

"BSL\_4Women Business Development  
and Incubation Program"



**Svitlana Voitsekhivska**

ICF professional coach, career consultant, mentor, HR consultant. Experience: 5 years in coaching and career counselling: I help in career development, finding a direction of realisation, developing business and personal brand, job search, increasing self-confidence. 10 years in HR: HR management, team building, business process optimisation, development of employee recruitment and motivation strategies. She has an individual approach, combining coaching and psychological support to achieve career and personal goals.

**Consultation area:** Increasing self-confidence; Overcoming fears and insecurities; Time and performance management; Career development and planning; Business and personal brand development; Increase motivation and productivity.



**Marianna Kravchenko**

The practicing exporter with experience in exporting to more than 80 countries around the world. Has 9 years of experience in export sales, business development and market opening, experience in export and logistics operations. Certified EU export and marketing consultant (Visionest Institute, Estonia, 2023), co-founder of Sunrise Export Taskforce (SET) consulting and trading agency. Graduate of "Fit for partnering with Germany 2023" and risk management program "Sure" from Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

**Consultation area:** Mastering the sales strategy.



**Anna Chaika**

Has over 20 years of experience in accounting and over 15 years in auditing. She provides consultations on starting a business in Lithuania and Ukraine. She has conducted numerous trainings for entrepreneurs, in particular for women starting a business in Ukraine. She is familiar with the specifics of regulatory requirements and how to adapt them to new market conditions, which can be useful for women starting up in a new country.

**Consultation area:** Developing an idea and expanding a business; Navigating financial aspects and developing a financial plan.

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# MEET THE MENTORS



**Oksana Goshva**

the founder of DOT\_DOT innovation, as well as PR agency HOSHVA PR and digital marketing agency HOSHVA DIGITAL, which are now key players in the marketing communications market and work with Watsons, Intel, Cisco, Reckitt Benckiser, L'Oreal, Bacardi Martini, Synevo, OLX. Has more than 10 years of experience in business.

**Consultation area:** Idea development and business expansion.



**Vincentas Zabulis**

Managing Partner, Solicitor, Attorney at Law (ZABULIS LEGAL). Vincentas is finance and corporate & commercial lawyer, founder at Zabulis Legal, where he focuses on creating value to clients and looking after the team. He was a co-founder at fintech start-up SAVY ([www.gosavy.com](http://www.gosavy.com)), and recycling start-up Naudae ([www.naudae.com](http://www.naudae.com)), gained experience in private equity at the GEM Group ([www.gemny.com](http://www.gemny.com)), worked at commercial bank EBDS, and was trained at law firm Sorainen.

**Consultation area:** Legal aspects of organising and conducting business in Lithuania.



**Anna Shcherbiy-Shendogan**

Business trainer, psychotherapist and coach for financial growth and development for entrepreneurs and experts. I help overcome internal barriers and fears. Mentor, expert in the field of marketing and PR with more than 15 years of experience in the corporate sphere, ex-owner of two advertising agencies, ex-Marketing Manager for Europe and Latin America.

**Consultation area:** Integration of marketing strategy with online marketing; Business coaching; Overcoming fears and insecurities; Career development and planning.



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### Galina Mishenina

D. in Economics, Associate Professor with over 15 years of teaching and business experience. She is a speaker at online and offline events, conference moderator, and trainer in AI solutions for efficient work and learning. She has experience of receiving grants for her own projects in Lithuania.

**Consultation area:** Preparation of the presentation and practical instruction.



### Evgeniia Petrivska

Freelance consultant specialising in employment and entrepreneurship. With over 24 years of practical experience, she has led more than 150 business training sessions in the Eastern Partnership region and Central Asia, supporting diverse client groups in generating and launching their businesses. Examples of her work include projects such as Tbilman Consulting, assisting in business launches in Georgia and Ukraine, and the Employment Promotion Fund in Kyrgyzstan, among others.

**Consultation area:** Preparation of a business plan.



### Diana Harlytska

Expert in sustainable business, nature education and grant writing. Diana has experience in project management, as well as facilitation and coordination of participants in women's entrepreneurship programs. She also has experience in work write grants & proposals for projects financed by Horizon2020, Horizon Europe, Creative Europe and Erasmus.

**Consultation area:** Preparation of applications for EU funding; Development of individual plans; General mentoring on the course.



### Olga Spasska

ECertified psychologist: I help to tame fears of manifestation in social networks. Certified coach (personal and business) to understand yourself, your values and strengths. Gestalt and CBT counsellor to make your life happy.

**Consultation area:** Confidence in yourself and your idea; Selling yourself as an expert or your product; Marketing; Emotions and fears.

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## MEET THE MENTORS



### Oleksandra Fomin

The business consultant and business development mentor, founder of the Fomin Consulting brand, co-founder of the Ukrainian startup Sustainable Agency, member of the board of directors of The Kectil Programme, and consultant at EY. Oleksandra has over 3 years of experience in working with businesses, optimising business processes, communicating with investors, writing business plans and applying for business grants. She knows how to develop and adapt new projects to business processes, having worked her way up from a secretary to founder of her own business (she worked in marketing, sales, accounting, business analytics, and as an assistant director).

**Consultation area:** Starting a business: opening an individual business for a service in Lithuania, developing a business model, building the first team, searching for additional investments, building a brand, attracting the first customers, social media and a website for the start, issuing invoices, etc.; Business analytics: analysis of competitors, market, customers, etc.; Sales funnel and increasing the number of customers; Business scaling and development; Development of social business; Finding and attracting partners; Grants for business: finding a grant, applying for a grant, pitching to investors; Preparing for pitching.



### Olena Semenchuk

An entrepreneur, professional business coach (PCC ICF), mentor, and international speaker. Her mission is to support Ukrainian businesses abroad for the prosperity of Ukraine. She helps businesses grow abroad by working with the mindset of owners and top teams.

After 15 years of working for global corporations (Fujifilm, H&M, Raiffeisen, etc.), she started her business in Lithuania in 2021. Started life from scratch 3 times in Spain, Poland, and Lithuania. As Vice President of ICF Ukraine, I develop professional coaching in Ukraine.

**Consultation area:** Setting up a business in a new country - discuss your business idea, business plan, SWOT analysis, marketing, promotion and sales strategies, the specifics of doing business in Lithuania, successful public speaking, social media, etc. She also consults on personality issues - goals, plans, vision, doubts and procrastination, and all that 'invisible' inner world that may hinder you on the way to developing a successful business.