

The logo for WeRin features the text "WeRin" in a bold, black, sans-serif font. The letter "i" is lowercase and has a small yellow dot above it. The text is centered within a white circle. Surrounding this central circle are several colorful, fan-shaped segments in shades of purple, pink, orange, and yellow, arranged in a circular pattern that resembles a stylized sun or a flower.

**Meet 9 successful female role model entrepreneurs/change makers embedded in the regional ecosystem.**

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# INTRODUCING THE CHANGE MAKERS

As part of the **WeRin** research & discovery phase, we are delighted to showcase another nine successful female role model entrepreneurs already embedded in the regional ecosystem.

We proudly introduce female entrepreneur role models from Croatia, Turkey, Ireland, Germany and the Netherlands. Each place emphasis on the agency we have as entrepreneurs and how teamwork and collaboration are important to create solutions and have an authentic voice to champion motivation.

The interviews, conducted by female students and aspiring female entrepreneurs offer great learning for entrepreneurial education. Our interview teams gain firsthand knowledge about the entrepreneurial journey and have access to hands-on support and advice from a wide variety of experienced and inspiring role models.



*Dr. Sue Rossano-Rivero*



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# My entrepreneurial journey....

Founder partner member of the management board of a Law firm.  
Owner of Pripreme iuridica d.o.o. and Rependo terra d.o.o  
Director of Poliklinika Kinemed d.o.o.  
Certificate of the Global Campus MOOC : Children Deprived of Liberty: enacting the recommendations of the UN Global Study  
Certificate of the Global Campus MOOC : Business & Human Rights  
Intellectual Property Certificate: WIPO  
Certificate of the Croatian Mediation Association: Representation in Mediation  
Youngest member of the Varaždin Forum against Corruption

The role models that inspire me:

Biljana Dušić Savina Atai  
Deepak Chopra Robin Sharma

Which networks are you integrated in?

Croatian Bar Association  
Croatian Mediation Association  
ICC Croatia

My advice to girls and women who want to realise their dreams:

- 1. You don't have to choose between family and career
- 2. Don't just wish for something, work towards it
- 3. Your past doesn't define you. You can reinvent yourself for better

When I'm not working:

I spend time with family, enjoy fitness, travelling, learning and reading.

My targets are

- 1. I want to teach more people how to be a good lawyer
- 2. I strive to learn and stay creative
- 3. My goal is to help people who suffer injustice.

My Challenges are

Taking care of every detail and predicting multiple possibilities  
Making more time for sports and mindfulness  
Implementing all the new ideas I think of  
Impacting a broader circle with law

This is what characterises me

- 1. Dedicated
- 2. Passionate
- 3. Reliable

The brands that inspire me



## Kristina Bajsić Bogović



Business Name  
Horvat & Zebec & Bajsić Bogović  
[Horvat & Zebec & Bajsić Bogović - About Us \(od-hzb.hr](http://Horvat & Zebec & Bajsić Bogović - About Us (od-hzb.hr)



Place  
Zagreb, Croatia



Year started as entrepreneur  
2015



Number of employees  
10



What is your highest level of education?  
Law Graduate DIPL. IUR.

My motto is:  
Life is either a daring adventure or nothing at all - Helen Keller



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# My entrepreneurial journey....



## Zehra Çataltepe



Business Name  
TAZI AI  
TAZI - Continuous Automated Machine Learning Platform



Place  
Istanbul/San Francisco



Year started as entrepreneur  
2015



Number of employees  
32



What is your highest level of education?  
PhD

From me doing everything to my team being able to do everything.

### My targets are

I want to turn AI into a technology as easy, common and useful as cars but with much less pollution.

### My Challenges are

1. Too many things to do in a very short time
2. Competing against very strong competitors with tons of funding
3. Difficult to run a startup in two different continents with 10+ hours difference

### This is what characterises me

1. Energetic
2. Humble
3. Curious

### The brands that inspire me



Apple



TOYOTA

### The role models that inspire me:

Steve Wozniak

### Which networks are you involved in?

Alchemist Accelerator  
Innagate

### My advice to girls and women who want to realise their dreams:

1. Stay away from people who tell you that you can't do something.
2. Expand your network as much as you can

### When I'm not working:

Walks in nature  
Reading  
Spending time in the kitchen

“ My motto is:  
It's a team effort ”



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# My entrepreneurial journey....

FOUS A FOUS

### The role models that inspire me:

Nancy Poleon

### Which networks are you integrated in?

Fashion for Good  
Soho House

### My advice to girls and women who want to realise their dreams:

I would recommend a coach or mentor as well as a safe space or office to share with and learn from others.

### When I'm not working:

I like travelling and meeting other (culturally diverse) people.

Made collections at brands like Nike and Adidas before working with smaller labels I noticed how their production processes are so different. Striving for fair processes and good quality, I founded FOUS A FOUS to help the smaller labels manage complex production processes, making sure their effort and time are valued equally.

### My targets are

1. To see the positive side in every story
2. To focus on qualitative and humanitarian production
3. My goal is to change the fashion industry

### My Challenges are

Finding the right expertise and skills for growing my business. Networking events are not enough, there's a need for more in-depth guidance.

### This is what characterises me

1. Results-driven
2. Personal Development
3. Fairness

### The brands that inspire me

F R E N K E N

“ My motto is:  
You always have a voice. ”

## Nabila Doudou



Business Name

FOUS A FOUS <https://fousafous.com/>  
Instagram: fousafous



Place

Amsterdam Netherlands.



Year started as entrepreneur  
2018



Number of employees

2 interns + freelancers with the goal to hire employees in the near future.



What is your highest level of education?  
Bachelors Degree



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# My entrepreneurial journey....

When I met Marius Vennemann and David Middelbeck, they talked about their idea of TechLabs. I was inspired and motivated to co-found TechLabs because I saw the opportunity to build structures that I find decisive for an innovative learning environment: free access to digital education in a strong and diverse community. Every team member brought their vision of TechLabs and there was respect, support and acknowledgement for each . Seeing that not only my team was deeply convinced by my vision but also people outside of TechLabs motivated me further. Co-founding TechLabs was a unique experience.

### The role models that inspire me:

- Ada Lovelace
- Ruth Bader Ginsburg
- Verena Pausder
- Isata Kanneh -Mason

### Which networks are you integrated in?

- Generation f
- Otto Creutzfeldt Center for Cognitive & Behavioral Neuroscience
- Bundesverband Deutscher Studentischer Unternehmensberatungen (BDSU)
- move - student consultancy e.V.

### My advice to girls and women who want to realise their dreams:

1. Tackle new challenges.
2. Surround yourself with people who inspire and encourage you.
3. Widen your privileges and give others a voice.

### When I'm not working:

- Going out with friends
- Piano playing
- Fitness
- Cinema

### My targets are

1. I want to provide free access to digital education to everyone.
2. I believe we can rethink and innovate education.
3. My goal is to create a world full of digital shapers.

### My Challenges are

Efficient and comprehensible knowledge management

### This is what characterises me

1. Openminded
2. Curious
3. Straightforward

### The brands that inspire me



## Anna-Gesina Hülemeier



Business Name  
TechLabs e.V. [About the Organization | TechLabs](#)



Place  
16 locations worldwide, 8 in Germany



Year started as entrepreneur  
2018



Number of employees  
360 global volunteers



What is your highest level of education?  
Ph.D. student

My motto is:  
We lose too much potential by thinking and acting in discriminating structures. Stand up for yourself – women can do anything!



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# My entrepreneurial journey....



## Julia Kümper



Business Name  
Match-Watch and Ventreneurs [Landing Page - Ventreneurs](#)



Place  
Ibbenbüren, Germany



Year started as entrepreneur  
2015



Number of employees  
4



What is your highest level of education?  
Masters

A rollercoaster, pushing being a sidepreneur to becoming a full-time entrepreneur.

### My targets are

1. I want freedom and equality for all people.
2. It's fine to choose your own entrepreneurial way
3. My goal is to reduce barriers to diversify a startup, the Venture Capital ecosystem and our society.

### My Challenges are

Work-Family compatibility  
Educating people to become aware of biases & diversity benefits

### This is what characterises me

1. Sense of Justice
2. Visionary
3. Empathic

### Brands that inspire me



### Role models that inspire me:

Stephanie Shirley  
Rebecca Solnit  
Soraya Chemaly

### Which networks are you integrated in?

Women in VC  
SEND e.V.  
Zebras Unite  
InnovatorsRoom  
RWTH Aachen Alumni

### My advice to girls and women who want to realise their dreams:

1. Trust yourself
2. You are worth it
3. It's ok to go your own way

### When I'm not working:

Gardening

“ My motto is:  
If there is no solution, I will create  
one ”



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# My entrepreneurial journey...

As a conflict and employment law expert, I saw how conflict can affect people's lives - it can be detrimental to a team, product, even an entire company and culture. PluAlto has created SolveSmart, an AI-driven support solution to help leaders respond to problems, by providing the relevant information, processes and supports specific to every situation. It helps prevent issues from getting worse and ensures compliance to corporate standards and local regulations.

### The role models that inspire me:

Brené Brown      Oprah Winfrey      John & Patrick Collison

### Which networks are you integrated in?

Mediators Institute of Ireland  
IT @ Cork  
Enterprise Ireland  
NDRC

### My advice to girls and women who want to realise their dreams:

1. Always do the things you think you cannot do - you never know, you could be great at it.
2. Never fear failure - if we don't fail, we don't learn, and if we don't learn, we don't better ourselves.
3. Develop the skills you need to understand every aspect of your business to achieve your goals.

### My targets are

1. Create unbiased AI technology that can transform how conflict is managed.
2. Reduce the occurrence and impact of conflict on individuals, teams and organisations.
3. To create the competence in people to manage issues effectively, fairly, and equally.

### My Challenges are

Balancing perfection and progress      Time spent working

### This is what characterises me

1. Determined
2. Problem Solver
3. Optimistic

### The brands that inspire me



### When I'm not working:

Spending time with family and friends  
Travelling and exploring new places

## Cliona Murray



Business Name  
PluAlto      [Our Team | PluAlto](#)



Place  
Cork, Ireland



Year started as entrepreneur  
2019



Number of employees  
2



What is your highest level of education?  
B.Sc. International Development

“  
My motto is:  
Never put limitations on what  
you can expect from yourself.”



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# My entrepreneurial journey....

TINY LIBRARY



## Julie Munneke



Business Name  
Tiny Library <https://tinylibrary.nl/>



Place  
Netherlands



Year started as entrepreneur  
2019



Number of employees  
8



What is your highest level of education?  
University

After 8 years at Ahold Delhaize, I started Tiny Library as I was blown away by the amount of stuff you need during and after pregnancy. With Tiny Library we offer baby products, with a focus on high quality and curated offers.

### My targets are

1. To share my knowledge in a more educational or political role.
2. To show a practical example of the circular economy
3. To work with the whole chain and grow into international markets

### My Challenges are

The full-time job and responsibilities that come with entrepreneurship are hard to manage sometimes as well as having three kids running around and balancing work and life. It's harder when you don't have a manager to compare yourself to and share doubts or struggles with.

### This is what characterises me

1. Responsible
2. Analytical
3. Mission driven

### The brands that inspire me



My motto is:  
There are always multiple  
ways to reach a goal

### Which networks are you integrated in?

Impact Hub Amsterdam,  
Social Enterprise NL  
Knappe Koppen  
Fashion United

### My advice to girls and women who want to realise their dreams:

Organise your business in such a way that it serves you, instead of working for the business.

### When I'm not working:

I enjoy sports, walking and meditation.



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# My entrepreneurial journey....



## Kaja Pavlinić



Business Name  
KAJUŠKA



Place  
Varaždin, Croatia



Year started as entrepreneur  
2020



Number of employees  
1



What is your highest level of education?  
Masters Degree in Software Engineering

Started my first start-up idea in 2016. I won a few awards but realised it's not feasible. I focused on all other projects with my NGO and became a Product Manager. I started getting more side hustle projects and realized I need to have my own company.

### My targets are

1. I want to change my community by helping NGOs and the private sector with my consulting and mentoring services.
2. I show that, with persistence, you can be both an entrepreneur and work for a company you love.
3. My goal is to increase the number of international projects and have a full-time employee by 2023.

### My Challenges are

- Having very little time to implement all the ideas I have.
- Realising my capacity and how many projects I can take on.
- Defining a price for my service which is not too low
- To find clients that are not a part of my business and private network

### This is what characterises me

1. Empathetic
2. Driven
3. Motivated

### The brands that inspire me



“  
My motto is:  
Stay humble, be transparent  
and never forget your privilege.”

### The role models that inspire me:

Michelle Obama    Andrea Tintor  
Irma Vargić        Anastasia Soare

### Which networks are you integrated in?

US Department of State Exchange Alumni  
Clinton Global Initiative University  
Croatian Youth Network  
Young European Ambassador  
The Youth Council of the Government of Croatia

### My advice to girls and women who want to realise their dreams:

1. Always accept advice and mentorship, but don't give up just because they say you can't do it.
2. Don't go against others to build your own brand.
3. If you're not sure about your business model and don't have the means to survive financially, find a full-time job and let it be your side hustle first.

### When I'm not working:

I relax with my friends and partner. Go shopping, read books and take long walks to brainstorm new projects.



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# My entrepreneurial journey....



## Miray Tayfun



Business Name  
Vivoo

<https://vivoo.io/>



Place  
Turkey & USA



Year started as entrepreneur  
2015



Number of employees  
24



What is your highest level of education?  
Bachelor of Science Degree (Bioengineering)

Following market trends and trying to create new ones!

### My targets are

1. I want to disrupt how we interact with our body data.
2. I show people how to take medical tests at home and present the results in a format, they can understand and engage with.
3. My goal is for you to get the right nutrients that your body needs.

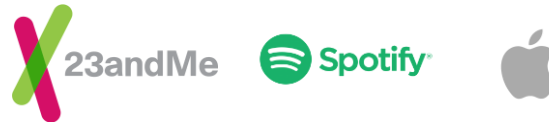
### My Challenges are

Scaling revenue  
Raising funds while running the company

### This is what characterises me

1. Curious
2. Passionate
3. Dreamer

### The brands that inspire me



### The role models that inspire me:

Marie Curie  
Ged from Earthsea realm (fictional)

### Which networks are you involved in?

Young Guru Academy  
Stanford Entrepreneurs  
Techstars Alumni  
500 Startups  
Draper Hero School

### My advice to girls and women who want to realise their dreams:

1. To try as many different opportunities as possible
2. Learn from mistakes, don't punish yourself, embrace them
3. No matter how many times you fall, recover and keep fighting for the dreams you have

### When I'm not working:

Yoga  
Scuba diving (Advanced Open Diver)  
Reading

“  
My motto is:  
If you want to go fast, go alone;  
if you want to go far, go together.”



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