



EMPOWHER

Reimagining Women's
Journey Back to Work.

Elevating Women Back into the Workforce

In the current labor market context, women seeking to re-enter the professional world after a period of interruption, often due to personal commitments such as maternity or other family responsibilities, face significant challenges.⁴ This situation raises a crucial issue: **how can we facilitate and support these women's return to employment, thus ensuring a more balanced and diversified participation in the labor market ?**

Challenges Faced by Women

Women seeking to re-enter the workforce after a significant break encounter a spectrum of challenges that can hinder their successful reintegration.⁵ These include gaps in their resumes, and the rapid evolution of industry standards and technologies, necessitating a swift and **effective update of skills**. Furthermore, many women grapple with **diminished self-confidence** due to their time away from professional environments. This complex web of difficulties underscores the urgent need for targeted support and resources to help these women navigate their return to work confidently.

We asked our moms about their personal experience of getting back to work.

[Watch the video here!](#)

Recruitment Challenges Faced by Companies

On the flip side, companies also face hurdles in recruiting women who are returning to the workforce. Despite a growing recognition of the **value of equity, diversity and inclusion** in the workplace, employers often find the process of attracting and integrating experienced women not efficient. The challenges include identifying and **connecting** with potential candidates, addressing biases or misconceptions about career breaks, and creating **supportive environments** that facilitate the successful onboarding and retention of these women. Addressing these recruitment challenges is crucial and advantageous for businesses aiming to enhance their diversity and capitalize on the unique perspectives and skills that returning women can offer.

Market Size and Significance

135'000

unemployed women in
Switzerland

100'000

are stay-at-home mothers^{2,3}

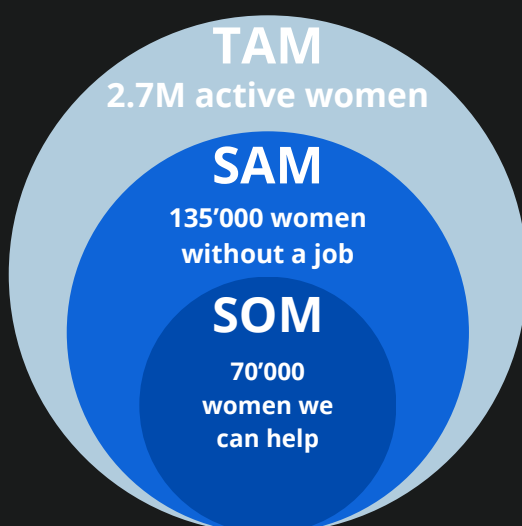
400'000

women missing to get
equality in active
population percentage

€ 370 bn

Economic loss attributed
to the gender
employment gap in
Europe

The significance of this issue is illuminated by striking statistics that reveal the vast potential of this untapped talent pool. In Switzerland alone, there are **135,000 unemployed women who are stay-at-home mothers**, a figure that speaks volumes about the untapped potential in the workforce. Additionally, to **achieve parity** in labor market participation rates, Switzerland is missing **400,000 women** in the active population. The economic implications are profound, with Europe losing an estimated **€370 billion annually due to the gender employment gap**. These figures not only underscore the economic imperatives but also emphasize the societal benefits of facilitating women's return to the workforce.



To have a better overview of the market size, we count **2.7 Million¹** women age between 15 and 64 (active population). Of those we know that around **135'000** are actively looking for a job. We can thus assume that we could reach **70'000** of them and that they would be interested in our solution.

A Journey of Connection, Learning, and Thriving

At **EmpowHer**, we offer a tailored solution for the professional reintegration of women who have taken extended career breaks. Our value proposition is based on a **community** and hands-on model, "**learning by doing**," specifically designed to restore confidence in these women and help them find an employment that suits their current situations and aspirations. EmpowHer is committed to empowering these women, not only by facilitating their reentry into the job market but also by implementing a **gamification system**: the more they engage in training, workshops, and events, the more points they accumulate which reduces their subscription cost. This mechanism ensures continuous motivation and also guarantees to partner companies that the candidates are committed and proactive. Our approach is structured around three fundamental pillars: **Connect**, **Learn**, and **Thrive**, each designed to support users at every stage of their journey back to employment.

Now, let's meet **Sofia**, a former marketing professional and mom of two. After 8 years in the industry, she became a mom and decided to take a career break to focus on her family. Today, 10 years later, she's eager to re-enter the workforce but she's concerned by the gap in her resume and the fast-paced changes in her industry. Afraid of lacking the necessary skills, she lost confidence in herself.

Connect.

Connecting is a crucial initial step for women reentering the workforce. Through interviews and feedback, it became clear that many women, similar to our persona Sofia, feel isolated and out of touch with the professional world after a significant break. Reestablishing this connection with companies and other women in the same situation provides them not only with practical support but also boosts their confidence, making them feel valued and understood.

Connecting with the EmpowHer team

Upon creating an account, we prioritize accessibility and ease of use to encourage more women to take their first steps without hesitation. Registration is completely free and non-binding, designed to remove any barriers to entry. Sofia, upon signing up, is prompted to answer a series of straightforward questions. These inquiries are crafted to capture essential information about her professional background, current skills, and career aspirations.

An innovative feature of our platform is the automated profile creation, powered by an AI tool that analyzes Sofia's responses to assess her existing skills and potential areas of development. This tool not only streamlines the profile setup process but also provides Sofia with immediate insights into her professional capabilities.

Following registration, Sofia receives an email with a link to book a meeting with an EmpowHer coach. This initial consultation serves as both an introduction to the platform and a personal coaching session.

During this meeting, the coach works with Sofia to:

- **Understand and Utilize the Platform**
- **Build or Enrich Her Profile Together**
- **Clarify Her Needs and Expectations**
- **Rediscover and Embrace Her Potential**

This personalized coaching is critical as it helps bridge the gap between self-perception and actual potential, guiding women to feel more confident and prepared to pursue new career opportunities.

Connecting with other Women

For women like Sofia, returning to the workforce is not just a professional journey but also a personal and emotional one. This is why connecting with other women who have experienced similar challenges is invaluable.

By participating in community **events** and **workshops**, Sofia can forge connections with women who share similar experiences. These interactions strengthen her **sense of belonging** and motivation, encouraging her to explore new professional avenues.

Additionally, the EmpowHer platform features a **talent pool** where women can connect and interact more dynamically. Women can browse profiles, initiate conversations, and build professional **networks** that might lead to job opportunities or collaborative projects.

Connecting with Companies

EmpowHer also facilitates connections between Sofia and companies that value diversity and inclusion. Through dedicated **events** and a **matchmaking platform**, Sofia gains access to a range of professional opportunities tailored to her situation and aspirations.

Interactions with companies allow her to understand the expectations of the current market and align her professional goals accordingly. This direct connection with the corporate world is crucial for Sofia to feel valued and understood in her specific needs, thereby easing her integration into a new professional environment.

These corporate events and **networking opportunities** are designed to bridge the gap between talented women seeking employment and forward-thinking companies eager to diversify their workforce. By participating, Sofia can showcase her skills and potential directly to employers, increasing her chances of finding a role that meets her needs.

Learn.

During our interviews, it became evident that one of the key needs for women looking to re-enter the workforce, like Sofia, is the necessity to update their skills—particularly in rapidly evolving fields such as IT. The EmpowHer platform addresses this need by offering up-skilling opportunities tailored specifically to these requirements.

Up-skill Training

We provide a selection of certifications, with a strong focus on IT and management. These certifications are available in a format that allows participants to learn at their own pace and from the comfort of their homes, accommodating the possibility of ongoing personal commitments and obligations.

Courses are designed to be practical and directly applicable, ensuring that women can not only enhance their skills but also increase their employability. For example, programs like Google certifications are included, offering recognized credentials that are valued across various industries. This approach ensures that the learning experience is not only about gaining knowledge but also about enhancing one's practical capabilities in a competitive job market.

Corporate Training

Corporate training programs offered are designed to create a **win-win scenario** for both companies and women like Sofia. These programs are typically provided by companies themselves and are geared toward equipping participants with specific skills needed for jobs within those companies.

This setup not only prepares women to be job-ready but also benefits companies by creating a pipeline of trained candidates who are ready to contribute immediately. These training sessions, which have increasingly become digital due to adaptations required by COVID-19, can be efficiently repurposed and offered to a wider audience. This format ensures that women can access these opportunities remotely, aligning with the flexibility many need.

One exemplary model is inspired by the programs run by Banque Cantonale Vaudoise (BCV), where training is aimed at preparing women for specific roles within the company. A standout feature of these programs is the **job guarantee** provided to participants who successfully pass all required assessments throughout the course. This guarantee not only motivates women to engage seriously with the training but also provides them with a clear and tangible goal—securing a position at the end of their training.

Thrive.

The ultimate goal of our platform is not merely to serve as a temporary stop for women on their way back to the workforce but to ensure that they thrive and transition into meaningful employments as quickly as possible. To achieve this, we employ a matchmaking system that aligns job offers with the specific needs, skills, and interests assessed in women's profiles. This personalized approach ensures that both employers and potential employees find the best possible match, reducing the time and effort typically associated with job searching.

Moreover, companies have the opportunity to post their job openings directly on the platform, allowing them to reach a targeted audience of skilled and motivated women ready to re-enter the job market. Each successful engagement through the platform incurs a fee, which helps sustain the high-quality services we offer while also creating significant value for companies by connecting them with a ready-to-work, diverse workforce.

In summary, the Thrive component of EmpowHer is about creating a dynamic ecosystem where women can find suitable employment swiftly and effectively, companies can fill their talent needs with highly motivated individuals, and the overall economic and social impact is profound—enabling women to regain their professional footing and contribute meaningfully to the workplace.

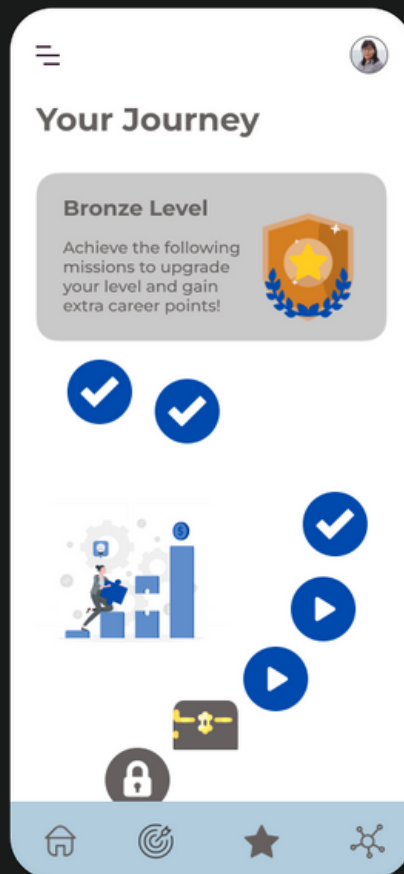
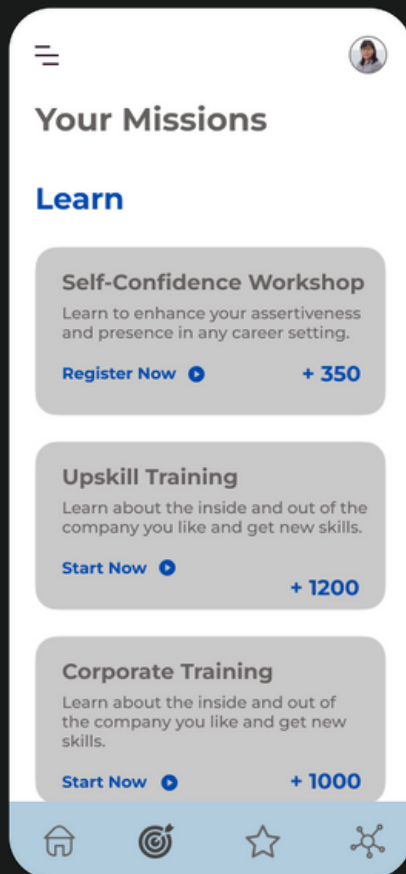
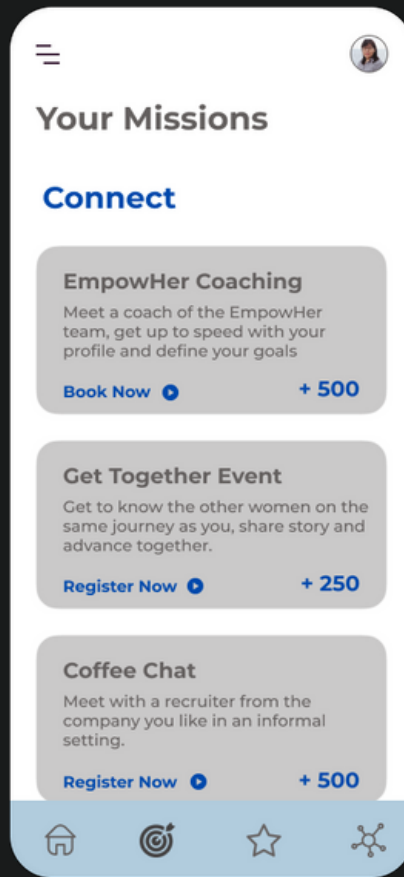
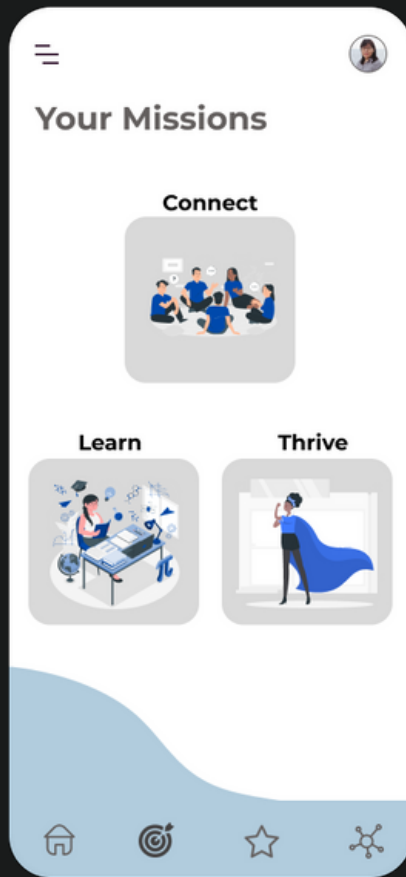
Discover our MVP



Double click!



[Try it out!](#)



We are diffHerent



Our platform helps women from all career levels who want to re-enter the workforce by **matching them with inclusive companies** and **offering a community and personalized coaching that support their unique paths**, unlike generic job boards that overlook individual re-entry challenges and leadership-focused networks that exclude many returning professionals.



Our platform helps companies who want to enhance workplace diversity by **matching them with motivated skilled women** ready to restart their careers, **streamlining the usually expensive talent acquisition process** and **enriching their teams with diverse perspectives**, unlike generic job boards that provide unfiltered pools and leadership-focused networks that miss the wider talent spectrum.

In the competitive landscape of career platforms and diversity initiatives, EmpowHer stands out by its accessibility and specialized support in diversity and inclusion. On the one hand, accessibility refers to how easy it is for women in Switzerland from different backgrounds and income classes to join the platform. This is evaluated in terms of fair pricing, location, and focus on career levels, skills, or tools. Networks for women in leadership such as Advance or PWN Zug & Zurich showcase low accessibility for women seeking non-executive positions. Similarly, initiatives such as We Shape Tech focus on women who already possess a specific skill set, often information technology.

On the other hand, specialization in diversity and inclusion refers to the provided guidance custom to the unique challenges faced by women or minorities returning to the workforce

and companies aiming to become more inclusive. While being highly accessible through the broad scope of targeted talents, online job boards like LinkedIn and e-learning platforms like Coursera do not offer guidance for women or minorities, if any guidance at all.

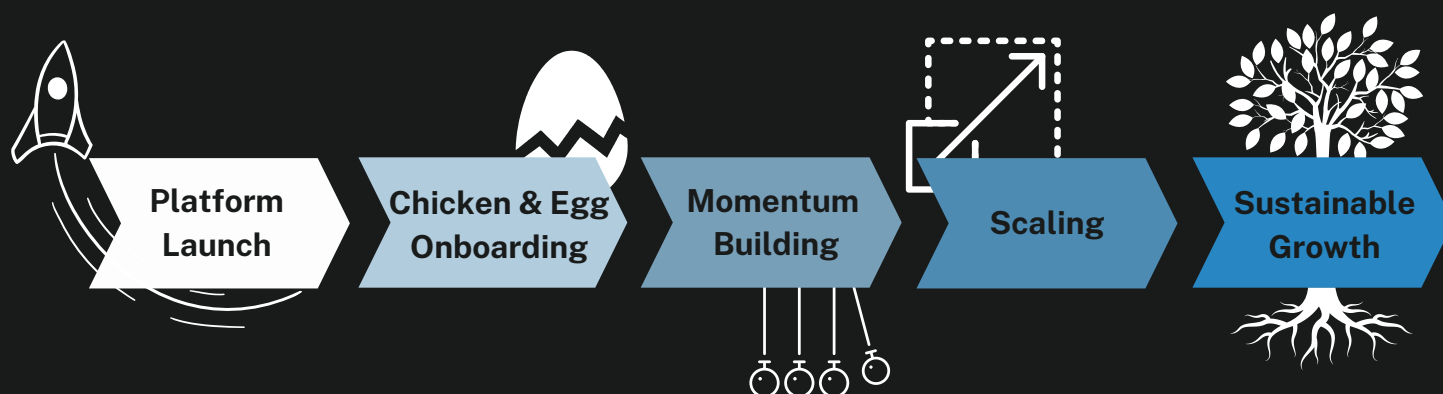
All in all, the furthest competitors are premium head hunting companies focused on executives such as Batterman Consulting. Contrarily, the closest customers include social initiatives such as Caritas and ReturnersWork that are accessible to a broad range of talents and provide support focused on inclusion, but not particularly on diversity or gender equality. Moreover, the project "Get Women Back to Work" from Salesforce only provides support for women who want to learn specific Salesforce skills.

Accessibility



D&I Specialized Support

Embarking Together: Our Route to Market



To bring our solution to the market, we envision five main phases.

1. Platform Launch: We want to start by targeting women who want to upskill in information technology, from Microsoft 365 Suite to Python. The choice of this niche is explained by the flexibility and volatility offered by learning IT skills. Indeed, IT courses can easily be taken online and at a chosen pace, and are sought for by many employers. For companies, the female ratio is often particularly low in the IT sectors or departments.

2. Chicken & Egg Onboarding: To solve the chicken and egg issue, we want to create incentives for early adopters. By offering a one-month free trial for women without requesting any credit card entry, we lower the adoption barrier. Moreover, we plan on leveraging existing networks such as social media groups, forums, alumni networks or associations where potential female users already engage. For companies, joining the platform is free, and early participation provides them with significant first-mover advantages, from branding to direct influence on platform features, all while contributing to a social cause that can enrich their corporate culture and talent pools.

3. Momentum Building: Amplify success stories and foster community engagement to build credibility, incentivizing existing users to bring their friends to the platform. Solidify strategic partnerships to expand reach and strengthen the value proposition.

4. Scaling: Gradually extend services to new types of skills, leveraging data-driven insights and user feedback to refine the platform and processes.

5. Sustainable Growth: Diversify offerings and partnerships to innovate and enhance the platform, building trust and credibility and expanding market share through new features and opportunities.

Investing in Futures: The Financial Journey Ahead

Financial Model



Subscription Fees: charging women a monthly fee for platform use.

19.99 CHF - 49.99 CHF / Month

Placement Fees: charging companies when a woman is successfully hired.

3% on Annual Salary

Advertisement: paid promotions for job postings and custom training.

3 CHF/ Day

Partnerships: collaborating with educational institutions.



SETUP

Platform: development
40'000 - 50'000 CHF

ONGOING (Annual)

Platform: new features & maintenance.
20'000 CHF

Salaries: team of 8.
650'000 CHF

Marketing **30'000 CHF**

Miscellaneous **10'000 CHF**

EmpowHer's financial model is ingeniously gamified to drive women engagement. At its heart lies a subscription system where female users, after a **one-month free trial** (without credit card required), pay a **monthly fee** of 49.99 CHF. However, EmpowHer transforms the experience into an interactive journey where women collect points for their participation in various platform activities like attending community events (+ 100 pts) or completing training modules (+ 1000 pts). **Each point earned shaves 0.01 CHF off their next month's subscription**, adding a fun and rewarding element to professional development, with the potential to reduce the fee up to 19.99 CHF. This unique approach not only fosters consistent user interactions, but also builds a dynamic and involved community, simultaneously enhancing the value for companies and creating a consistent revenue flow for the platform.

For employers, EmpowHer charges a **placement fee** only upon a successful hire, taking 3% of the annual first-year salary, aligning our revenue with successful employment outcomes. Additional revenue is generated through daily **advertisement** space for companies and ongoing **collaborations** with educational institutions, the specifics of which are still being developed. These streams are balanced against **initial development** and **ongoing operational costs** to ensure a sustainable financial pathway for EmpowHer's growth.

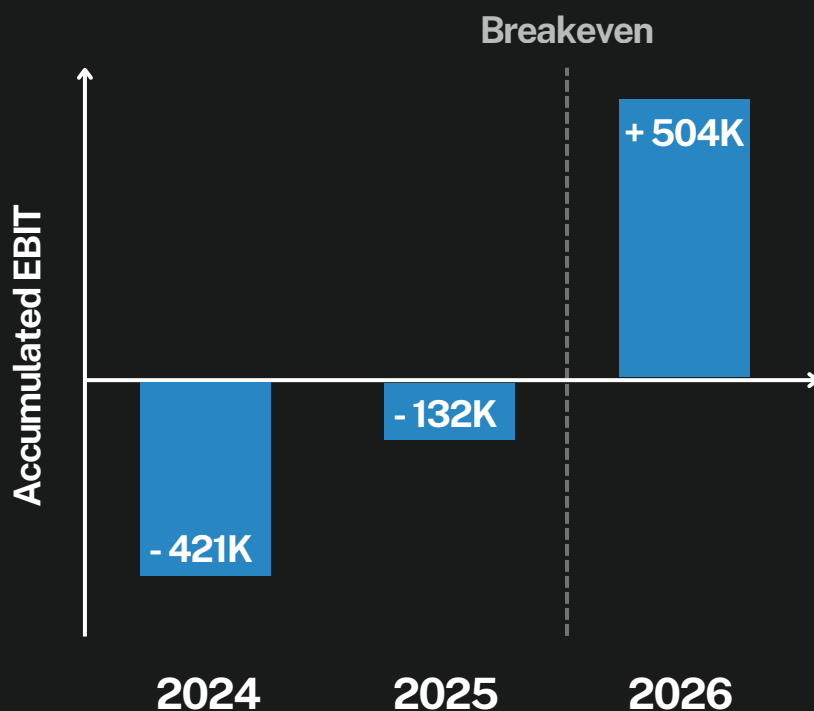
Financial Projections

By running ads on Facebook and Instagram (Appendix 2), we were able to make some early financial projections. The ads included a "Register now" button, which led people to provide their contact details to register on a waiting list. While the ads were run over 7 days for 40 CHF, we received 52 unique registrations. Assuming only 50% of them would join the free trial period, and that 8% would continue with the paid subscription after that, we compute a **Customer Acquisition Cost** of approximately **10 CHF**.

Additionally, we proceeded with the following main goals and estimations:

- The average subscription fee is **34.99 CHF**, mid way between the minimum (19.99 CHF) and maximum (49.99 CHF).
- It takes 10 months on average for a women to find job on the EmpowHer platform. Thus, the **lifetime value** for women is around **280 CHF**.
- The target number of female users evolves as follows: 250 for year 1, 500 for year 2, and 2'500 for year 3.

All in all, we expect to break even late 2025 and achieve a profit of over 500'000 CHF by the end of 2026.



The Team



Timothé Tinguely
Web Design



Giulia Facchini
Economics Knowledge



Maxime Sperandio
Analytical Background



Victoria Gentile
IT Expertise

Our team is perfect to achieve our project for multiple reasons. Firstly, because the issue we are addressing is central in our life. We are working to make the lives of women in the same place as our mothers. This is the main driver to our willingness to build a concrete solution to the problem we discussed.

Secondly, we are well-rounded and versatile. We come from different backgrounds covering the essential parts needed for the design and implementation of the project. We have expertise in Finance, Website design and the IT environment. We have a comprehensible view of the integrative nature of such a work, and we are ready to make it happen.

Final Words

We hope our project sparked your interest and are eager to continue this endeavour to have a positive impact for the thousands of women that need help in finding the courage and self confidence to get back to work.

We are happy to announce that we will have a meeting with the **État de Vaud** in May to discuss the project and we stay at your disposal in case you have any questions.

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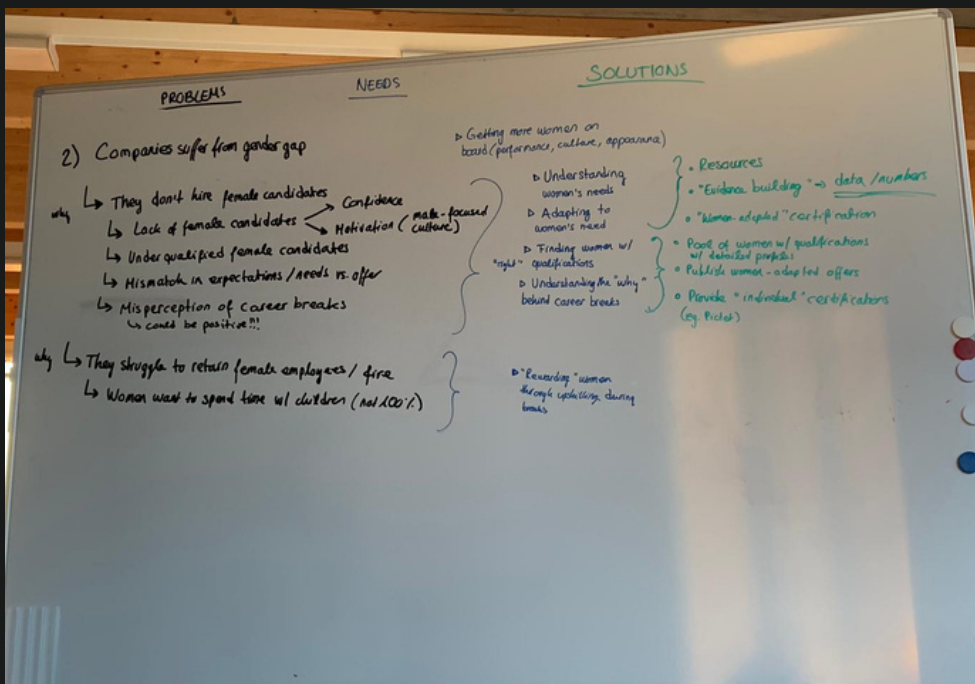
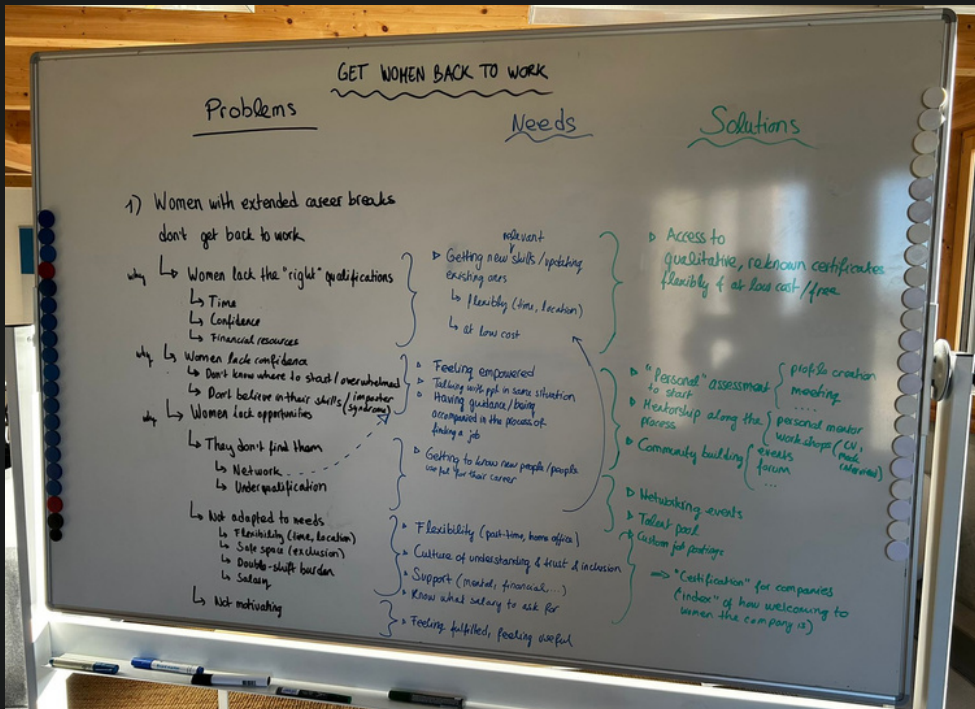
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Appendices

1. Problem Exploration



2. Social Media Ads

EmpowHer
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☀️ Ready to Reignite Your Career? ☀️

- 👤 Connect with a community that gets it.
- 🎓 Learn with upskilling courses tailored just for you.
- 🚀 Thrive through personalized career coaching and flexible job opportunities.

No matter where you are in your journey back to work, EmpowHer is your partner in making the transition as smooth and empowering as possible. Let's break barriers and build futures together.

🔗 Create your account now to start your journey!

#EmpowHer #CareerComeback #WomenEmpowerment #BackToWork #Upskill #CareerGrowth #JoinUs

Your Journey Back to Work Starts Here.

Did life take you on a detour?

Whether it was for childcare, personal growth, or any other reason, it's time to reclaim your professional path.

Connect.

Join a community where support meets opportunity. Connect with peers, mentors, and coaches who understand your path and are ready to help you navigate it.

Learn.

Unlock Your Potential, One Skill at a Time. Access upskilling courses with your career goals in mind. From tech to languages, learn at your pace and gain the certifications you need to stand out.

Thrive.

Unlock your full potential with personalized coaching and matchmaking with employers who value what you bring to the table. With EmpowHer, you're not just reaching your goals; you're setting new ones, on your own terms.

EmpowHer S'inscrire