

#She DIDIT 2025 IMPACT REPORT



GOODBYE TO 2025

Another year of making diverse womenpreneurs' dreams a reality. 2025 was a year that challenged us in many ways, both financially and structurally. A year that taught us how important it is to stick to our mission and continue building on our success.

Our focus in 2025 was on deepening our quality and working at the international level. It was an honour to receive three international awards:

- European Women of the Year – finalist in the category Women in Business
- European Entrepreneurship Promotion Award – National Winner and finalist in Inclusive/Sustainable Entrepreneurship
- World of Difference Award (TIAW) for female empowerment worldwide

These awards highlighted how important our work is, but even more so how important our community is. The one we've been building for seven years has been taking up more space in our organisational structure. Our women wanted more from us—not just coaching trajectories, but ways to stay connected. To illustrate their power, we held two major networking events:

- #SheRetreats: our very first one-day retreat, where physical health, mindset, and business topics collided
- #SheFUND: the second round of investments in women's dreams, in the presence of Minister Simonet

At the same time, it was a year of a tough decision: we said goodbye to the #SheHUB as a concept store after three beautiful years and 150+ brands. This decision made room for more concepts like sports, services, workshops, and beauty, as our #SheHUB is now a multipurpose space spread over our five-store headquarters. Our home is now fully open to our community.

In 2026, we'll continue focusing on our community as it takes more shape and space, while also bringing more diversity to entrepreneurship.

— Lien Warmenbol,
Founder & Director



Who is #SheDIDIT?

#SheDIDIT is an impact-driven incubator for diverse womenpreneurs in Belgium. Founded in 2018, the non-profit has been helping women build, launch, and grow their businesses through coaching programs.

By strengthening skills, building confidence, and expanding networks, #SheDIDIT turns business dreams into reality. And welcomes them into a strong community where diversity meets womenpreneurship.

PROGRAMS



Group coaching program for youngsters (15-30 years old).



Personalized 1-on-1 business coaching program for (pre-) starters. Recognized by VLAIO.



Creative and multipurpose hub for product and service based brands.



Rent-free loan with pitch contest to close the female funding gap.

COMMUNITY



Matchmaking



Online & offline events



Online learning

#SheDIDIT **IMPACT**

2025



336

YOUNGSTERS



260

COACHEES

#SHEHUB

FROM CONCEPT STORE TO
MULTIFUNCTIONAL SPACES

#SheFUND

3

WINNERS



on/offline events attendees

+4.2k



online reach

290k

Recognized pre-starters trajectory



Awards



International
fieldtrip to Netherlands

L'ORÉAL

Collab with European
Microfinance Network



MARIA NOWAK
RESEARCH FELLOWSHIP

**7 YEARS
& DRIVERS**

1 | #SheMeansBusiness

#SheMeansBusiness is our 1:1 personalized coaching program. In 2025, our focus was on strengthening quality and raising the bar for what effective coaching looks like. We started by developing our own business and financial planning templates in all coaching languages (NL, FR, ENG). By structuring information more clearly and adding exercises and reflection questions, our coaching sessions became more focused, helpful, practical, and impactful.

We also strengthened our visual learning tools by recording lessons for our online learning platform, The Academy. This was further reinforced with short, practical business tip videos created by our business coaches, making key insights more accessible and actionable. To achieve these goals, we allocated part of our business coaches' time to strengthening the quality of our program. This resulted in a slight decrease in the number of coachees in 2025.

#SheMeansBusiness remains in high demand by our community of diverse womenpreneurs. All of our efforts in the past years were rewarded when we were chosen as the national winner of the European Enterprise Promotion Award (EEPA) in Copenhagen.

Business coaches: Wendy Agyin, Patty Maureira, Manon Acke Moembo, Rosemary Dede, Lien Warmenbol, Bérénice Sunzu, Karima El Moussaoui, Aimée Lobé



260

Coachees

AGE GROUPS

30,77 % | 18-29 y/o
43,08 % | 30-39 y/o
18,08 % | 40-49 y/o
7,69 % | 50-59 y/o
0,38 % | +60 y/o

BIRTH STATUS

58,30 % | Newcomer
41,70 % | Born in BE

TRAJECTORIES

84,50 % | Basic *free*
15,50 % | Premium *paid*

In partnership with:



PROFILE

27,69 % | Working
26,54 % | Looking for a job
18,08 % | Housewife, sickness, invalidity,..
12,31 % | Student
11,15 % | Self-employed in secondary o.
4,23 % | Self-employed in main o.

TOP 3 NEEDS

- Business plan, financial plan, legal
- (Digital) marketing, sales
- Planning, time management

CULTURAL BACKGROUND

37,69 % | Europe *like Ukraine, Belgium, Poland*
21,92 % | Sub-Saharan Africa *like Congo DRC*
16,54 % | North Africa *like Morocco*
11,92 % | Asia *like Türkiye, India*
7,31 % | South-America *like Colombia, Chile*
2,69 % | Middle-East *like Syria*
1,92 % | North-America *like Mexico, Suriname*

COACHING LANGUAGES

64,23 % | Dutch
28,08 % | English
15,00 % | French
2,69 % | Spanish



Starting your business the right way with us

In 2025, we reached out to many new communities and organizations. This resulted in the following trends:

- The largest age group is 30–39-year-olds, whereas last year it was 20–29-year-olds.
- We see more women of European descent, driven by the influx from Eastern European countries such as Ukraine and Poland.
- More than 44% of our coachees were neither active in the labour market nor students, representing an increase of 16% compared to last year.



Impact in numbers

To measure our impact, we ask our participants to complete an initial evaluation and compare it with a final evaluation. This allows them to reflect on their growth.

	Begin	End
• I have the self-discipline to launch	28%	70%
• I trust my abilities as an entrepreneur	56%	77%
• I know the steps to take for my launch	32%	72%
• I know the Belgian context	17%	85%
• I know where I want to go with my project within 3 years	63%	80%
• I'm able to make a marketing plan	11%	72%
• I'm able to make a financial plan	16%	61%

Impact in words

What stays with our coachees?

“The coaches were very understanding and consistently tried to strike a balance between making progress during the sessions and taking into account what I was able to handle at that moment in my journey.”

- The practical knowledge, from legal structures to the first concrete steps of starting a business.
- The boost in mindset: motivation, self-confidence, and letting go of self-pressure.
- The program was very valuable. After every session, I felt motivated again and received support and guidance on multiple levels.

FROM FEARS TO BUSINESS OWNER

Thanks to the 'She Means Business' Program, I went from reaching every one of the following 3 goals I set for myself at the start of the program:

– **Losing my fear of failure:** I had the feeling that every move I was making was risky, unstable and unpredictable. Until I realized that it was actually the risks I was taking and the mistakes I was making that brought my business to a more improved version every time!

– **Gaining the self confidence to get out there, and represent my brand and services:** while I may be one of the few people who truly loves networking (I'll often take any excuse to talk and connect with anyone around me), the thought of doing so to 'sell' something terrified me. I felt embarrassed, self-conscious and even insecure about approaching businesses and professionals because I kept thinking they truly had something better than to do than to talk to me about this! Until I finally accepted it - rejection is really the best form of redirection.

– **Finally completing my business plan:** converting this idea I've had in my head for years to something tangible forced me to stop procrastinating and finally take action. And as soon as my thoughts turned into concrete business ideas, I was able to slowly get rid of my imposter syndrome.

My coach Manon Acke Moembo helped me to get out of my head, think big and dare to make the jump to this journey, and I could never be more grateful for her patience and guidance!

I'm sharing this for anyone who's ever felt like they were the 'only one' in a meeting room, networking session, or team - it's actually your differences that add value to your contribution as an employee or entrepreneur!

TESTIMONIAL

From Dorine, 31 years old, Mosaic Talent.



2 | Youthpreneurs

2025 was a year of growth, flourishing, and truly creating ways for young people to experience diverse entrepreneurship. We consciously chose to give them a voice and a meaningful place within our program. Our Youth-Board is a prime example of this. Six ambitious individuals were involved in event organizing, workshops and other projects. They were giving real responsibility within our operations. By listening carefully to their needs, we also made several targeted adjustments to our programs, and we're excited to see roll it out in 2026.

Our trajectories remain the foundation of our work. They provide young entrepreneurs with the confidence, knowledge, and skills to develop their ideas and take initiative. Throughout the year, we organized various trajectories each focused on building their business and gaining access to the world of entrepreneurship. In addition to the trajectories, we organized events and workshops where young entrepreneurs could share their passions and inspire others.

2025 became a year in which young people not only grew and flourished, but also actively helped build the organization. It was a year of planting seeds: ideas, talents, and projects that will continue to grow in 2026, offering young people even more opportunities to develop within Youthpreneurs.

Angela Bosnjak
Youthpreneurs manager



Harisonne Meert
Youthpreneurs coach



336

Youngsters

AGE GROUPS

2,23 % | 15-17 y/o
24,11 % | 18-21 y/o
34,38 % | 22-25 y/o
20,98 % | 26-29 y/o
18,30 % | +30 y/o

BIRTH STATUS

69,54 % | Born in BE
30,46 % | Newcomer

PROFILE

40,68 % | Student
27,12 % | Working
16,10 % | Looking for a job
12,71 % | Housewife, sickness, invalidity,..
2,54 % | Self-employed in main o.
0,85 % | Self-employed in secondary o.

HAVE AN IDEA

59,30 % | Yes, no plan
24,42 % | Maybe
16,28 % | Not yet

TRAJECTORIES

- 2 x 10 week sessions
- 2 x Level Up festivals
- 1 x Summerschool
- 12 x Ateliers

CULTURAL BACKGROUND

37,32 % | North Africa *like Morocco, Tunisia*
24,88 % | Sub-Saharan Africa *like Congo DRC*
21,05 % | Europe *like Spain, Albania, Belgium*
9,57 % | Asia *like Afghanistan, Pakistan*
3,35 % | South America *like Ecuador*
1,91 % | Middle East *like Saudi Arabia*
1,44 % | North America *like Haiti*
0,48 % | Oceania *like Australia*

TOP 5 EXPERTISE FIELD

- Creative industry
- Beauty & wellness
- Fashion
- Education & training
- Diverse services





Impact in numbers

To measure our impact, we ask our participants to complete an initial evaluation and compare it with a final evaluation. This allows them to reflect on their growth.

About their knowledge

	Begin	End
1. I have the knowledge to start my business	7%	93%
2. I have a network to ask questions to	13%	87%
3. I'm able to make a financial plan	13%	87%
4. I know how to fill in a BMC	20%	100%
5. I'm able to make a SWOT-analysis	13%	100%

About their skills + personal growth

1. I'm disciplined enough to start	40%	87%
2. I trust my skills to start my business	40%	87%
3. I feel confident enough in what I say and do	20%	87%
4. I don't let my doubts get to me	27%	93%
5. I have no fear to fail	13%	73%

Impact in words

Most common obstacles

- Mindset & fear of failure
- Not knowing how to start
- Lack of knowledge & experience
- Lack of support & environment
- Practical constraints (time, money, life)

Most common learnings

- Financial knowledge & clarity
- Mindset & dealing with doubt
- Self-confidence & visibility
- Taking action & discipline
- Network & personal development

From dreamers to doers

“
I don't have entrepreneurs in my family or people around me who can guide me. I've always had the dream, but also a lot of doubts. I want to discover if entrepreneurship is truly for me, and this feels like my chance to challenge myself.
 ”



THE FUTURE OF ENTREPRENEURSHIP

"I had the chance to follow the Youthpreneurs program in 2025, and what a wonderful experience it was! It taught me that nothing is impossible as long as you truly want it." – Hiba, 19 years old



"A few years ago, I took part in the program myself, & in 2025 I had the opportunity to do an internship at #SheDIDIT. It was an experience that truly pushed me out of my comfort zone and helped me grow in ways I never expected." – Sabina, 21 years old



"Thanks to Youthpreneurs I learned how to connect with my business and make it stronger. I'm grateful for the advice and patience!" – Rafaela, 29 years old



TESTIMONIALS

& THE GROWTH WE SAW



Oumaima Achkif (21 years old) has been a member of our community since 2021 and continues to be a strong presence. In 2025, she truly blossomed into a role model: she helped facilitate several workshops and served as a host and representative for Youthpreneurs, while simultaneously inspiring other young people through her active participation in events and projects.

ATELIERS
WORLD OVER AMERICA

DOOR KHAIENZA TOOS
TOTE & ESPORTER
VERF JE BOOGSCHAP, DRANG JE KRACHT.

📅 DONNERDAG 11 MAART VAN 18:00 TOT 21:00 📍 STATESTRAAT 5 3400 BERCHEM ✓ INSCRIFVEN VIA BO

DOOR HEIZ & HEVEN
HEIZ & HEVEN
A TABLE OF CULINARY CURES
GIBES DINNER

📅 VRIJDAG 21 MAART VAN 18:00 TOT 21:00 📍 STATESTRAAT 5 3400 BERCHEM ✓ INSCRIFVEN VIA BO

DOOR SABINA NAZIRPE
Let's Talk
VIRAL MARKET
READY TO MAKE YOUR CONTENT GO VIRAL?

📅 WEDENSDAG 27 APRIL VAN 18:00 TOT 21:00 📍 STATESTRAAT 5 3400 BERCHEM ✓ INSCRIFVEN VIA BO

DOOR PATRICIA IN KOSTA
ONDERNEMER VANUIT
JE INNERLIJKE HIND

📅 VRIJDAG 25 JUNI VAN 18:00 TOT 20:30 📍 STATESTRAAT 5 3400 BERCHEM ✓ INSCRIFVEN VIA BO

DOOR JANELLES & PRINCES
SELF-CARE DAY:
YOGA & MATCHA COOKIES

📅 DIN 20 OKTOBER VAN 18:00 TOT 21:00 📍 STATESTRAAT 5 3400 BERCHEM ✓ INSCRIFVEN VIA BO

DOOR TEREZA
SOFT GIRL HUSTLE:
VAN SELF-CARE NAAR CEO-MINDSET

📅 DONNERDAG 3 JULI VAN 18:00 TOT 20:30 📍 STATESTRAAT 5 3400 BERCHEM ✓ INSCRIFVEN VIA BO

DOOR YVE BEELDT
BRIDGERTON INSPIRED HIGH-TEA
MET CREATIVE WORKSHOPS

📅 VRIJ 11 SEPTEMBER VAN 18:00 TOT 21:00 📍 STATESTRAAT 5 3400 BERCHEM ✓ INSCRIFVEN VIA BO

DOOR YAGUNA
BRING YOUR OWN BOOK
TO THE BOOKCLUB

📅 VRIJ 11 OKTOBER VAN 18:00 TOT 21:00 📍 STATESTRAAT 5 3400 BERCHEM ✓ INSCRIFVEN VIA BO

DOOR INSHAFIYA
VERKOOPELIJ MARKT: PITCHMET
THOETS EN LEER VAN 3 BUS INNOVATION
ONDERNEMERS

📅 DO 4 DECEMBER VAN 18:00 TOT 20:30 📍 STATESTRAAT 5 3400 BERCHEM ✓ INSCRIFVEN VIA BO

When our youngsters share their passion

Ateliers are workshops hosted by our youngsters under our guidance. It's an opportunity for them to share their passion or expertise and teach others.



3 | #SheHUB

Entrepreneurship is never a straight line. As an organization that's constantly improving our quality and programs, we too felt like our path needed to be adjusted. It was time for a change. In the summer of 2025, we decided to transform our #SheHUB from a diverse concept store into a multifunctional space for our community. Moving from selling products to becoming a 5-story powerhouse where women can:

- Work from inspiring offices and workspaces
- Grow their service-based businesses at professional stations
- Host events in our multipurpose space
- Recharge in a sports and wellness area

This shift marked a new phase in the evolution of #SheDIDIT, focusing more strongly on community, collaboration, and entrepreneurship.

By opening our space to different women, initiatives, and activities, the #SheHUB aims to lower the threshold for women to experiment, gain visibility, and build meaningful connections. It is becoming a place where collaboration is encouraged, stories are shared, and women support each other's growth.

Through this evolution, #SheHUB continues to strengthen the ecosystem around #SheDIDIT and contributes to an inclusive and supportive environment for diverse women entrepreneurs.



Safia Zine
#SheHUB manager



WELCOME TO THE NEW #SHEHUB

SPACES TO WORK FROM, HOST IN, AND BUILD IN



**ALSO FOREVER
GRATEFULL FOR
THIS VERSION**



4 | #SheFUND

#SheFUND is our interest-free loan and pitch contest designed to boost your business. 2025 was a year of growth, improvement, and meaningful impact. Thanks to the support of our partners Microstart, Funds for Good, and Vyrbos Capital Partners, we were once again able to provide diverse women entrepreneurs with opportunities to bring their ideas to life and grow their businesses.

These funds enabled us to support promising ventures through loans and guidance, creating a tangible impact. In 2025, our focus was on updating and improving our program, with a strong emphasis on pitch readiness. Every day, we worked towards creating funding opportunities to help our community overcome their obstacles.

The year demonstrates the power of small loans, mentoring, and networking. Each entrepreneur illustrates how #SheFUND not only provides funding, but also strategy, confidence, and a community of like-minded individuals. Every success story is a reminder of the strength of women entrepreneurs and the importance of an inclusive financing landscape. With pride, #SheFUND looks ahead to 2026, ready to support even more women in realizing their entrepreneurial dreams.

€30.000

given to winners



End of 2024 – winners funded in March 2025:

Aleksandra Sadurska – Compliments of Nature: €10,000,

Chantal Richez – My Kids Bikes: €10,000

End of 2025 – winner funded in 2026:

Michaela Andrejas – Babyloop: €10,000, funded in

January 2026



Bérénice Sunzu
#SheFUND manager





When women are funded...

Michaela Andrejas, Babyloop



In addition to receiving a €10,000 loan, Michaela benefited from intensive guidance from Guy Vande Vyvere, who supports her in making strategic decisions and shaping her growth plans. Michaela shares her experience:

"Through the #SheDIDIT program, I had the chance to work with mentor Wendy Agyin, whose advice was always thoughtful, patient and spot on. She also invited me into the #SheDIDIT community, where I pitched Babyloop at the very start of my journey. Ever since, the community has been incredibly welcoming, and I've met many inspiring women along the way. I was recently honored to receive a #SheFUND loan that will help me launch Babyloop this year. I'm grateful to be part of it."

Aleksandra Sadurska, Compliments of Nature



Aleksandra balances her role as a single mother with entrepreneurship. Through her project Save the Harvest, she preserves vegetables in jars, though she faces challenges such as limited space and a lack of structure.

Thanks to our #SheFUND, she was able to purchase equipment and is currently working on building her website. Despite setbacks, she continues to move forward. Recently, she organized an event that raised €2,000. Aleksandra occasionally collaborates with freelancers or volunteers to keep her business up and running. Her perseverance is a true example of the strength of womenpreneurs.

Chantal Richez, My Kids Bikes



Chantal was able to expand both her bike inventory and rental offerings. Since April 2025, she has taken a break from her full-time job to fully focus on her business. Her main challenge remains generating enough income to sustain a full salary, which is why she is currently looking for a viable part-time job to continue dedicating time to My Kids Bikes.

& How we help further



We launched our collaboration with EMN through the Maria Nowak Research Fellowship. This research focuses on the economic and social benefits of microfinance for female entrepreneurs, particularly women of color and those with migration backgrounds.

Alessandra Cavallo, from the University of Bologna (Italy) is conducting in-depth interviews with our community, contributing to a consultancy report and an academic paper to be presented at the EMN Annual Conference 2026.

Closing the female funding gap

PARTNER EVENT | 12 MARCH 2025 | ANTWERP

At the beginning of 2025, #SheFUND organized the event “Closing the Female Funding Gap” at Impact House in Brussels, with the aim of addressing the challenges faced by women entrepreneurs, particularly those with a migration background. Minister Eléonore Simonet, Minister for the Self-Employed, SMEs and Middle Classes, opened the event with an inspiring speech, emphasizing that women entrepreneurs deserve equal opportunities.

The event included:

- Introduction – welcome and context provided by Wendy, Lien, and Bérénice.
- Panel discussion – experts and alumni discussed barriers in access to funding, diversity among investors, and how invisible obstacles can be addressed.
- Entrepreneur stories – Aleksandra and Chantal shared their challenges, success moments, and how SheFUND supports them.
- Pitch session – three promising entrepreneurs from the community presented their projects to investors and experts.
- Closing – key takeaways, a call to action, and thanks to partners and jury members.
- Networking – drinks, bites, and opportunities to connect with investors, policymakers, and fellow entrepreneurs.

The event provided a platform to share knowledge, connect investors and entrepreneurs, and take concrete steps toward closing the funding gap for women entrepreneurs.



5 | Events

A key part of #SheDIDIT has always been creating spaces where our community can grow, connect, and support one another and 2025 was no different. Throughout the year, we continued to host inspiring PowerTalks sessions focused on strengthening confidence and empowering women to step into their potential. We also remained focus on the access to knowledge through our workshops, and access to a network through our networking events.

In 2025, we were excited to once again organize a field trip with L'Oréal to their headquarters, offering participants a behind-the-scenes look at a global company and creating meaningful moments of learning and networking.

This year we also introduced monthly walk-In days, allowing women from our community to drop by, meet a colleague, and ask questions about their business without needing to schedule an appointment.

Iman Hussein
Events & Community
manager



896

Attendees
during our events

AGE GROUPS

11,91 % | 15- 21 y/o
32,03 % | 22- 29 y/o
37,80 % | 30-39 y/o
12,11 % | 40-49 y/o
5,12 % | 50-59 y/o
1,03 % | +60 y/o

TYPE OF EVENTS

- 13 workshops
- 7 PowerTalks
- 3 networking events
- 2 Netwerkevent
- 12 ateliers

CULTURAL BACKGROUND

28,47 % | Europe like Ukraine, Poland
24,60 % | Sub-Saharan Africa like Congo DR
23,46 % | North Africa like Morocco
13,67 % | Asia like Türkiye, Philippines
4,78 % | South America like Venezuela
2,96 % | North America like Mexico
1,82 % | Middle East like Saudi Arabia
0,23 % | Oceania like Australia

3.230

attendees via
external events



POWER TALKS
The Fieldtrip

Thursday 22 Feb 2024
19h-21h

6 à 10 boulevard de Waterloo | 1050 Bruxelles
101 rue de Waterloo

Knoxxiel x She

POWER TALKS

EMBRACE AUTHENTICITY THROUGH YIN YOGA: A BLOOMING MIND

WITH SÁDJO THIAM & FANTINA

Tuesday 18 February
in Antwerp | 19h-22h

She

POWER TALKS

FROM WORDS TO WINS: IMPACTFUL COMMUNICATION FOR ENTREPRENEURS

WITH DOCD CHLOE AMTS IL'DRÉALI

Thursday 13 March
Online | 19h-21h

She

POWER TALKS

OVERCOMING THE GOOD GIRL SYNDROME

WITH JULIE VANDER MEULEN

Thursday 18 September
HQ #2heDIDIT Antwerp | 19h-21h

She

POWER TALKS

TALK THE TALK, EVEN WHEN IT'S HARD: HOW TO HAVE UNCOMFORTABLE CONVERSATIONS

WITH ELODIE KOHLE

Thursday 19 October
HQ L'Oréal Brussels | 19h-21h

She

POWER TALKS

STRONG, BALANCED & THRIVING, A JOURNEY TO EMPOWERED WOMANHOOD

WITH ZAIRA BOUKIFA

Thursday 12 November
in Antwerp | 19h-21h

She

#She Retreats

a one-day retreat to grow and lead by the reading

18 June 2024
10:00-17:00

Knoxxiel x She
Sponsoring price: 120€
Full price: 150€
Early bird: 80€

She

She WORKSHOP

MASTERING PUBLIC SPEAKING: FINDING YOUR UNIQUE VOICE

WITH VALÉRIE THYS

Tuesday 4 February
in Antwerp | 19h-21h

She

She WORKSHOP

FROM FOODIE TO BRAND: HOW TO BUILD A STRONG FOOD BUSINESS IDENTITY

WITH PATTY MAURICIA

Monday 3 May
in Antwerp | 17h-21h

She

She WORKSHOP

MONEY MOVES: ESSENTIAL BOOKKEEPING FOR FREELANCERS AND SMALL BUSINESSES

WITH ÉRIKÉNE SUNZU

Thursday 25 May
in Antwerp | 19h-21h

She

She WORKSHOP

MY FIRST CLIENT: WHAT TO LOOK OUT FOR WHEN MAKING INVOICES AND OFFERS

WITH IÉRA SIBINGUIZEL

Wednesday 18 June
Online | 17h30-20h30

She

She WORKSHOP

HOW TO PREP YOUR BUSINESS FOR TAX SEASON (FOR FREELANCERS)

WITH ÉRIKÉNE SUNZU

Wednesday 2 June
Online | 19h30-20h30

She

Discover our new #SheHUB concept & a preview of the #SheDIDIT podcast

POP FOR POWER

She WORKSHOP

COMMENT CRÉER TON ACTIVITÉ À BXL (SANS T'Y PERDRE)

AVEC AÏRÉE LOUÏ

Vendredi 22 août 2025
Spirix Tour & Taxis | 12h - 15h

She

She WORKSHOP

EASY VIDEO MARKETING SKILLS FOR ENTREPRENEURS

WITH MIKA & KATARINA KUKOLJAC (INLEEN FILMS)

Thursday 23 September
in Antwerp | 17h-21h

She

She WORKSHOP

OPENING YOUR OWN BUSINESS SPACE

WITH KHADJIA ZAHNOON

Tuesday 7 December
HQ #2heDIDIT Antwerp | 19h-21h

She

THE TOPICS & THE WOMEN WHO HOSTED

#SheRetreats

DAY RETREAT | 28 JUNE | ANTWERP

There can be balance as an entrepreneur, if you take the time to slow down and recharge. To step away from the busy day-to-day, the constant pressure of being “on,” and the endless to-do lists, we organized a one-day retreat for our community. Women who want to grow in calmness, strength, and knowledge.

From Afro Pilates to get the body moving, to practical workshops on AI, personal branding, and mindset & purpose, the sessions were accessible and hands-on, allowing participants to immediately apply the insights in their professional context. Thank you to Aimée-Fidèle Mukunde, Meryem Fitiwi, Nadia Haddaoui, Shadé Kankolé, Aster Breekweg, and Ninenna Eke.

We also placed a strong focus on meaningful connections through a matchmaking and networking tool with Conversation Starters, enabling participants to connect in advance and schedule 1:1 meetings. This made networking more intentional and impactful.

Watch the aftermovie



POWER TALKS x #SheDIDIT

KÉRASTASE
PARIS

FIELDTRIP | 24 JULY | AMSTERDAM

In 2025, our partnership with Kérastase for the Confidence Sessions, PowerTalks, continued. For the second year in a row, we brought our community to the L'Oréal headquarters in the Netherlands—a day packed with inspiration, connection, and beauty industry insights. From inspiring talks by influencers Angela Onuha and Hodan Yusuf, joined by our #SheDIDIT colleague Iman Hussein, L'Oréal's Communications Director Coco-Chloë Aarts, and Brand Director Nizar Ben Messaoud, to speed dating with L'Oréal experts—there was so much to learn from. Once again, the day was a huge success. We love creating opportunities for our community to experience moments that shape their path in life and entrepreneurship. Our women learned to be confident enough to step into rooms they never thought they would enter!



Our partnership with Kérastase

In 2023, we partnered with Kérastase as their Benelux partner for Power Talks, a program designed to help women recognize their potential, build self-esteem, and develop the skills and mindset needed to overcome the Confidence Gap. In 2026, we'll be continuing our partnership!



POP & POWER

PARTNER/COMMUNITY EVENT | 18 DECEMBER | ANTWERP

When our community wants to boldly take up space, we create the space for them to do so.

In December 2025, we closed the year with Pop Of Power—a community event showcasing new ways to support our diverse womenpreneurs even further. We transformed our #SheHUB into a space to work from, host in, and build a business. The stories that walked through our doors are now showcased on our walls—a space to feel truly inspired in every corner.

But we didn't stop at inspiration—we also soft-launched our podcast. An online space where womenpreneurs share their failures and successes, experiences and knowledge. As if your sisters are talking and you're eavesdropping. In our community, we don't gatekeep information that can make your entrepreneurial path easier.

This event brought our community closer together and once again highlighted the strength that emerges when diverse women share their stories, inspire others, and take up space in entrepreneurship.



Watch the aftermovie



6 | The Podcast

#SheDIDIT's roots lie in highlighting diverse women who had a dream and turned it into a business. Ambitious, inspiring, and groundbreaking women.

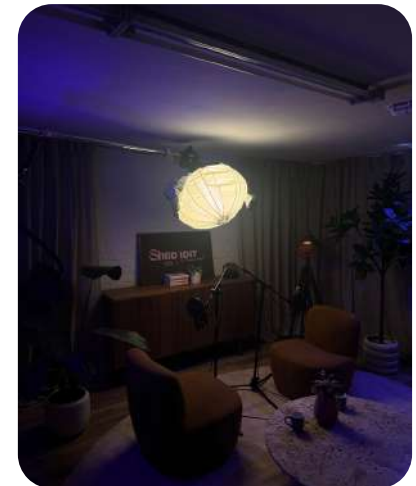
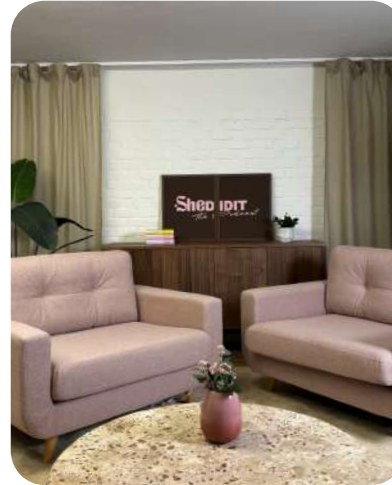
These stories were shared during our events and on social media, but not in the way a podcast can tell them. In 2025, we decided to listen to our community and create an online space to listen to these stories whenever and wherever they wanted. Stories from diverse womenpreneurs: the good, the bad, and everything in between. It's not just another podcast, but real-life stories from women who could be you. No multinationals, no women who haven't faced obstacles, just authentic journeys.

#SheDIDIT The Podcast serves a greater goal: to be a source of inspiration and a starting point for your entrepreneurial journey. Because in our community, we don't gatekeep. In 2025, we soft-launched our podcast through an offline event. As of February 2026, our first season is live.

Let's grow. Let's lead. Let's succeed.
Welcome to #SheDIDIT The Podcast.



Listen to the first season



#SheDIDIT
The Podcast

7 | Community

Our #SheDIDIT social platforms were never used to hit targets or numbers, but always to tell a story. From the start, we've been sharing stories emerging from our communities, as well as experiences from our coachees. We firmly believe in sharing one's story because you never know what you might need for your own survival guide.

Last year, we continued to share more stories that matter through interviews, blog posts, and more. After years of coaching, we realized that beyond storytelling, we also have a responsibility to educate and use our platforms as a resource.

Moving forward, we remain committed to shifting the perception of what and who a diverse womenpreneur is. Not only are we breaking generational and cultural stereotypes, but we are also adding another layer to entrepreneurship—one that reflects a more diverse, accessible, and inclusive perspective.

Siham Zarkan
Co-founder &
Communications manager

Amber Anseh
Content creator



Sharing stories that matter



shedidit.community Not your average chocolate spread...

Meet @les_tartinaes_de_lou, the bold & irresistible creation of Audrey, a Cameroonian-born pastry lover with a heart (and spoon) full of purpose. Handmade in Brussels, these low-sugar, fair-trade spreads are bursting with exotic flavor and crafted with care.

But Les Tartinaes de Lou isn't just sweet, it's strong. Every jar supports a mission to uplift single mothers and women from diverse backgrounds through mentorship and scholarships.

Spread love. Spread change. Spread Lou. 🍯

Shop from Wednesday to Saturday, from 10h to 18h.

📍 Statlestraat 5, 2600 Berchem (Antwerp)

#vrouwenondernemen #ondernemerschap #ondernemen #vrouwelkeondernemers #conceptstore #antwerpen #berchem #shoplokaal #hulpstartverpen

42 w. Vertaling weergeven

grecianwekana 🙌🙌🙌, Oo @les_tartinaes_de_lou 🙌

42 w. 2 vind-ik-leuks Reageren

mya_key02 🙌🙌🙌 bravo winneuse! Amazing

42 w. 1 vind-ik-leuk Reageren



shedidit.be Real. Raw. Resilient.

At our #SHEDIDIT General Assembly, we came together with our board and community to reflect and connect. Meet three unstoppable womenpreneurs who open up about their journey, the wins, the setbacks, and the courage to keep going no matter what.

At #SHEDIDIT, we believe in creating space for stories like these, where ambition meets authenticity, and community fuels growth. Because building a business isn't always easy, but you're never alone.

Thank you for sharing your stories:
- the sisters behind @nilexfilms
- Inez from @veetzidigynca
- Zala (@copywriter)

Want to grow with us? Discover more at www.shedidit.be

#ondernemerschap #vrouwenondernemen #femmesentrepreneures #femaleentrepreneurs #entrepreneurship #mindset

Beverk! - 46 w. Vertaling weergeven

frh.addd Ga je graag in gesprek met Zala? Stuur haar een mail: info@tothepoint-copywriting.be

45 w. 1 vind-ik-leuk Reageren

frh.addd Sterke verhalen van straffe dames 🙌



shedidit.be We love introducing our business coaches to new stages where they can share their story.

In honor of Women's Day, Brussels-based law firm Cleary Gottlieb invited us to discuss how diverse womenpreneurs experience entrepreneurship from a legal perspective. While we love representing our women, we love it even more when we can give them a voice and a stage—like Yasmina from ABYYA.

She joined our #SheMeansBusiness program to build her timeless, sustainable, and colorful modest clothing line (@abyya.official). Even though it was her first time speaking on stage, she did an amazing job sharing her dream. And we can't be prouder of our coaches.

👉 Looking for a business coaching program where we help turn your vision into reality? Get all the info via the link in bio!

#ondernemerschap #vrouwenondernemen #femmesentrepreneures #femaleentrepreneurs #entrepreneurship #mindset

50 w. Vertaling weergeven

merry_elyx Love it, keep up the good work 🙌

50 w. 1 vind-ik-leuk Reageren Vertaling weergeven

me_myself_and_samira I'm so proud of you sweet Yasmina 🙌 @abyya.official



shedidit.be When the artist her work is 🙌🔥

Whitley @whitleyisa captured our womenpreneurs during a Fieldtrip to L'Oréal's headquarters. Some of the pictures and stories now hang in our #SheHUB. The walls are holding stories that inspire women to become their best version, to start that business or simply taken ownership of their lives. Don't forget to join an event of ours to read the stories.

From the community to a community!

11 w. Vertaling weergeven

Voor jou

whitleyisa 🙌🙌

11 w. 1 vind-ik-leuk Reageren

livewithwendy You did a great job 🙌

11 w. 2 vind-ik-leuks Reageren Vertaling weergeven

imanmoalim Loveee the pictures. Thank you @whitleyisa 🙌

11 w. 2 vind-ik-leuks Reageren Vertaling weergeven

esmahane.a 🙌🙌

11 w. 2 vind-ik-leuks Reageren

3505a08 Ah! I love this!! 🙌🙌



**MORE
#SHEDIDIT**

Our team

In 2025

MANAGEMENT



Lien Warmenbol
CEO



Siham Zarkan
COO



Wendy Agyin
Head business coach

HR & FINANCE



Steven Jongenelen

Community



Iman Hussein
Community manager



Amber Ansah
Content creator

Youthpreneurs

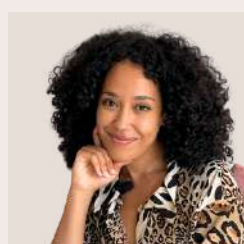


Angela Bosnjak
Manager



Harisonne Meert
Coach

#SheHUB



Safia Zine
Manager

#SheFUND



Bérénice Sunzu
#SheFUND manager



Patty Maureira
Business coach



Karima El Moussaoui
Business coach



Aimée Lobé
Business coach



Manon Acke Moembo
Business coach



Rosemary Dede
Business coach

#SheMeansBusiness

Our values

In 2025, we brought our company values to life visually. Through our collaboration with Chadia Guerti, both our team and our community now have a clear view of what truly matters to us.



Ownership & taking initiative

Taking responsibility isn't optional – it's expected. Ownership of a project or goal means working purposefully, solving problems, taking initiative, and reporting clearly on progress and results. We value colleagues who think along, innovate, and look ahead.



Open communicatie

Open communication is the cornerstone of effective collaboration. We address one another kindly, clearly, and respectfully. By understanding each other's communication styles, we prevent misunderstandings and frustrations. We address confusion proactively (where possible without intermediaries) and consciously build a transparent environment where everyone stays involved and informed.



Samen impact creëren

#SheDIDIT is een impactorganisatie met een maatschappelijk doel. Impact is nooit het werk van één persoon, maar het resultaat van sterke puzzelstukken die in elkaar passen. Daarom koesteren we ieders intrinsieke motivatie—de drive om onze community iets terug te geven en mee verschil te maken.



Open mindedness

Diversity isn't a selling point – it's a foundation. Our colleagues, coaches, and partners are diverse, and we approach everyone with an open mindset. Every person has their own frame of reference, background, and vision; respect for the individual is always central, without losing yourself in the process.



Core mission

A place where diversity in female entrepreneurship is recognized, celebrated, and supported. At #SheDIDIT, we focus on this niche audience to even out the playing field. By challenging the status quo, we aim to create more seats at a traditional table – because that table was never big enough. So we built our own, and our chairs will never run out.



Your authentic self

At #SheDIDIT, there's space for your full identity and individuality. We're a professional organization, but you never have to leave parts of yourself at the door. Working authentically increases both your satisfaction and your impact.

Our awards

Proud to be internationally recognized and to hold several awards.



The European Enterprise Promotion Awards (EEPA) are an award program, started by the European Commission, that recognizes & promotes successful projects supporting entrepreneurship in Europe. #SheDIDIT was named the national winner and European finalist within the category of Responsible and Inclusive Entrepreneurship.



The TIAW World of Difference Awards recognize extraordinary women, men, and organisations from around the world who have contributed to the economic empowerment of women, across a range of award categories. Our founder Lien Warmenbol has been named as a recipient within the Entrepreneurship Category.



The Women Of Europe Awards are organised by the European Movement International & the European Women's Lobby. The awards are given annually to honour women striving to advance an European project in their private or professional capacity. Our founder Lien Warmenbol was shortlisted for the 2025 awards in the category Woman in Business.

Our partners

Our work wouldn't have been possible without the help and support of our partners.
Thank you for continuously believing in our mission and working together.



BECOME AN IMPACT PARTNER

How to support



Give the gift of opportunity

be the change, donate to a dream

www.sheditit.be/support-us

#She
DIDIT

where diversity meets
womenpreneurship

    shedidit.be  hello@shedidit.be