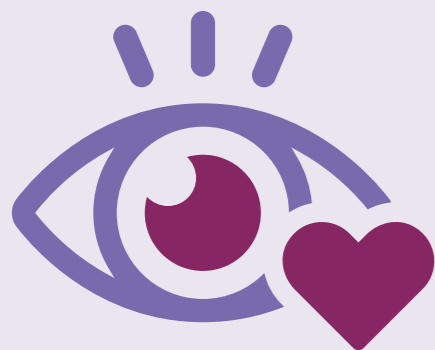


# Role Models matter...

...to inspire the next generation of female founders in Switzerland.



## Our goals



Our primary goal is to **increase visibility** for female founders, highlighting their stories, learnings, and journeys.



Through our collective efforts, we aim to create a platform that not only celebrates female founders, but **also provides the resources and encouragement** needed for others to follow in their footsteps.

## What drives us

We're a collaborative team of **professionals from various backgrounds**, including entrepreneurship, business development, public institutions, and journalism. We meet regularly to discuss progress and brainstorm new ideas. We all share a passion for gender equality, and are **in awe of wonderful women that should be shed light on.**

## Achievements:

- Visual Template: We created a visual template to showcase role models, streamlining content creation.
- Content Briefing: We developed a guide for creating content about female founders including with interesting inspiring questions.

Through this we **improved the efficiency in content creation and distribution** of role models.

## Team Members & Roles



**Merle Zur**  
Task Force Leader,  
Co-Lead Female Founders  
Initiative Switzerland



**Daniela Prado Zumthor**  
Co-founder POWHER awards



**Tanja Lau**  
Founder Product Academy



**Barbara Stäuble**  
Executive Board Member  
Women in Tech Switzerland



**Giorgia Scetta**  
Accelerator Partner Manager  
MassChallenge Switzerland



**Vanessa Orlando**  
Representative Young BPW  
Switzerland



**Christine Geissbühler**  
Co-Lead Entrepreneurship  
Office BFH



**Regula Bleuler**  
Managing Director Swiss  
Startup Association



**Daniela Gunz**  
Project Coordinator feminno  
at ETH Zürich



**Ritah Nyakato**  
Duty Editor Startupticker.ch

## Want to contribute to our mission?



### Submit your role model here

Help us to identify more female founders to feature as role models, ideally with diverse perspectives and from different backgrounds and industries.



### Share contacts

Connect us to media outlets and influencers to feature female founder role models and reach the right people.