools & resources that will scale their work
- 3) Develop further mentorship opportunities - we want to re-engage our cohort to give back and create a closer community vibe on the cohorts

# Awareness and reach



361 followers



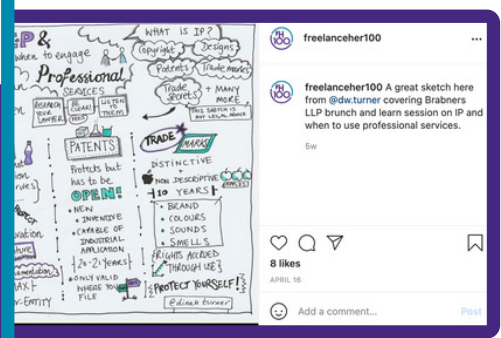
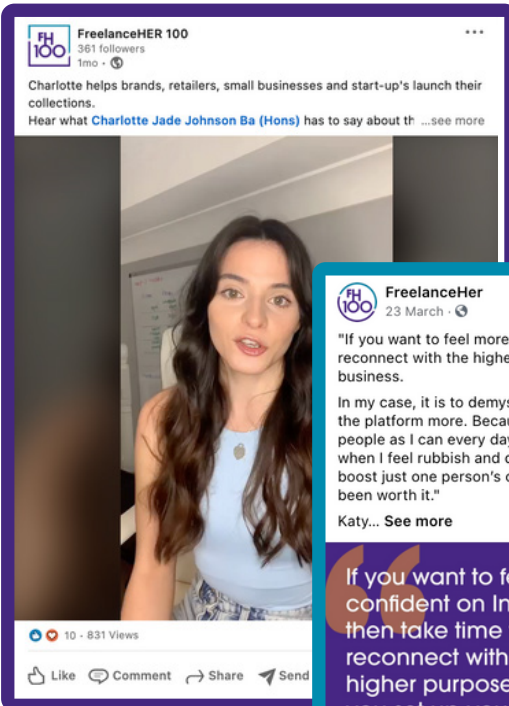
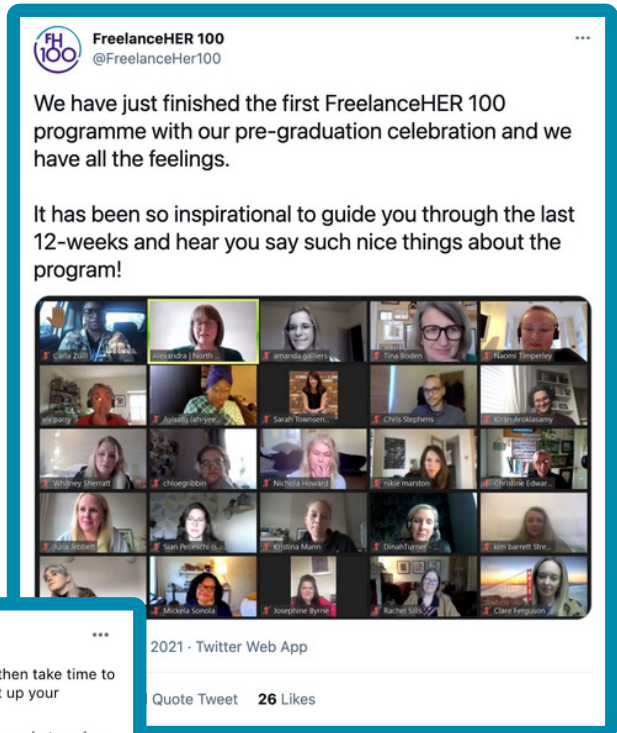
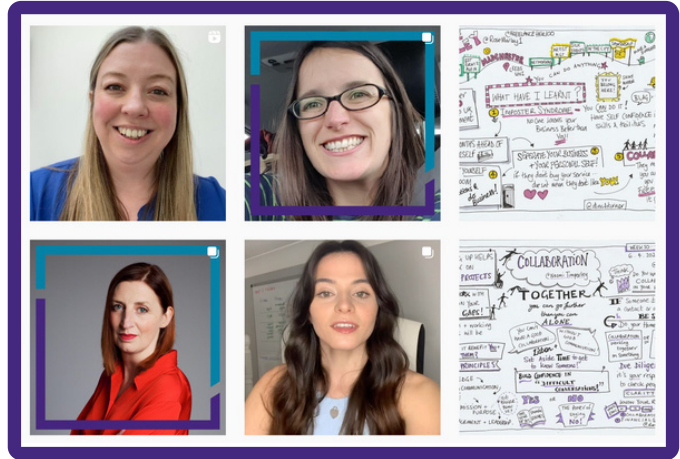
727 followers



239 followers



393 followers





## The future of FreelanceHER100

As FreelanceHER is a part of our HOST by IN4.0 community, participants are able to become members of HOST, an innovation Hub in Salford which boasts five floors of innovation support for start-ups and SMEs. Since the conclusion of cohort 1, we have seen multiple FreelanceHERs join the community, continuing their growth.

HOST provides freelancers with not only access to start-up and scale-up support but also access to the GM-wide innovation ecosystem to continue to grow their network and community. In addition to this, our first cohort will continue to connect and innovate through:

- The online community tool we embed as part of the programme (my2be)
- Strong relationships with other programmes and management team
- The FreelanceHER alumni community, building in their areas of expertise and lessons learnt as alumni champions

### Our vision: FreelanceHER1000

To create a UK-wide community of 1000 women freelancers in 24 months by delivering 12-week programmes to support female entrepreneurs in launching and growing sustainable businesses.

## If you are looking to support or get involved...



**Access to capital to fund programme activities and subsidise costs**



**Always keen to meet new programme partners and delivery/service providers**



**Looking for our next 100 fantastic cohort members. Do you know anyone?**

**Want to know more and meet the team?**

**Feel free to visit our website and social media pages, or get in contact with us at [rebecca@in4group.co.uk](mailto:rebecca@in4group.co.uk)**

**[www.freelanceher100.com](http://www.freelanceher100.com)**



**[/FreelanceHer100](https://www.linkedin.com/company/freelanceher100/)**



**[@FreelanceHer100](https://twitter.com/FreelanceHer100)**



**[@FreelanceHer](https://www.facebook.com/FreelanceHer)**



**[@freelanceher100](https://www.instagram.com/freelanceher100)**



**HOST Salford, Blue Tower,  
MediaCity, Manchester, M50 2ST**