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# FEM-UP: LEVEL UP FEMALE ENTREPRENEURSHIP AND STEM SKILLS TO FOSTER WOMEN EMPOWERMENT

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**FEM.**UP

**FEM-Up Academy  
Newsletter**

# Survey On The Profile Of Women Entrepreneurship In Türkiye

The results of the survey, which was conducted with a total of 95 participants across Turkey, show the trends in women's education, employment and entrepreneurship.

While **72.7% of the participants had a bachelor's degree and 21.8% had a postgraduate degree, only 5.4% of the participants stated that they had a high school or secondary school degree.** When participants were examined according to their place of residence, 87.3% were found to live in urban areas and 12.7% in semi-urban areas. According to the survey, 65.5% of participants responded, ***"I don't have an entrepreneurial idea yet, but I am interested in entrepreneurship,"*** while **27.3% said, *"I currently have an entrepreneurial/business idea."*** Only 7.3% of the participants ticked the option ***"I am the owner/partner of a business"*** This result shows that the percentage of female entrepreneurs in Turkey is quite low.

When the employment status of the participants was examined, **it was found that 45.5% are currently working, 25.4% are unemployed and looking for work and 10.9% had lost hope of finding a job.** In addition, **18.2% of participants stated that they were students.** The results show that one in two women in Turkey is excluded from working life.



## Need Analysis Related to STEM Skills – Key Findings

### Key Indicators

- **27.3% of participants had previously received an entrepreneurial education, while only 18.2% had completed a STEM education.**
- **23.6% of participants had given at least one entrepreneur/investor presentation; these events mostly took place within the scope of KOSGEB, TÜBİTAK, Webrazzi programs and higher education curricula.**
- **Although the participation rate in entrepreneurship trainings was relatively high, 58.2% of the participants stated that they did not know where to start in order to bring their business idea to life.**

The biggest obstacles they encountered:

- ✓ **Difficult access to finance (67.3%)**
- ✓ **Lack of self-confidence (54.4%)**
- ✓ **Insufficient entrepreneurial skills and resources (43.6%)**

*"It was a wonderful experience for me. It was my first time traveling abroad, and I was inspired by other women entrepreneurs. I feel determined to do more."* **Buse Atlı, FEM-Up Entrepreneur**

\* \*

*"What I have learned and experienced during this journey has been invaluable, guiding me closer to my dreams with every step. One of my greatest aspirations has been to create projects that benefit society, offering solutions to challenges and fostering positive change. Throughout this journey, the saying 'Problems are the compass that guides us' has given me strength. Every difficulty became a source of inspiration, and every step brought hope."* **Hilal Karaer, FEM-Up Entrepreneur**



## The Journey of Female Entrepreneurs

As part of the FEM-Up Academy activities, which lasted about 6 months, young women entrepreneurs from Türkiye participated in "guest speaker events" with leading international speakers and educators in areas such as *marketing, financial management and business plan design*. Through the training they received via the FEM-Up Academy platform, they were able to strengthen their entrepreneurial skills and develop powerful, innovative and digital business models.

*"Meeting such talented young women was inspiring for me. Seeing the innovative business solutions they have developed to address socio-economic issues filled me with great pride. I served as a mentor, but I learned so much from them."* **Dr. Ezgi Ünal, mentor at the FEM-Up Academy**

## FEM-Up Türkiye Startup Visits

As part of the FEM-Up Academy, 18 young female entrepreneurs visited the Entertech Incubation Center and were given the opportunity to learn more about the entrepreneurship ecosystem. During the visit, the Entertech team provided comprehensive information about entrepreneurship and incubation programs and highlighted areas of support and opportunities that young women can benefit from on their own entrepreneurial journey.

The presentation and Q&A session by Entertech expert Onur Aşan provided practical information on the process of turning business ideas into reality. The participants were also given an insight into the infrastructure and networking opportunities offered by the center.

One of the most interesting parts of the program was meeting with technology-based startups that have successfully grown in the incubator center. The young entrepreneurs had the opportunity to meet and hear inspiring experiences from the teams at AIHear, a company developing AI-powered medical devices for audiology, and DETECH Software, which is working on a precedent search engine. This visit was an important step for the FEM-Up Academy participants to get to know the entrepreneurial ecosystem first-hand and make valuable contacts for the development of their own ideas.

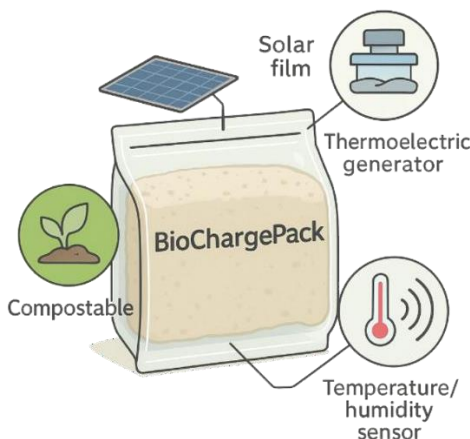
## FEM-Up Türkiye Webinar Events

As part of the FEM-Up Academy, the Turkish team held “two” webinar events. The first webinar event took place on August 15, 2025, while the second webinar event was held on September 13, 2025. The webinar events addressed important topics such as the *position of women in the media, gender inequality in culture and the arts, and the challenges faced by women in the world of work and entrepreneurship*, with presentations from experts in the field. The final webinar event will take place on September 25, 2025 and will feature an informational webinar focused on empowering women entrepreneurs, with a focus on presenting the Erasmus for Young Entrepreneurs (EYE) and Youth Start-Up Competition programs.

## Finalists of FEM-Up Türkiye

A total of five business ideas were evaluated in Turkey as part of the FEM-Up Academy. Digital technologies such as artificial intelligence, the Internet of Things (IoT) and big data stood out for offering innovative solutions in the fields of environmental sustainability, health and education. This has shown that young women can serve as strong role models for how to use technology effectively in line with the SDGs.

## BUSE SARIKOCA- BioChargePack



BioChargePack was developed under the slogan “*The Smart Evolution of Sustainable Packaging*” and aims to make packaging both more environmentally friendly and more intelligent. By providing real-time data and increasing the traceability of packaging through self-operating sensors, it also offers eco-friendly solutions with its ability to fully biodegrade within 45 days. Demonstrating strong alignment with the Sustainable Development Goals, BioChargePack was selected as the winner of FEM-Up Academy Türkiye as a pioneering business model in the field

of technology entrepreneurship and represented our country at the entrepreneurship competition in Maribor, Slovenia.

## MAYA KONYALI- PATİBASE

PatiBase aims to be an integrated platform that connects pet owners with reliable shelters, veterinarians and pet hotels through appointment systems and facilitates health monitoring of our pet friends through an AI-powered health diagnostics module. The goal is to improve the quality of life of animals and their owners and to ensure that everyone has easy access to high-quality care services, health information and a transparent digital marketplace.



## HİLAL KARAER- LearnIxTech

The LearnIxTech app is a space that promotes development rather than memorization; a space where inner conflicts and psychological barriers are overcome and imagination is reawakened. Students develop their personal learning strategies through the LearnIxTech platform and create their own roadmaps on the way to their goals. The learning process, which is enriched with visual and auditory elements, touches the emotional world of the individual. As an example of a social initiative, the platform aims to actively use gamification to increase the efficiency of young people's learning experiences.

## BUSE ATLI – BİYOAT

BİYOAT, an innovative urine sample container, aims to provide an easy and fast solution for diabetes diagnosis. Despite the rapidly increasing number of diabetics, millions of people remain undiagnosed. BİYOAT is designed to make life easier, especially for elderly and disabled people who have difficulty accessing hospitals, by detecting glucose and protein in urine in just 15 minutes. It is very easy to use: After placing the sample in the container, the patient observes the color change using a simple heating method and compares it to a color scale to determine their potential diabetes risk.

## DİLARA ÜZÜNLÜ – TECH2BIO

Tech2biology is a technology startup operating under the vision of "Technology for Living Organisms, Innovation for Sustainability." The foundations of Tech2biology were laid in late 2019 with research aimed at optimizing living organisms using the Internet of Things (IoT) and artificial intelligence-based systems. It aims to increase the productivity of living beings with both ecological and technological solutions and to closely support sustainability.

## WHAT'S NEXT?

The final event of the FEM-Up project and the project workshop will take place on Monday, September 29, 2025, at the Beyazıt Central Campus of Istanbul University. The final event, will showcase the activities carried out under the FEM-Up project. This will be followed by an educational workshop on the preparation of Erasmus+ K2 projects focused on women's empowerment. The workshop will provide participants with intensive training on topics such as setting up project partnerships, planning activities and preparation of the project budget. This will give participants the opportunity to gain comprehensive knowledge on the design of Erasmus+ K2 projects with a focus on women's empowerment. The event will also provide participants with a platform to network and develop collaborations.

**Priority will be given to participants from local governments, civil society organizations, and universities, and space is limited. Please scan the QR code to complete your application!**





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