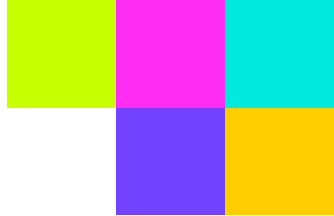
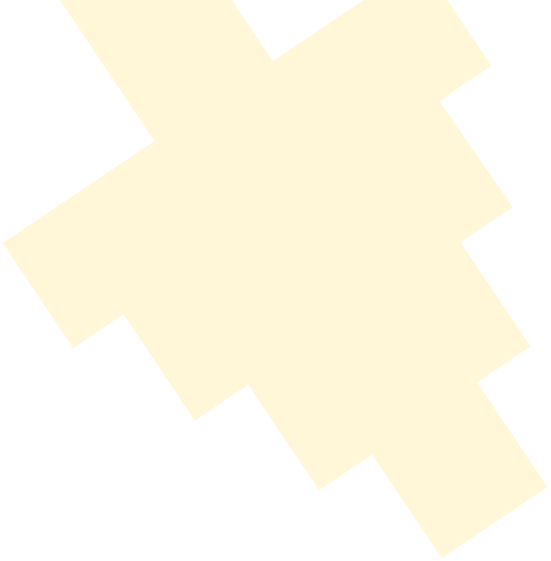




# Iryna Tytorchuk


- ➡ Executive Director of Ukraine Investment & Trade Facilitation Center (ITFC)
- ➡ PhD of Economic
- ➡ Co-owner of the Women IN Platform
- ➡ Trainer of the Target Gender Equality Program of the Global Compact Network Ukraine
- ➡ Co-owner of the 'White Farm' Company



# WOMEN IN

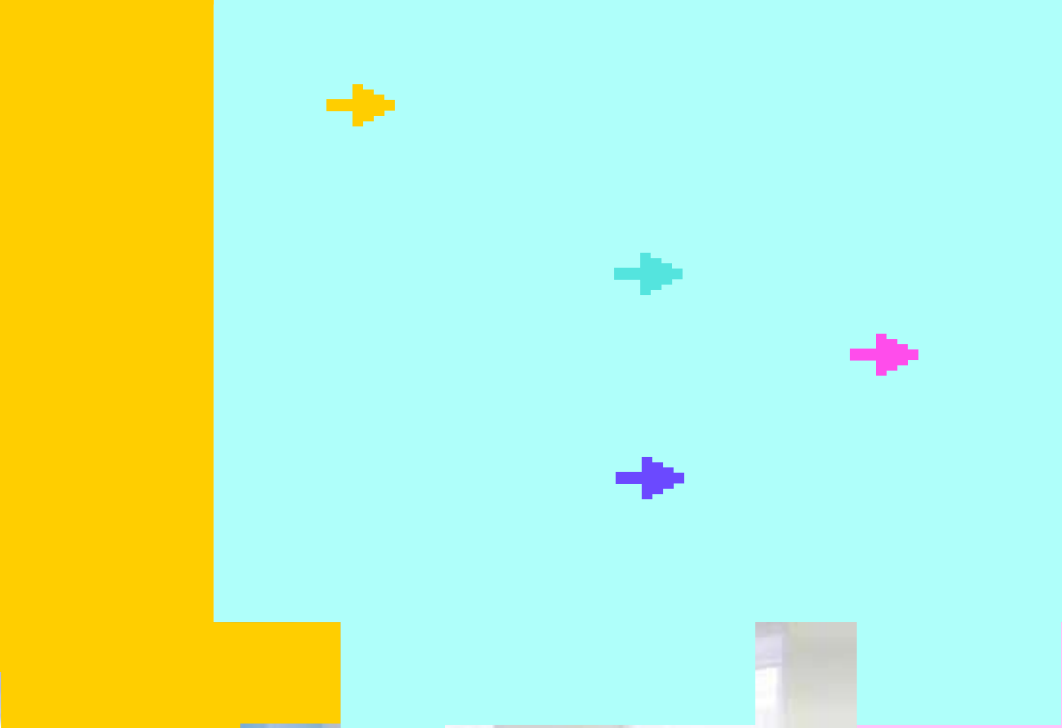
**BIZ / GOVERNMENT / TECH /  
SCIENCE / ANYWHERE**

**Women IN is platform, which focuses on the**

- ➦ development of women's entrepreneurship
  - ➦ implementation of Diversity & Inclusion principles
  - ➦ support of women's role in the economy
  - ➦ scaling up their activities through partnerships and cooperation
- 

## Followers

LinkedIn 600+  
Instagram 2600+  
Facebook 4500+

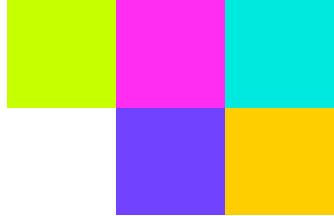


**Women Biz Days is the project of ITFC in cooperation with the USAID Competitive Economy Program**



- ➡ 2,5 years of the project
- ➡ 14 business seminars (offline, online - Zoom, VR)
- ➡ 3300 applications (9 people per seat)
- ➡ 346 participants
- ➡ 6 trainers
- ➡ 30+ speakers, including foreign and senior officials

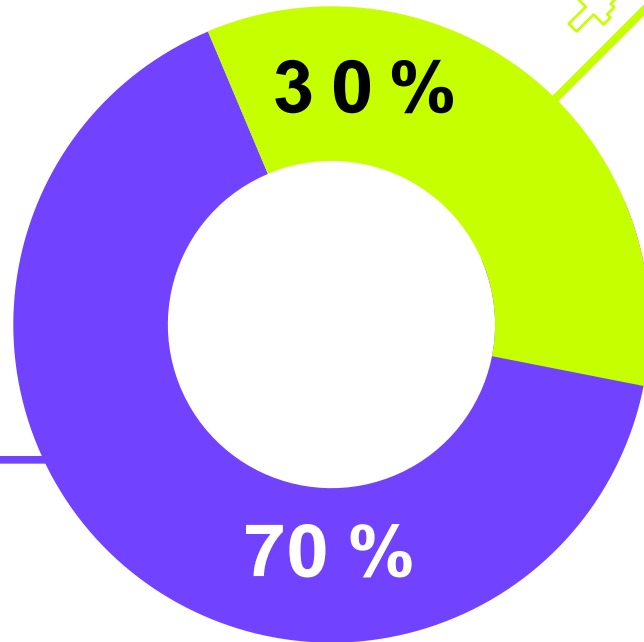




# Supporting tools of the project



# Social stereotypes about female entrepreneurship



Yes 

which one

Business is not for women	36%
Men are best entrepreneurs	16%
Women are a weak gender	13%
She does not understand anything	9%
A woman cannot be managers	6%
Woman's place is in the kitchen / at home	6%
A pretty woman cannot achieve anything on her own	3%
Women are not emotionally reserved	2%

## How COVID-19 pandemic had any impact on female business operation in Ukraine

**NO 8 %** **Yes 9 2 %**

<b>59%</b>	SELL their products / services at online platforms / marketplaces	<b>47%</b>
<b>59%</b>	PROCURE for their business at online platforms / marketplaces	<b>50%</b>

Business operation suspended	<b>40 %</b>
The sales volume of good / services reduced	<b>26 %</b>
Consumer paying capacity reduced	<b>13 %</b>
The client base reduced	<b>12 %</b>
New working conditions	<b>7 %</b>

## Did you apply for financial support?

**NO 68 %** **Yes 3 2 %**

14% State support programs  
13% Bankloans  
5% Grant programs

## What did you do to “stay afloat” or develop during the pandemic?

<b>23 %</b>	Adapted to the new conditions	<b>13 %</b>	Reduced prices / offers discounts
<b>17 %</b>	Expanded the offer of products / services	<b>8 %</b>	Built up the client base
<b>16 %</b>	Switched to e-commerce / online sales	<b>5 %</b>	Were on vacation
		<b>3 %</b>	Increased advertising
		<b>3 %</b>	Cut the number of employees

# Viktoriia Zalizniuk

CEO at Vesna Skin Care

Alumni Women Biz Days

Vesna is a Ukrainian manufacturer of herbal skin care products from high quality certified ingredients. The brand started in 2015. The company collected the best sources and experience of skincare product manufacturing of all times and from all around the globe and is creating innovative cosmetics from herbal substances using state-of-the-art equipment. The company grows its own plants and extracts substances from them by itself.

During the pandemic, the Ukrainian herbal skincare manufacturer Vesna run by Viktoriia Zalizniuk, added a new direction to its mission – supporting people with disinfectants to protect their health.



In 2020, Viktoriia opened Vesna Human Development Center in the town of Bucha – a practical research center which conducts trainings on everything a human being need, in practice.

The women-owned brand of Ukrainian cosmetics VESNA use new equipment – planetary mixer that helps to make solid shampoos that have completely environmentally friendly packaging.

The aquadistillater also helps to filter water directly in the laboratory, which reduces the amount of plastic waste by 20% per month.





## Eleno Startseva

Beekeeper, an owner of an apiary founded by her husband Igor Belinsky

Alumni Women Biz Days

The apiary has been the main source of income since 2014. From the moment of creation to 2019, the activity was carried out unsystematically and was perceived more as a favorite hobby.

Since 2019, after studying at Women Biz Days, the business has reached a new level.

Now the TM offers honey lollipops with the addition of propolis, resin, and ginger. Due to the pronounced antiseptic properties, the lollipops became the bestsellers during the pandemic. The company also started to make cream honey with berries and fruits, honey wine, and even soap based on honey

and propolis. In addition to that, the TM started to get bee bread and royal jelly, as it is a storehouse of vitamins and essential amino acids. Since 2020, they have twice received a subsidy for beekeepers from the state. With this money, land was bought for the future bee-park, a tourist zone where everyone can plunge into the world of the beekeeper. In 2021, herb with sunflower honey received a silver medal at the London Honey Awards, which was attended by beekeepers from 49 countries. From that moment on, customer loyalty increased significantly, and at the same time responsibility for the product.





**Anna** and **Natalia**  
**Morozova** **Hordeichuk**

"Vitamin Box"  
Founders

Alumni Women Biz Days

During the quarantine, the "Vitamin Box" business initiative was launched.

Anna Morozova and Natalia Hordeichuk, the brand founders, cooperate with Ukrainian farmers and producers, arranging their products in a special box and delivering it to the consumer.

"The Vitamin Box" brought together the local producers of vegetables, asparagus, berries, fruit, oils, honey, fruit leather, even meat and many side products. The consumers can order the Vitamin Box in several clicks to enjoy cozy family lunches and dinners.

All products are packed in line with the European norms and produced in compliance with the quality standards and certification requirements.





## Yuliia Buhlak

Founder of the brand Fiskin  
Alumni Women Biz Days

Fish leather is a unique material with brilliant texture and no fish odors like one can think. Generally, among crafters it is considered as exotic sensitive material.

At first, Yuliia had an idea just to become a distributor of fish leather in Ukraine, because she didn't have a skill to work with leather or building a sewing fabric. Common concern was that this material is really difficult to work with and they are not confident if they will be able to sale it. Thus, Yuliia realized she will have to develop her own trademark.

Over a couple of last years, she kept hearing from people that fish leather accessories is a good idea and they would love to buy some. It was motivating her to move on too. The major challenge was to obtain high quality product at affordable price. So, Yuliia decided to start making accessories by my own. She bought all necessary equipment and it appeared not that difficult as I thought before. In the coming future she plan to open a small factory, to hire crafters and to increase production by my own methodology.





## Kateryna Uvarova

Piban has been around for 2.5 years, and Kateryna is an ideological inspirer and also engaged in communication. Piban is a brand of modern culture of conscious consumption. From banners that have already served their lives, her team creates bright, unique bags and accessories that will come in handy in everyday life.

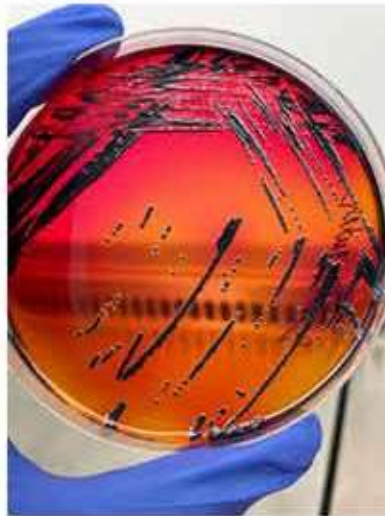
Founder and communicator of the company 3.MASAN Alumni Women Biz Days

The mission of the brand is to form a culture of conscious consumption in Ukraine. The company cooperates with companies such as Coca-Cola, the UN Human Rights Mission, SoftServe and is a partner of the initiative "Mon, plant a tree!". Now, after each sale of the bag, the money is transferred for planting trees.

Today the brand's products are presented in 6 cities of Ukraine.

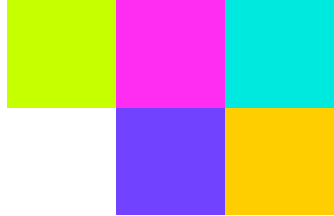
## Oleksandra Ukrainets

Founder of nutritious media production  
for microbiology "Sanimed"  
Alumni Women Biz Days



Sanimed-M is a manufacturer of diagnostic supplies for microbiology in Ukraine. The company provides products that will change the understanding of routine laboratory activities and provide opportunities for modern diagnostics.

At the cost of the grant funds provided by the USAID Competitive Economy Program in Ukraine the company went through ISO 9004:2015, ISO 13485:2016 certification procedure. This allowed to optimize production and offer diagnostic supplies of high quality to the Ukrainian market.



LinkedIn

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Let's partner up

