



Imprenditoria  
Femminile

## 50 SUCCESS STORIES OF MOM-ENTREPRENEURS

As part of the interviews and desk research conducted by project partners (PR2), **50 success stories of Mother Entrepreneurs were collected, 10 from in each partner country.** Those value stories are an inspiring and honest look into the challenges and success of the mothers who have chosen the path of entrepreneurship, a look into balancing work and family time, honest recommendations, and inspiration for future mother entrepreneurs.

Here you can see two cases of them. Anyway, we invite you to read the **complete version of all stories [here](#).**

**Maria Balta's** entrepreneurial journey exemplifies resilience and determination as she courageously pursued her dreams while balancing family obligations. With unwavering support from her family,



she received crucial financial backing to kickstart her business, although her days became a constant juggle between entrepreneurship and family responsibilities. Despite the challenges, Maria finds inspiration in overcoming hurdles, viewing them as opportunities for growth and learning. Reflecting on her experience, she acknowledges the potential benefits of formal education in entrepreneurship and stresses the importance of strategic planning and adaptability for long-term sustainability.

## E+ MOMentum

MOMentum Project aims to improve the uneven situation on the labour market and motivate mothers, especially disadvantage mothers, to engage in the world of entrepreneurship.

The partnership is lead by Institut pro regionální rozvoj (IRR) from the Czech Republic and conformed by Challedu from Greece, Inpla from Estonia, CIP-Citizens in Power from Cyprus and ASSO-Agenzia per lo Sviluppo Sostenibile from Italy.

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Maria's advice to fellow mothers aspiring to entrepreneurship underscores the significance of passion alignment, believing that genuine fulfilment and success arise when one's pursuits resonate with their interests and values. She identifies key qualities such as innovative thinking, perseverance, and dedication as essential for success in the entrepreneurial realm, emphasising the importance of hard work and adaptability in navigating the journey's highs and lows.

**Giota Mourettou** has been an integral part of CIP for twelve years, serving as a co-founder and head of the Research and Development Department. She holds degrees in Applied Mathematics, Acting, Sociology, and Philosophy of Science, as well as Media and Communication. Her journey into entrepreneurship began with challenges and doubts, yet fueled by determination and vision. As a mother of two, she understands the complexities of balancing personal and professional life, believing in the importance of setting an example for her children by pursuing fulfilling work that contributes to society. Throughout her career, Giota has continually evolved her vision and strategy, recognizing the dynamic nature of entrepreneurship and the need for constant adaptation.



## PARTNERS MEETING IN ATHENS

During the Transnational Project Meeting held on 26-27th of October 2023 in Challedu's office (Athens-Greece), all project partners participated in the MOMentum Learning Teaching Training with blended learning, where it was presenting the Gamified role-model education methodology and the project research results. In addition, all project partners tested the English version of the gamified mobile/tablet application which will serve as an education tool for mothers.

As a local study visit, all partners visited the "**Myrtillo Cafe**", a social cooperative enterprise with a special purpose -the integration of vulnerable groups into the labor market- lead by a migran mompreneur.

FOR MORE INFO VISIT:



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**October 2023 – Vol. 3**