

AUTOMOTIVE

Porsche champions women entrepreneurs with new mentorship series

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Eight women entrepreneurs have been selected to participate in "The Founders Initiative," a mentorship program initiated in partnership with early-stage capital investor APX. Image credit: Porsche

By LUXURY DAILY NEWS SERVICE

German automaker Porsche is putting female founders in the driver's seat, providing mentors for the rough roads ahead and fueling the cohort's ventures with fiscal aid.

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Eight women entrepreneurs have been selected to participate in "The Founders Initiative," a mentorship program initiated in partnership with early-stage capital investor APX. Nominated and guided by established brand experts, dubbed "champions," Porsche has granted each emerging businesswoman 10,000 euros, plus developmental support, for projects aimed at widespread social and environmental impact.

"People who follow their dreams can change the world for the better we at Porsche have always believed this," said Nina Ringleb, project manager at [Porsche AG](#), in a statement.

"With this initiative, we want to give women looking to set themselves up with a business idea an opportunity without expecting anything in return. Founding involves dealing with many obstacles," she said. "We want to help remove a number of them."

"At the same time, we want to support the founders in following their dreams."

Driving force

Committing to a total timespan of three weeks, Porsche's latest release pairs female entrepreneurs with their champions. The program brings awareness to gender disparities still present across the entrepreneurial sector, one which was only exacerbated, the brand says, by the fallout from the COVID-19 pandemic.

In one video excerpt, viewers meet Lena Weirauch, CEO of ai-omatic, a predictive-maintenance software company based in Hamburg. Ms. Weirauch is nominated and championed by Dr. Gesa Miczaika, general partner at Auxxo Female Catalyst Fund in Berlin and a board member of the German Startups Association.

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A post shared by Porsche (@porsche)

Talia Rafaeli, partner at Kompas VC, acts as a mentor to business owner Tani Chambers in further content out now from the brand. In turn, Ms. Chambers provides aspiring women investors with resources and training to reach their financial goals.

The full campaign can be found on Porsche's Youtube [channel](#).

Porsche's latest project is one of several that the luxury entity has launched under the brand mission "Driven by Dreams."

In August of 2021, the brand launched "Dreamers On," a campaign that spotlights both early starters and established professionals, in an effort to create channels of outreach between these groups.

One of its first "Dreamers On" initiatives took form as an inaugural media partnership with *Vogue* and *Wired* Magazines, titled "The Art of Drive." The interactive online mentoring program gave notable personalities from athletes to musicians to professional racers the opportunity to address viewers and offer advice through interviews, digital events and articles ([see story](#)).

Recognizing similar disenfranchisement in the industry of automotive journalism, Porsche U.K. developed "We Drive," yet another programmatic offering that connects aspiring female auto journalists with industry professionals ([see story](#)).

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