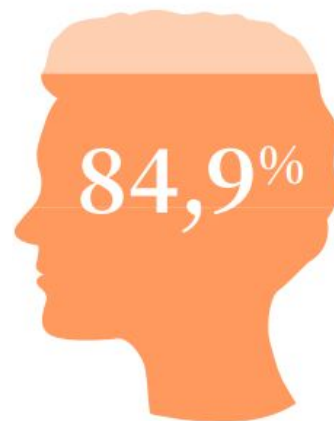




Accelerate Female Entrepreneurship



Female Founders



Six Core Results

- In recent years, the proportion of women in the startup-world has slowly but steadily been increasing to its current number of 15.1%.
- In addition to economic motives, there are also social factors that motivate women to start a start-up
- The compatibility of family and Profession plays an important role for startup founders and has a clear influence on their work organisation.
- Women are less likely to have a tech-related academic background and are therefore underrepresented in digital industries.
- For women-led startups, the focus is often on the stability of the company, However, there is still restraint with regard to growth.
- Despite the external financing and the networking opportunities, female founders still facing challenges.

Abbildung 1: Startup-Definition



Startups sind jünger als 10 Jahre,

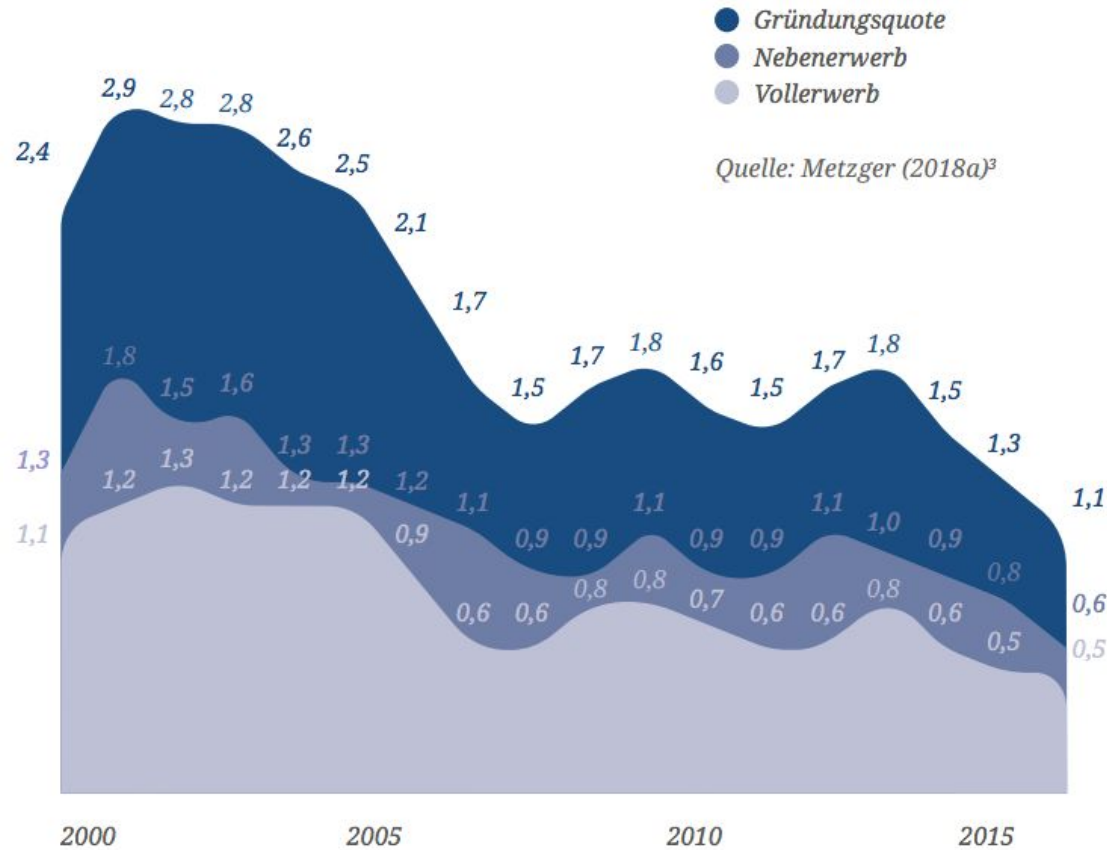


*und sind mit ihrer Technologie
und/oder ihrem Geschäftsmodell
(hoch)innovativ.*



*haben ein signifikantes Mitarbei-
ter- und/oder Umsatzwachstum
(oder streben an)*

Abbildung 2: Gründungsquote in Deutschland laut KfW (2000-2017)



Important Trends

- A common misconception as to why the proportion of female founders is so low is the lack of willingness on the part of women to take professional risks.
- Just a glance at the general foundation process makes it clear that this interpretation is incorrect.
- The high proportion of women in the field of business startups - which has settled at around 40% in the last few years - instead shows how many women do in fact take the plunge into self-employment.
- The results of a representative survey on the likelihood to found a business, which the StartupVerband conducts continuously in cooperation with the opinion research institute Civey, also support this idea.
- According to this survey, 39% of men and just about 32% of women in Germany have an interest in setting up their own businesses.

Abbildung 4: Anteil der Startup-Gründerinnen und -Gründer nach Geschlecht

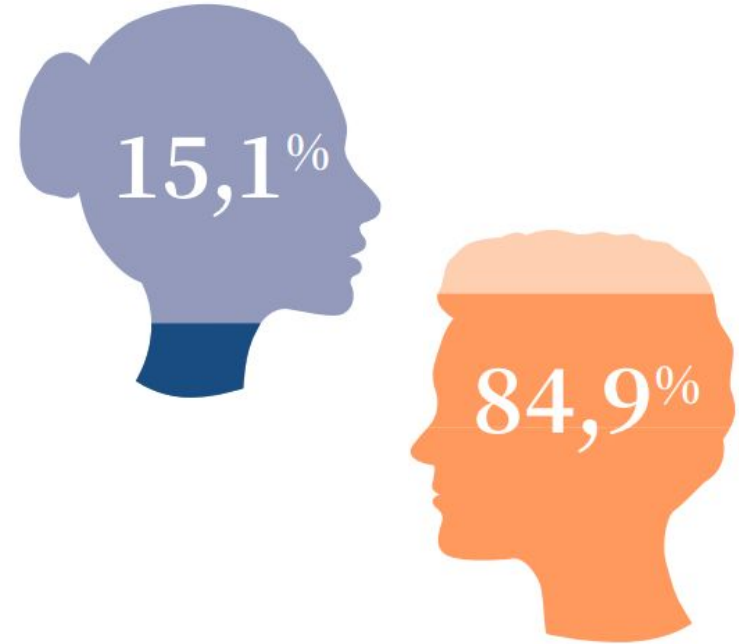
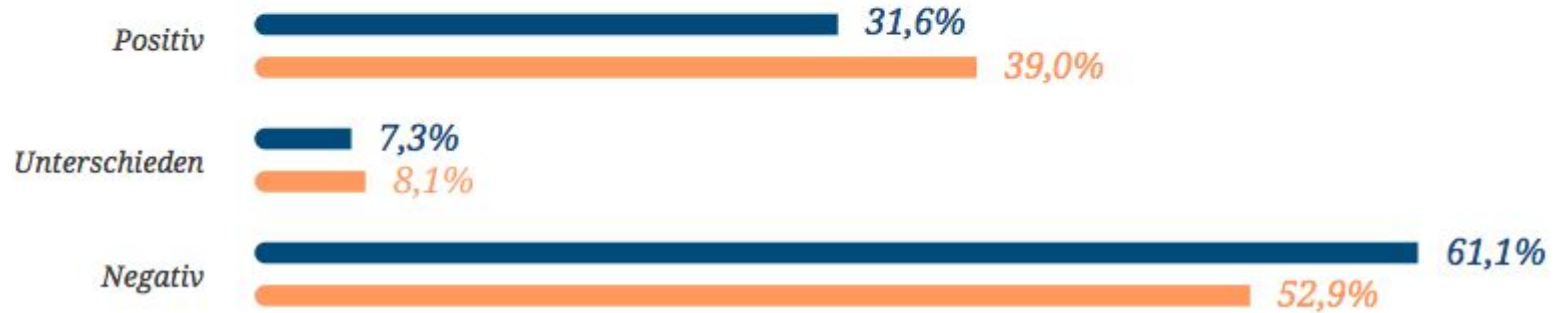


Abbildung 5: Gründungsneigung nach Geschlecht

● Frauen

● Männer

Quelle: Gründungsspiegel (2018)



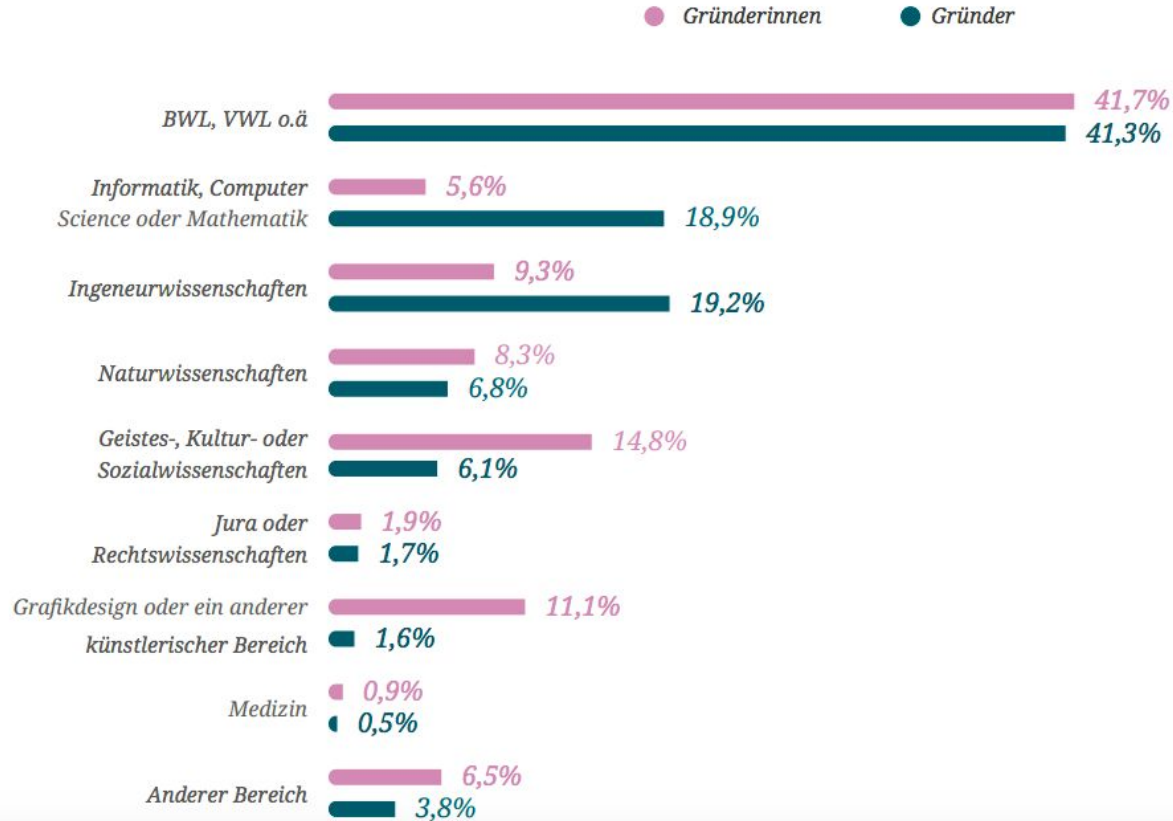
Typical Female Founders

Age, Education, and Work Experience

Information from this study conducted by xyz shows an important, but not complete picture of German founding trends.

- The average age of women interviewed was 35, while the average age of men interviewed was 35.3.
- Three out of ten founders (29.2%) were younger than 30, while every tenth founder (9.4%) was 50 or older
- Given these age groups, it makes sense that a majority of founders interviewed had professional experience before they founded.
- it seems that it's **more necessary for women to gain professional experience** than men - *13.8% of men had no related prior experience, while only 8.3% of women had no related prior experience.*
- While the qualification requirements for men and women are for the most part the same, the field(s) of study differ greatly among founders.
- According to this study, female founders often study subjects that allow for more creativity, such as the humanities and social sciences
- Only 23% of female founders studied in STEM, while almost 45% of men studied a STEM subject.

Abbildung 6: Studienabschlüsse der Gründerinnen und Gründer



Typical Female Founders

Reasons for Founding

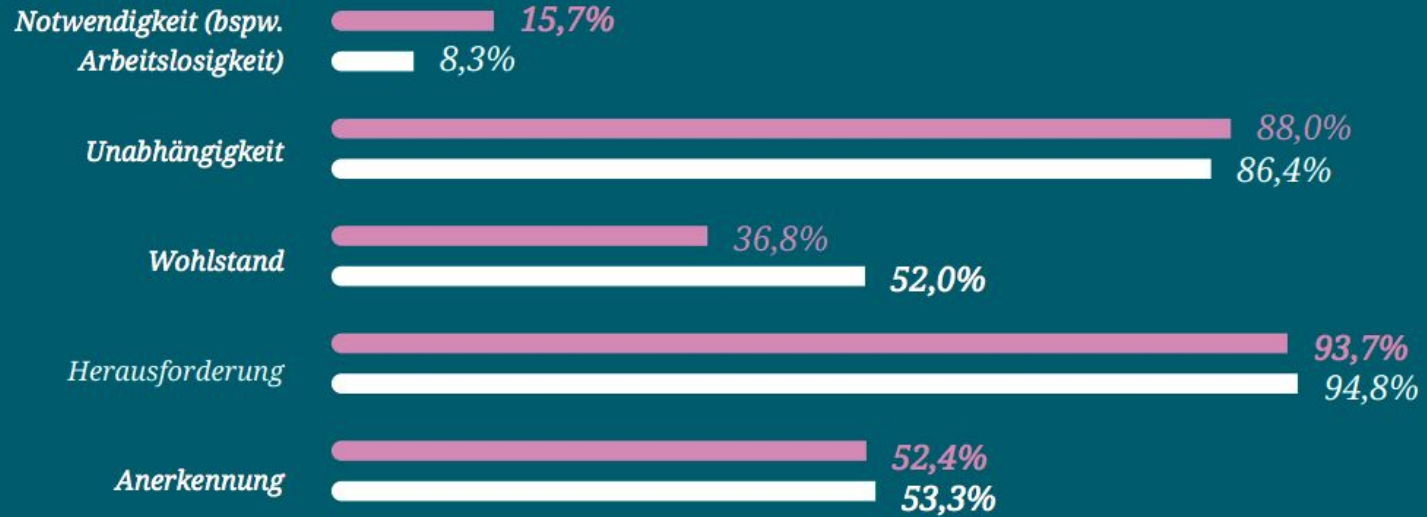
It is important to understand why founders make the decision to invest in and spend a lot of time on the development of a business.

- It would be fair to say that personal drive between intrinsic and extrinsic motifs
- differentiate, however it is clear that a combination of different motives is the best foundation.
- For the great majority of founders, intrinsic motives, such as potential independence and the challenge of being a such an important role, drive success.
- Gender-specific differences are hardly visible here. The following can be seen in the other motives interesting differences:

Every second male founder (52%) indicates that prosperity is a founding motive for him, while this value is ranked a good 15 percentage points lower (36.8%) by female founders.

Abbildung 9: Gründungsmotive

- Gründerinnen
- Gründer



Work-Life Balance

- Founders, women in particular, expect additional measures from the federal government, such as a better childcare.
- Although, male founders with children also feel strongly about this, more so than male founders without children.
- This confirms the assumption that the interviewed women, more so than men, have to cope with demands in the areas of family and private life.
- Working mothers, who meet this challenge daily, know firsthand about the shortcomings of existing offers.
- Many expressed an interest in getting more involved with the political side of things.

Zufriedenheit mit der Vereinbarkeit von Familie und Arbeit

♀ 62,7%

♂ 55,8%

Abbildung 14: Mehr politische Unterstützung zur Vereinbarkeit von Familie und Arbeit

● Gründerinnen ● Gründer



Team Distribution By Gender

- Even in gender-mixed teams we can see that women are still underrepresented.
- This could be explained by the fact that men find themselves in leadership positions and typically hire other men.
- Despite the low numbers, gender-mixed teams still play an important role in strengthening the female presence in the startup-world.

Geschlechterverteilung in den Mixed-Teams

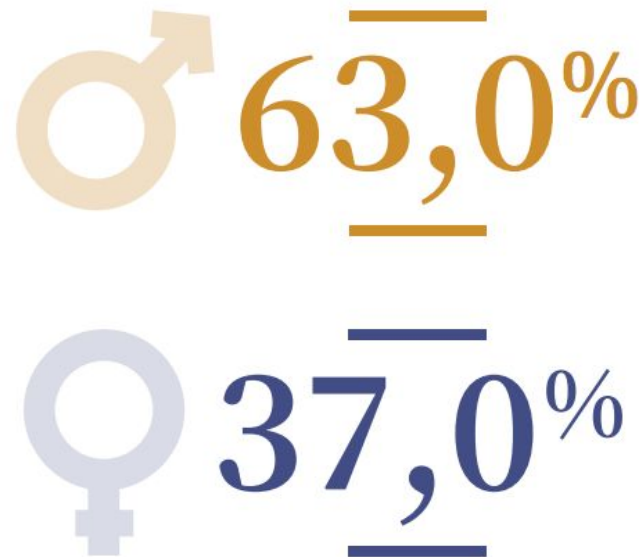
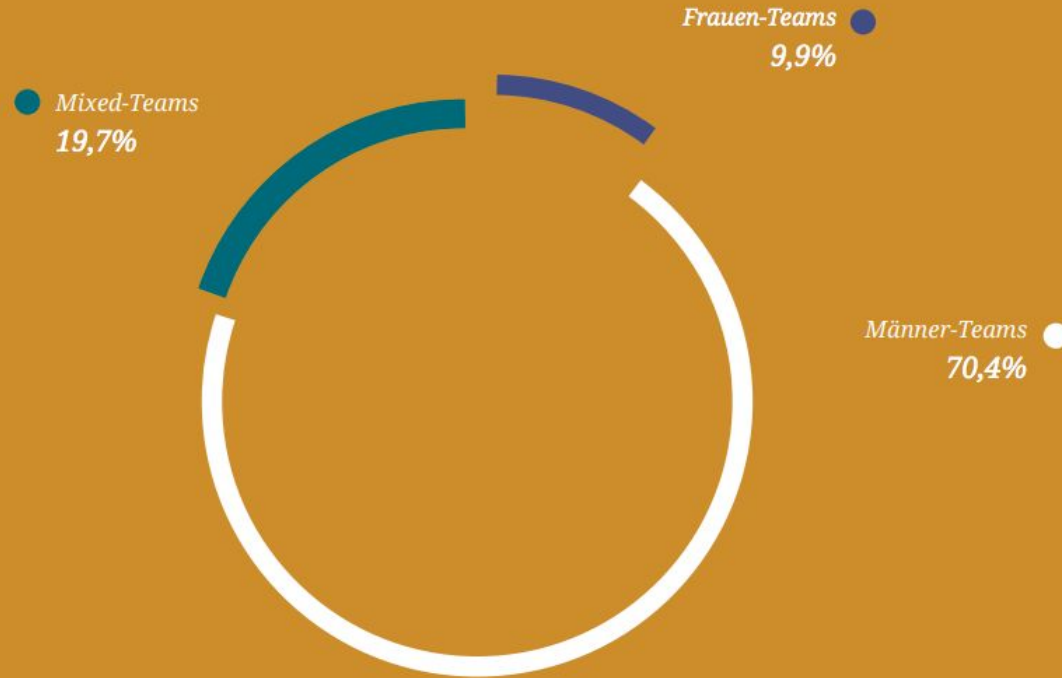


Abbildung 15: Verteilung der Gründungsteams



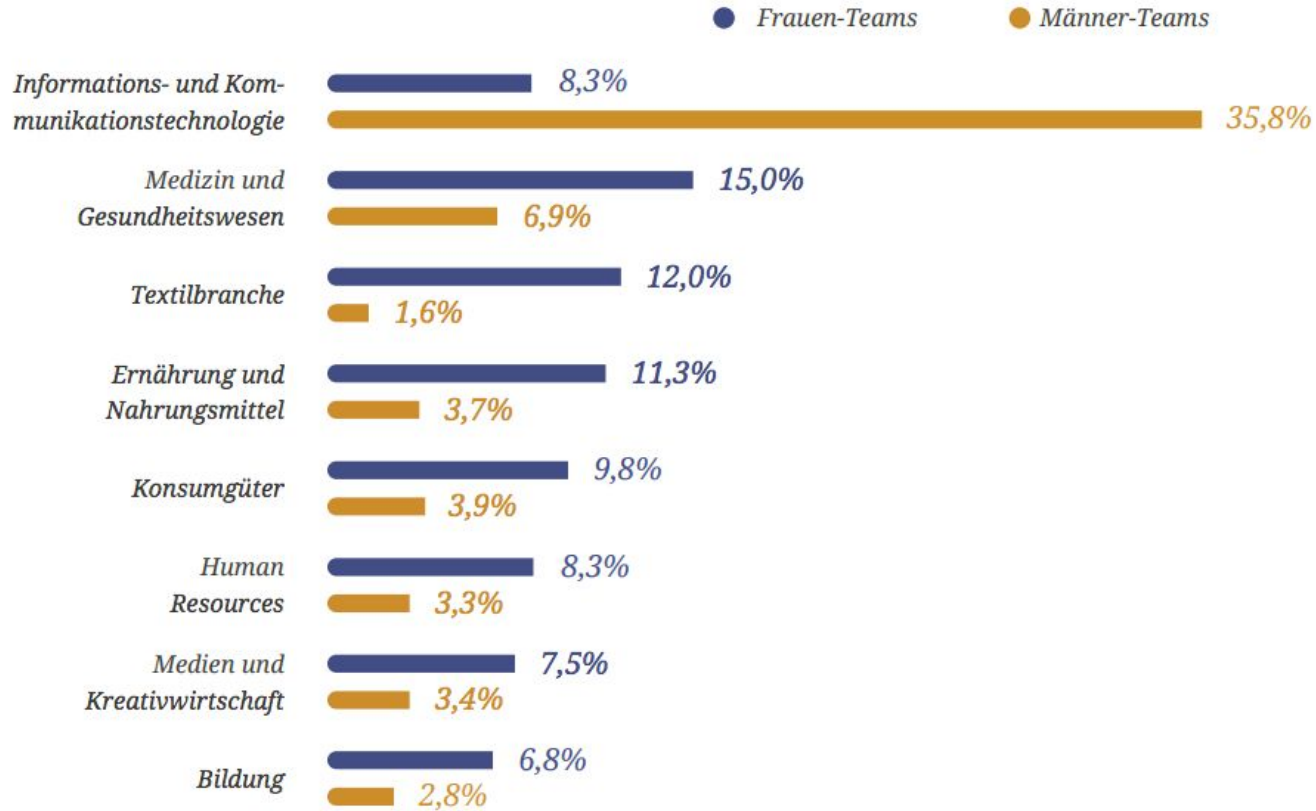
Fields of Work

- Startup Branches

- To gain an understanding of the causes of discrepancy in team size and number of employees, it is worthwhile to look at the industries in which the men's and women's teams usually exist.
- Women are poorly represented in arguably the most important startup industry: information and communication technology.
 - Only 8.3% of the female-led teams were in this industry, while 35.8% of the male-led teams were seen here.
- Women-led teams are more frequently found in industries that promote certain lifestyles, such as consumer goods, fashion, and other creative areas.
 - They are also seen in health and education.



Abbildung 18: Branchen der Startups (Auswahl)



Fields of Work

- Distribution of Business Models

- All-male teams tend to earn their money with software development or application (16%) and are also strong in tech development and other digital services (25.7%).
- All-female teams are particularly successful with online selling (14.5%) and online trading platforms (9.2%).

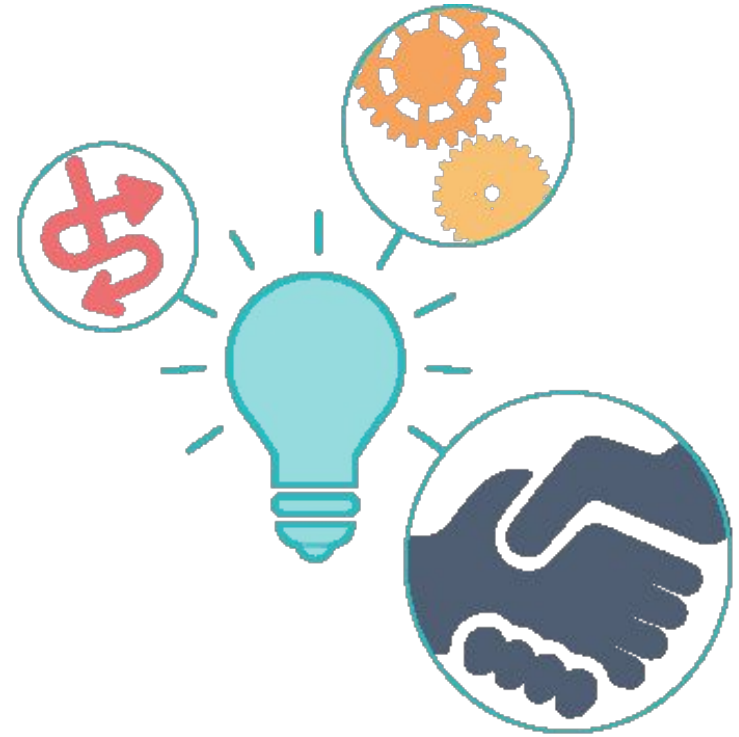
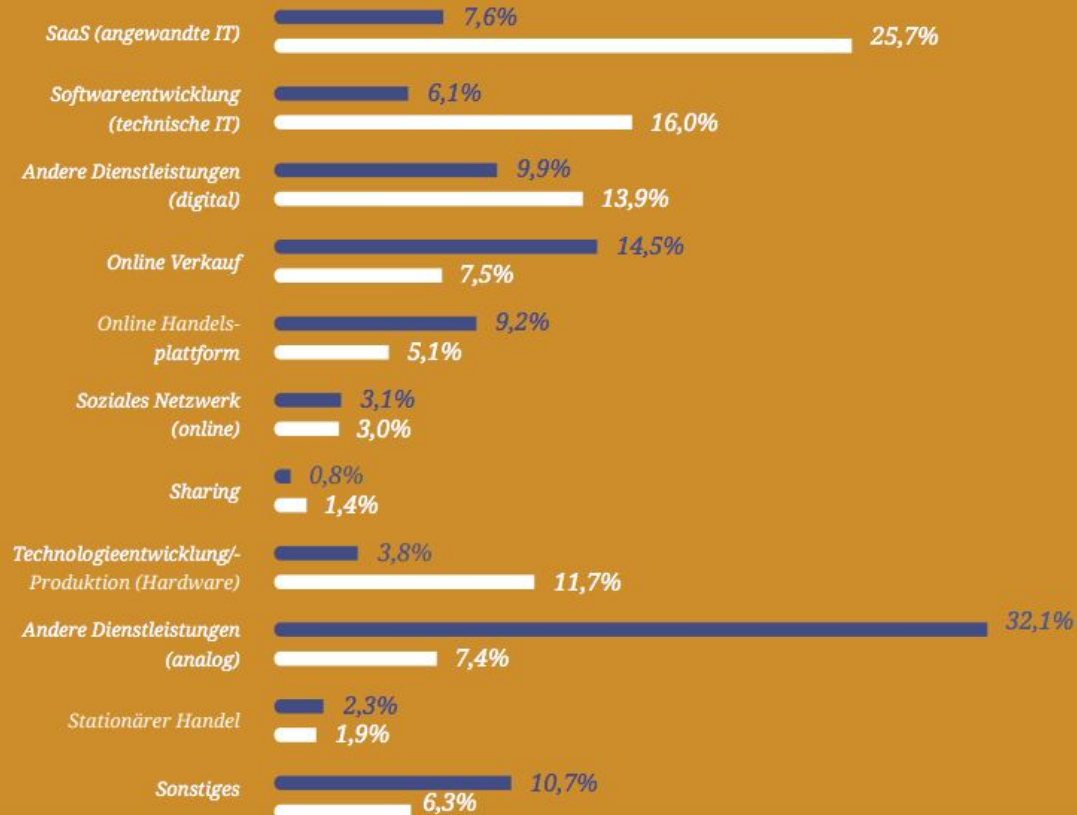


Abbildung 19: Geschäftsmodelle der Startups

● Frauen-Teams

● Männer-Teams



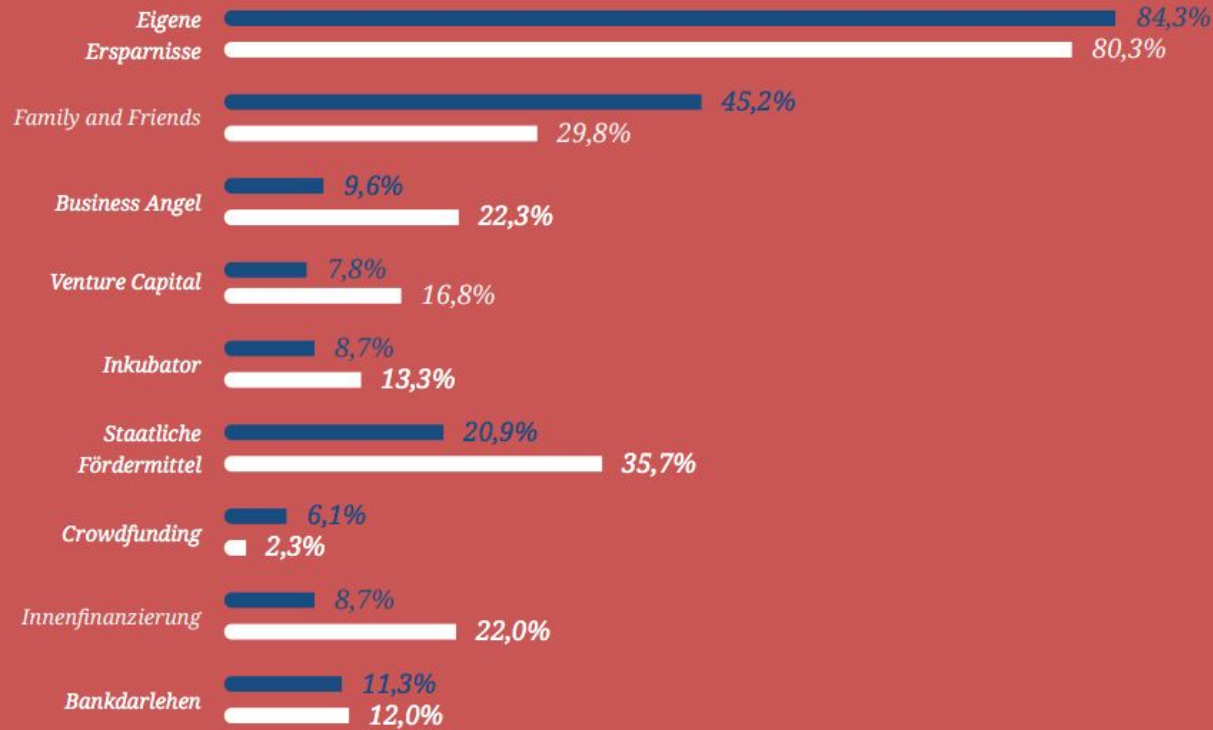
Financing, Market, & Competition

- Capital endowment is probably the most spoken-about topic for startups, especially when it comes to the orientation and company perspective.
- The most common financial practice amongst founders is utilizing personal savings, regardless of gender.
- Teams comprised of men tend to take advantage of business angels, venture capital, and the public sector more frequently than women.
- Women typically seek the help of friends and family as a means of getting off the ground.

Abbildung 21: Genutzte Finanzierungsquellen

● Frauen-Teams

● Männer-Teams



⁷ Wegen der Vielzahl fehlender Werte bei der Fragen nach der Kapitalaufnahme sind diese Zahlen in keinem Fall als absolute Aussagen zu lesen. Es wird sich an dieser Stelle daher bewusst auf eine relationale Interpretation beschränkt, die die Differenz zwischen Frauen- und Männer-Teams in den Vordergrund rückt.

Resources for Women

Why are they important?

It is important to acknowledge and support the many available initiatives to help increase the visibility of women entrepreneurs and to inspire more women to consider entrepreneurship.

- Increasing female entrepreneurship will decrease unemployment
- It will also create a work environment in which job and family can be successfully combined, a crucial step in achieving equal opportunities in DE
- Women-owned businesses have 9% higher revenues than that of male-owned
- Start-ups with 5 female executives fail 11% less
- Women are statistically more innovative than men

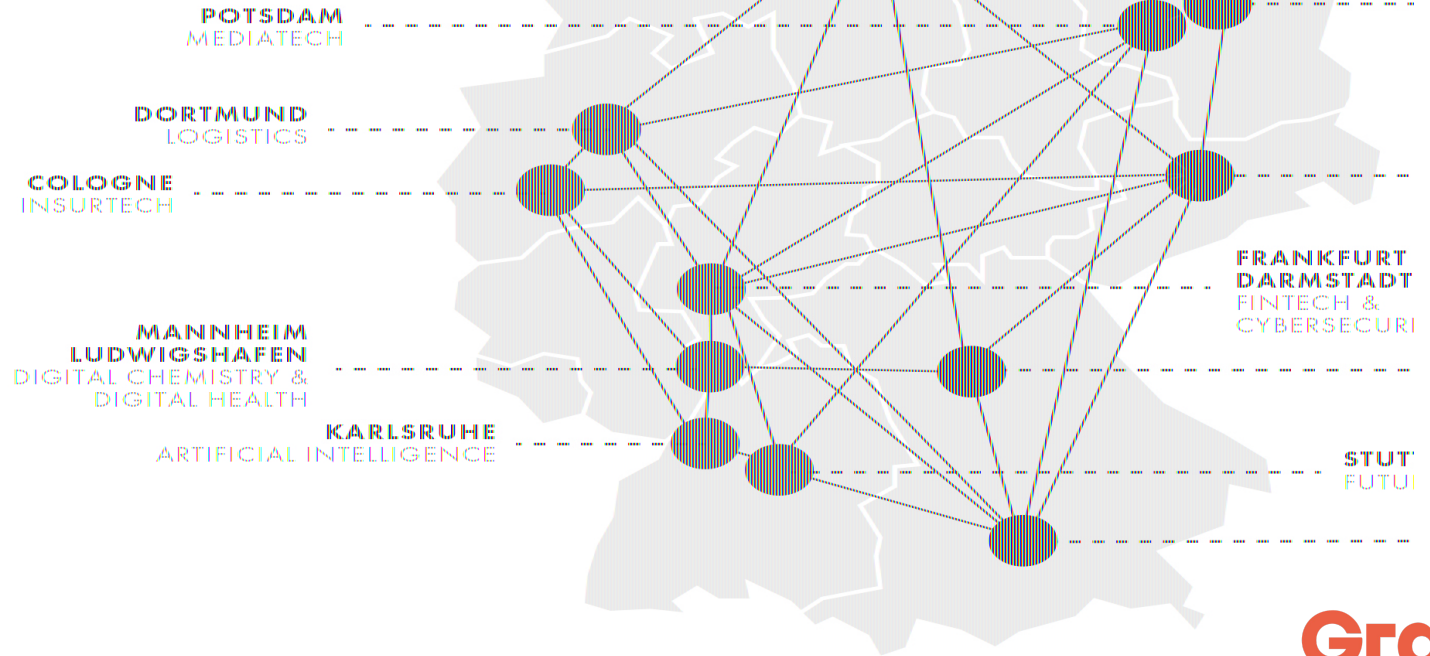
Resources for Women in DE

Overview by State

- **Baden-Württemberg:** Wirtschaftsministerium Baden-Württemberg ifex-Initiative für Existenzgründungen und Unternehmensnachfolge
- **Bayern:** bfz - Berufliche Fortbildungszentren der Bayerischen Wirtschaft gGmbH
- **Berlin:** WeiberWirtschaft eG
- **Brandenburg:** LASA Brandenburg GmbH - Landesagentur für Struktur und Arbeit
- **Bremen:** belladonna Kultur-, Kommunikations- und Bildungszentrum für Frauen e.V.
- **Hamburg:** Frau und Arbeit e.V.
- **Hessen:** jumpp - Ihr Sprungbrett in die Selbständigkeit Frauenbetriebe e.V.
- **Mecklenburg-Vorpommern:** Institut für Datenverarbeitung und Betriebswirtschaft GmbH Rostock
- **Niedersachsen:** Unternehmerinnen-Zentrum Hannover GmbH in Kooperation mit Gründerinnen-Consult Hannover, hannoverimpuls GmbH
- **Nordrhein-Westfalen:** G.I.B. Gesellschaft für innovative Beschäftigungsförderung mbH
- **Rheinland-Pfalz:** Ministerium für Wirtschaft, Verkehr, Landwirtschaft und Weinbau, Ref. 8207: Frauen und Jugend in der Wirtschaft, Beruf und Familie, Chancengleichheit
- **Saarland:** Ministerium für Wirtschaft und Wissenschaft des Saarlandes, Referat B/1 Mittelstand und Gründung, Saarland Offensive für Gründer
- **Sachsen:** Verein zur beruflichen Förderung von Frauen in Sachsen e.V. (VbFF-Sachsen)
- **Sachsen-Anhalt:** BPC Business Plan Consult GmbH
- **Schleswig-Holstein:** IB.GründerinnenBeratung der Investitionsbank Schleswig Holstein
- **Thüringen:** Bildungswerk der Thüringer Wirtschaft e.V. Büro Startklar

de:hu

digital ecosystem





	Share of start-ups
North Rhine-Westphalia	19%
Berlin	15.8%
Baden-Wuerttemberg	12.6%
Bavaria	12.3%
Lower Saxony	9.2%
Hamburg	7.2%
Saxony	4.6%
Bremen	4.4%
Hesse	4.1%
Mecklenburg	2.4%
Schleswig-Holstein	2.4%
Rhineland-Palatinate	2.1%
Saxony-Anhalt	1.9%
Thuringia	1.3%
Saarland	1%
Brandenburg	1%

Women in Entrepreneurship

Finding the Balance

- The roles of culture and women in entrepreneurship differ from country to country.
- Different factors motivate a woman to become an entrepreneur: push and pull factors.
 - The push is associated with negative conditions (lack of job opportunities, low income)
 - The pull is more positive developments (self accomplishment, desire to help others).
- Women often report feeling overloaded with domestic responsibilities in addition to their professional work.
- In the past, developing countries, like Saudi Arabia, lacked effective women organizations to enhance their own decision-making.

Women in Entrepreneurship - Africa

How is it different?

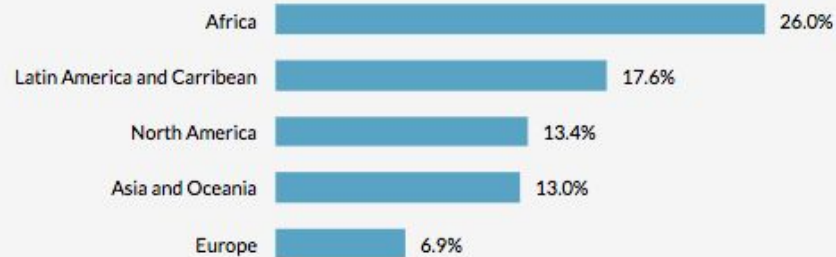
- The only region in the world where more women than men choose to become entrepreneurs.
 - This is likely due to the lack of work opportunities for women there.
- Female-owned enterprises earn monthly profits that are on average 38% lower than male-owned
 - 3 factors account for this:
 - Lack of capital
 - Choice of business sector
 - Commercial practices
- In Cameroon, 56% say they run their own business because they see opportunity, 36.6% are doing it to survive
 - 70% are involved in the tertiary and service sectors
- When asked, "do you have plans to start a business in the next 3 years?"
 - **12.1% of Europeans and Americans** said "yes".
 - **45.1% of Africans** said "yes". (2014)

Women in Entrepreneurship - Africa

How is it different?

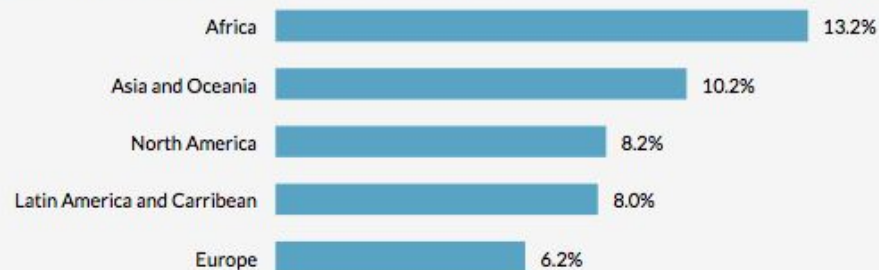
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Figure 1. Rate of Early Stage Entrepreneurial Activity, by Region 2014



Europe not only has the fewest new entrants to entrepreneurship, but the region also lacks established business owners. Figure 2 identifies the percentage of each regional population that owns a business over three and a half years old. Europe's 6.2 percent stands in contrast to the 8.2 percent rate of established business owners in North America and the 13.2 percent in Africa.

Figure 2. Rate of Established Business Ownership, by Region 2014



Women in Entrepreneurship - A Nordic Perspective

- Challenges in Promoting Women Entrepreneurship
 - Financing, VC or equity
 - Seeing women as one homogenous group
 - Lack of entrepreneurial knowledge
- Policies and best practices from the Nordic Countries
 - Focus on the diversity of women entrepreneurs
 - Emphasis on public sector
 - Encourage women at/from universities