EUROPEAN INNOVATIVE SOCIETY ASSOCIATION
EISA

EMPOWER INCLUSIVE
2023-3-DE04-KA210-YOU-000185344

EMPOWER INCLUSIVE

CASE STUDY #2

CASE STUDY

MY JOURNEY AS A YOUNG WOMAN ENTREPRENEUR IN TURKEY

I never thought I would become an entrepreneur. Growing up in a small town in Turkey, the idea of running my own business felt like something far out of reach. After finishing university with a degree in business administration, I thought finding a job would be easy, but reality was different. Every company I applied to wanted years of experience, and even when I got interviews, I could tell they preferred hiring men for leadership positions. It felt like no matter how hard I tried, I was always one step behind.

One day, while scrolling through social media, I came across a post about an entrepreneurship workshop for young women. It was an Erasmus+ program focused on using AI and digital tools to start a business. I had never thought about starting my own business before, but since I had nothing to lose, I decided to give it a try.

From the first day of the workshop, I felt like my perspective was changing. The trainers introduced us to AI-powered tools that made business planning easier, showing us how we could use technology to create professional business models, websites, and marketing strategies—even with no prior experience. I was shocked to see how many tasks AI could automate, from designing logos to managing customer messages.

As we worked on business ideas, I started thinking about something close to my heart—traditional Turkish handicrafts. My grandmother had taught me how to make beautiful handwoven scarves, but I had never imagined that people outside my town would be interested in buying them. With guidance from the trainers, I used an AI-driven market research tool to analyze demand, and I found that sustainable, handmade fashion was growing in popularity, especially in Europe and the US.

That was the moment I decided to launch my own online store. I built my website using a no-code platform, wrote product descriptions with the help of AI, and even used AI-generated marketing strategies to reach international customers. Within a few months, I made my first sale to a customer in Germany. Then another in France. Then the US. The orders kept coming, and before I knew it, I had sold over 500 handmade scarves worldwide.

Now, I am financially independent, something I never thought possible. More importantly, I have mentored other young women in my town, showing them that they don't have to wait for someone to give them an opportunity—they can create it themselves. The workshop didn't just teach me how to start a business; it taught me that I am capable of shaping my own future. AI and digital tools helped me break barriers, and now, I want to help others do the same.