

PRESS RELEASE

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Who says we need cash to do business?

A group of new businesswomen from Sheffield have attended an exciting new event this month organised by Inova Consultancy as part of the *fe:male* project. The group attended the Talent Market 4 Start-Ups session, which allowed each businesswoman to pitch her business idea in a speed-dating style session before negotiating with other attendees in order to buy and sell products and services using special Talent Market tokens.

As an attendee at the event I had a great time at my first "speed-business" event! With only five minutes to explain the service I was offering (Iyengar Yoga classes for small groups or workplaces) it was certainly a masterclass in selling and business presenting but I was pleasantly surprised at the interest that other participants showed. It was also very interesting to hear about the other products and services that the other women were offering.

The presenting section of the event was followed by time to negotiate with other attendees and buy and sell products and services. This was a very exciting part of the day and what really made the Talent Market special, as no cash changed hands; instead it was all about swapping talent! I was given three tokens, and was able to negotiate with the other attendees to "buy" the services I was interested in. It turned out to be a very profitable morning as I came away with an appointment for a massage and an appointment to meet a graphic designer for help with designing a logo and flyers for my service. And, even better two people booked me to give a yoga class to themselves and a group of friends!

The Talent Market is a fantastic idea and I hope that other women will be able to benefit from this service.

You can find out more about this event and others like it by registering on the *fe:male* project website: www.femaleproject.eu

fe:male is a European Commission funded project working with a consortium of partners from the UK, Netherlands, Malta, Cyprus and Italy to pilot Mentoring Circles™ and develop new online content to encourage greater numbers of women to consider starting up their own business. Research shows that women comprise only 17.5% of fulltime self-employed workers in the UK and that this is due in large to barriers such as lower financial resources and childcare or other caring responsibilities. *fe:male* aims to help women tackle these barriers and gain the skills needed to overcome them, in order to encourage entrepreneurial activity.

NOTES FOR EDITORS

For more information, please contact Louise Norman, European Project Coordinator, on 0114 2207127 or email office@inovaconsult.com.

High res. images from the event are available on request.