

# Sydney

## City Blue Print



# Quick Overview

**Overall Score:** 45.4 out of 100. To compare, top-placed New York City had a score of 62.9

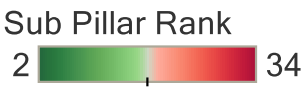
**Overall Rank:** 11th out of 50 cities measured

On the dimensions measured, Sydney does particularly well on policies that can help impact a supportive *culture* for women entrepreneurs including high scores in:

- ✓ % of major business associations headed by female leaders
- ✓ % of women in parliament
- ✓ Entrepreneurial network (population with entrepreneurial experience)
- ✓ Female mayors in the last three terms
- ✓ Presence of city or national level organizations specifically for women’s equality issues

## Subpillar Rankings

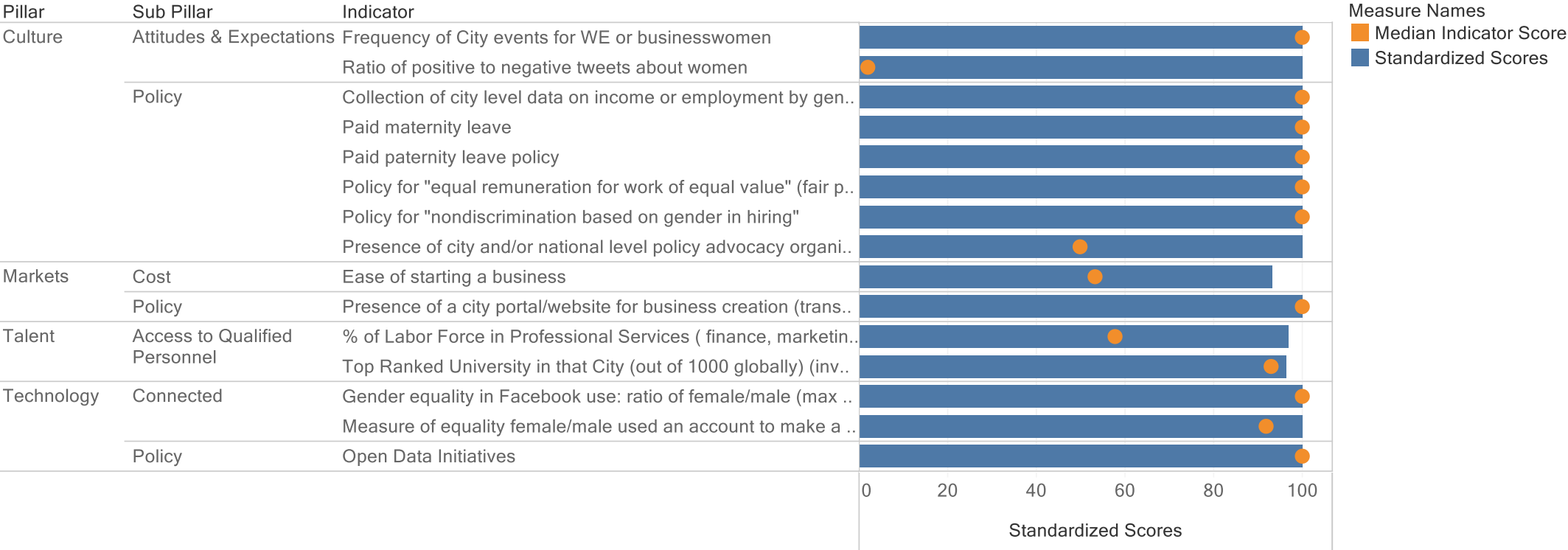
Pillar	Sub Pillar	Sydney
Capital	Gender Proportion in Funding	32
	Value and Frequency of funding	21
	Women's Capital Base	13
Culture	Access to Mentors & Role Models	6
	Attitudes & Expectations	12
	Policy	2
Markets	Access	11
	Cost	15
	Policy	30
	Size	26
Talent	Access to Qualified Personnel	10
	Women's Skill & Experience	25
Technology	Connected	22
	Cost	34
	Policy	24



# Areas of Strength

Of the top 15 indicators where Sydney scores the most points, it scores well above the median in the number of city or national level advocacy organizations for women’s equality issues, ease of starting a business, the percent of the labor force in Professional Services.

## Top 15 Indicators



# Areas to improve

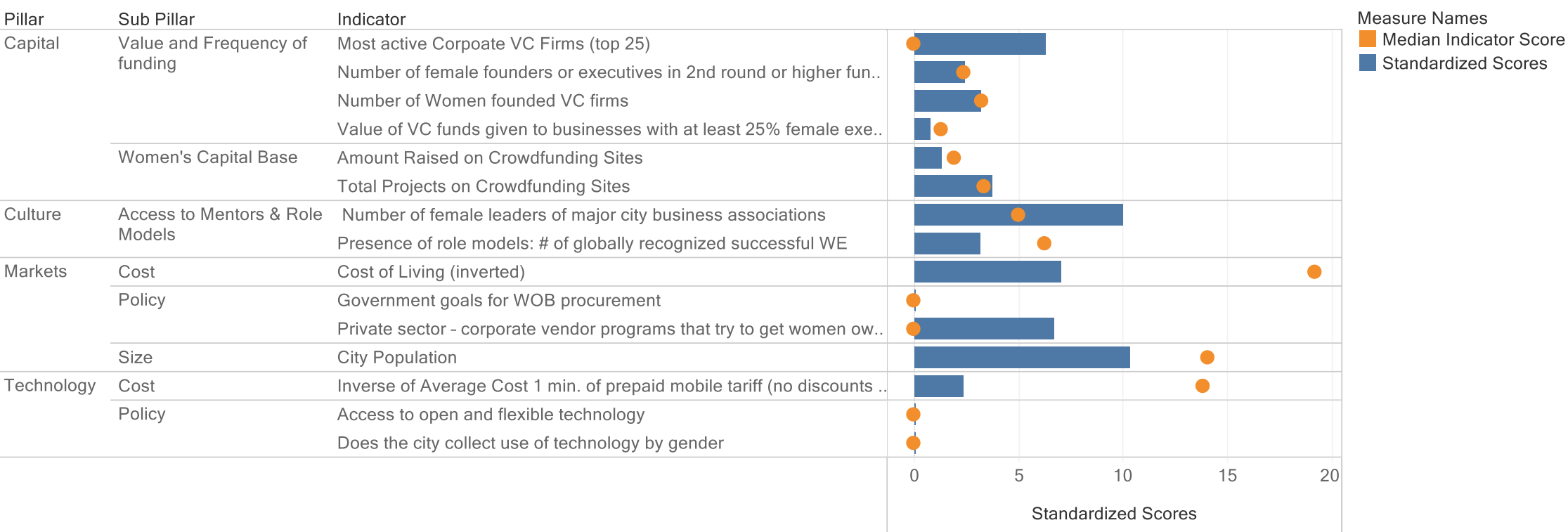
Sydney ranked relatively lower in the areas of markets, capital and technology. And despite scoring well above the median on some indicators like having an entrepreneurial network they are still well below the benchmark (high score) city for this indicator.

Indicator	% of max score
Government goals for WOB procurement	0%
Does the city collect use of technology by gender	0%
Access to open and flexible technology	0%
Value of VC funds given to businesses with at least 25% female executives	1%
Amount Raised on Crowdfunding Sites	1%
Number of female founders or executives in 2nd round or higher funding round in the city	3%
Presence of role models: # of globally recognized successful WE	3%
Number of Women founded VC firms	3%
Total Projects on Crowdfunding Sites	4%
Most active Corporate VC Firms (top 25)	6%
Private sector – corporate vendor programs that try to get women owned businesses as vendors (Weconnect International)	7%
Inverse of Average Cost 1 min. of prepaid mobile tariff (no discounts or plans) USD	7%
Number of female leaders of major city business associations	10%
Number of VC firms with greater than 20% female partners	12%
City Population	12%
% of VC funds given to businesses with at least 25% female executives	12%
GMP	16%
Accelerators (with WOB)	16%
Entrepreneurial Network (population with entrepreneurial experience)	17%
Number of Smart City Projects	19%

# Other Areas to Improve

Of the 15 indicators where Sydney scored its lowest points, note that 12 of them are above or at the median score and only 3 are below the median score: Presence of role models: # of globally recognized successful WE, Average cost of mobile service and the cost of living.

## Lowest 15 Indicators



# Board director positions are increasingly filled by women at Australian companies, with a targets set by several councils for women representation on FTSE-100 boards

Sydney's high cost of living is likely driven by very high property prices which have escalated in recent years, and is an impediment for entrepreneurs attempting to establish themselves in the city. Property prices grew 13.1% over the last year, and the median housing prices have now risen to USD \$868,000. The federal government is exploring options to address the issue, but there are unlikely to be any immediate solutions.

According to recent surveys, in 2016 23.5% of startups across Australia were founded by women, and 10-18% of venture-backed companies have a female founder.

According to a study on Women on Boards, published in 2015 by MSCI, women comprise 23% of board of director positions at Australian companies. Groups such as the Australia chapter of the 30% Club, launched in the UK in 2010 with a goal of achieving 30% women on FTSE-100 boards by the end of 2015, help to increase the number of women in corporate leadership.

## Recent Positive Step:

- ✓ The City of Sydney will provide local organisations with AUD 80,000 in grants to help them deliver women-focused tech start-up initiatives.
- ✓ Successful female entrepreneurs are becoming more prominent: data from the Australian Bureau of Statistics shows women make up 34 percent of all small business operators (668,670 women), a 46 per cent increase during the past two decades.
- ✓ Since 2017, the Australian Council of Superannuation Investors (ACSI)'s members endorsed a voting policy rejecting male board candidates from companies if the boards have not committed to reviewing and renewing their membership at ACSI. Almost 25% of board positions in the ASX200 are now occupied by women, and notably, from November 2015 to November 2016, women comprised more than 40% of all board appointments, which has led to a record level of representation.

Women in Sydney are among the highest users of technology across WE Cities – but however use internet differently than men, which can trigger hidden costs

Sydney has a Sydney chapter of Girls Who Code and the regional network of Women in Technology International. One Northern Sydney company called Teacup Techies, founded by IT veteran Mary-Louise Parkinson, assures women that they do not have to understand the workings of a technology in order to use it effectively. Teacup Techies focusses on areas that women specifically need and want, and trains clients in the privacy of their home on how to use their technology and gain computer literacy.

Sydney ranked 2nd in Connectivity of Women, bested only by Stockholm, by scoring high on all four indicators of internet and smart phone use. According to the Australian Bureau of Statistics Internet Use Report 2016, the number of fiber (high-speed) connections increased to more than 1.4 million connections - an increase of 122% - between December 2015 and December 2016. Women in Sydney are, among 2017 WE Cities, near the highest users of the internet and smart phones. However, as the 2015 GSMA report Bridging the Gender Gap: Mobile Access and Usage in Low and Middle Income Countries pointed out, women use the internet differently than men -- and often at different times. Thus there can be hidden costs for women if mobile plans are not optimized to their usage habits. Cost comparisons can provide some indication of the relative barrier and Sydney has a relatively high cost for internet and mobile services.

The Australian Bureau of Statistics does collect some gender level data on internet use. However, like many cities, Sydney does not systematically collect and make data on technology use by gender publically available. An organization in Sydney called economic Security for Women (eS4W) is “working for improved access to gender data and analysis for the purposes of policy development and monitoring” in Australia.



# Despite remaining inequalities, the Australian government & Sydney support women in their career progress through professional networking groups and progressive policies

Women are still doing the majority of housework and child-rearing in Australia, according to 2016 census data, which makes career progression more difficult. There is also still a tendency for women to rise more easily through human resources career pathways – rather than finance – which provides less potential for promotion into executive positions.

However the city is notable for its local and nationwide networking groups such as the Women's Network, Australian Women Chamber of Commerce and Industry, League of Extraordinary Women, and Sydney chapter of Women as Entrepreneurs, among others. Mentoring and networking opportunities are growing in Sydney, including through the growing number of accelerator, incubator and partner programs.

The initiatives encouraging government procurement from WOB's are small-scale. The government supports WOBs through its Women Entrepreneurs Online Network, a government-sponsored professional network. The government occasionally promotes Women in Entrepreneurship forums and has a range of online resources, but could however commit more tangible resources towards WOB training, or perhaps set a gender equality target in the state government public service.

Sydney is also progressive in government policy on fair pay, maternity and paternity leave, gender based data collection, and nondiscrimination in hiring. The federal government provides 18 weeks' leave paid at the minimum wage to new parents earning less than USD 113,000, and many employers also offer maternity leave plans which can currently be accessed in addition to this payment.

## Recent Positive Step:

- ✓ In 2015, the University of Sydney Business School became one of the first business schools in the world to attract more women than men to its MBA program. In 2015, women outnumbered men in enrollment, comprising 55% of that year's class.
- ✓ The University of Technology- Sydney has allocated USD \$18.8 million to establish the Sydney School for Entrepreneurship, which opened in the second half of 2017. The school is modeled on the successful Stockholm School for Entrepreneurship, which has graduated 13,000 students over 19 years, with three startups from the school reaching net values of over USD 500 million.
- ✓ Together these programs mean the metro area not only has a large pool of women with business management education and entrepreneurial aspirations but also a local talent pool from which female entrepreneurs can recruit qualified personnel.





# Blueprint for Action

## Sydney has a strong trajectory of supporting female entrepreneurs, but still needs to invest in technology and talent.

- **CULTURE:** Further policies that improve work/life balance, and a commitment to encourage employees to take advantage of those policies, would help women take on leadership roles.
- **TECHNOLOGY:** Technology is highly relied upon in Sydney, and investment in infrastructure will help women entrepreneurs grow their business.
- **TALENT:** Promoting female representation on the boards of industry groups would provide role models for young entrepreneurs.
- **CAPITAL:** Policies that give women more access to capital, including working towards equal pay, will be important in encouraging women to pursue entrepreneurial opportunities.

# Additional info – Lowest Indicators relative to benchmark

<u>Indicator</u>	<u>Max Score (raw)</u>	<u>Benchmark City</u>	<u>Number of cities w/ max score</u>	<u>Sydney</u>
Government goals for WOB procurement	1		19	0%
Does the city collect use of technology by gender	1		8	0%
Access to open and flexible technology	11	Singapore	1	0%
Value of VC funds given to businesses with at least 25% female executives	1.89E+10	San Francisco	1	1%
Amount Raised on Crowdfunding Sites	2.48E+08	San Francisco	1	1%
Number of female founders or executives in 2nd round or higher funding round in the city	1442	San Francisco	1	3%
Presence of role models: # of globally recognized successful WE	16	New York	1	3%
Number of Women founded VC firms	31	New York	1	3%
Total Projects on Crowdfunding Sites	11681.45	San Francisco	1	4%

# Additional info – Highest Indicators relative to benchmark

<u>Indicator</u>	<u>Max Score (raw)</u>	<u>Benchmark City</u>	<u>Number of cities w/ max score</u>	<u>Sydney</u>
Top Ranked University in that City (out of 1000 globally) (inverted)	992	New York	1	96%
% of Labor Force in Professional Services ( finance, marketing, accounting, law) within city	0.127143	London	1	97%
Policy for "equal remuneration for work of equal value" (fair pay)	1		32	100%
Policy for "nondiscrimination based on gender in hiring"	1		40	100%
Ratio of positive to negative tweets about women	663.5802	Sydney	1	100%
Presence of city and/or national level policy advocacy organization specifically for women's equality issues	3		17	100%
Measure of equality female/male used an account to make a transaction through a mobile phone	1		8	100%
Gender equality in Facebook use: ratio of female/male (max = 1.0)	1		30	100%
Frequency of City events for WE or businesswomen	3		34	100%
Open Data Initiatives	1		37	100%
Presence of a city portal/website for business creation (transparent process, centralized information,etc.)	1		30	100%
Collection of city level data on income or employment by gender	1		40	100%
Paid maternity leave	1		38	100%
Paid paternity leave policy	1		29	100%

# Indicators, Descriptions and Sources

<u>Pillar</u>	<u>Indicator</u>	<u>Description</u>	<u>Source</u>
MARKETS	City Population	This indicator gives a general size of the market	Brookings.edu; IHS Sources; Eurostat; UN
MARKETS	GMP	This indicator gives a general size of the market and opportunity	Brookings.edu; IHS Sources
MARKETS	Forecasted economic growth rate of city/region or country over next 5 years	This indicator gives a general size of the market and opportunity	Brookings.edu; IHS Sources
MARKETS	Corporate Income Tax Rate	This indicator is inverted such that lower income tax rates are more beneficial for attracting and supporting entrepreneurship	PWC 2017
MARKETS	Cost of Living	This indicator is inverted such that lower cost of living; a cheaper cost of living allows women to put more capital towards scaling their business vs. overhead costs	2017 <a href="https://www.expatistan.com/cost-of-living">https://www.expatistan.com/cost-of-living</a>
MARKETS	% Company Boardmembers that are Female	The more women on boards of companies signals willingness of companies to engage diversity (country level or avg from sample of city's top employers)	MSCI, WoB2020, IHS local sources
MARKETS	Accelerators (with WOB)	Accelerators provide a powerful way for entrepreneurs to scale their business through networking, training and access to capital	<a href="http://www.seed-db.com/accelerators/all">http://www.seed-db.com/accelerators/all</a> ; <a href="https://www.f6s.com">https://www.f6s.com</a> ; <a href="http://www.gan.co">www.gan.co</a>
MARKETS	Presence of a city portal/website for business creation (transparent process, centralized information,etc.)	A hurdle for starting and growing a business is often just knowing how to obtain the right permits and registration as well as knowing what resources the city provides. Many cities are providing portals as one stop shops for business owners to find all the relevant information they need.	google search and search of city government websites
MARKETS	Private sector – corporate vendor programs that try to get women owned businesses as vendors (Weconnect International)	Many entrepreneurs reach scale by becoming a supplier for a larger company. A hindrance is that women owned businesses are often discriminated against (intentionally or unintentionally) when it comes to winning lucrative contracts. Large companies in a city that are committed to diverse supply chains can help women entrepreneurs reach scale.	2017 Corporate Member list HQ and Staff Locations
MARKETS	Government goals for WOB procurement	Similar to private sector companies, many city governments are passing ordinances to ensure they have a diverse supply chain and give women owned businesses the opportunity to secure contracts.	google search and search of city government websites
MARKETS	Most female entrepreneurs as % of startups in city	Research and our interviews with women entrepreneurs shows that having more women entrepreneurs in the city can help foster female entrepreneurship.	Crunchbase 2017
MARKETS	Ease of starting a business	Lower barriers to starting a business is a first step to scaling.	2016 PWC



<u>Pillar</u>	<u>Indicator</u>	<u>Description</u>	<u>Source</u>
<b>TALENT</b>	Labor force participation rate (women age 15+)	Women's ability to participate in the labor force is often a first step to gaining the experience required to run a business.	IHS, Inc. Country statistical agency
<b>TALENT</b>	Business management or finance training courses or programs for WE or women executives	Women's ability to scale often requires skills in finance and business management.	2017, Goldman Sachs 10000 Women partner locations, PWN locations, US SBA Womens Center locations, google search (max =5)
<b>TALENT</b>	Ratio of Women/Men with executive Experience	This indicator shows whether women are proportionately gaining executive experience that could be transferred to scaling a business.	2017 LinkedIn
<b>TALENT</b>	% of population with tertiary education or above	An educated workforce is often a pre-requisite to getting the talent a women owned business needs in order to scale.	IHS, Country statistics
<b>TALENT</b>	% of female population with tertiary education or above	This is an indication of both womens own education and educational equality that signals whether women are getting educational opportunities that could help them scale a business.	IHS
<b>TALENT</b>	% of Labor Force in Professional Services ( finance, marketing, accounting, law) within city	This is an indication of whether necessary talent is available for women that want to scale their business.	2017 LinkedIn
<b>TALENT</b>	% of Labor Force who are IT professionals	In today's internet and enterprise software driven environment, businesses that want to scale need a sophisticated IT staff.	2017 LinkedIn
<b>TALENT</b>	Number of accredited business schools in city	Many new businesses are birthed in business schools where writing business plans and running a business is part of the curriculum.	FindMBA.com, IHS
<b>TALENT</b>	Number of globally top-ranked business schools in city	Topped ranked business schools tend to attract people with talent and vision that can be catalysts for scaling a business.	2017, Financial Times Global MBA Ranking
<b>TALENT</b>	Average % enrollment in top universities that city who are female	This is an indication of the equality of opportunity for women in higher education. It is a proxy for the attractiveness of the city for women in general and women entrepreneurs in particular.	2017 Time Higher Education Global Ranking
<b>TALENT</b>	Ratio of Female/Male Individuals with MBA's	This is both an indication of equality and a proxy for the potential for women entrepreneurs in the city, since MBA programs can be a place where business ideas are hatched.	2017 LinkedIn
<b>TALENT</b>	Female Faculty in top business schools (%)	Studies have shown that one reason women drop out of business school programs is due to a lack of female faculty role models.	2017 FT and individual searches at top business school in city
<b>TALENT</b>	Number of top ranked global universities in city	Top ranked universities attract talent to the city.	2017, US News & World Report, Best Global Universities, 2017 Rankings
<b>TALENT</b>	Top Ranked University in that City (inverted)	Top ranked universities attract talent to the city.	2017, US News & World Report, Best Global Universities, 2017 Rankings

<b>Pillar</b>	<b>Indicator</b>	<b>Description</b>	<b>Source</b>
<b>CAPITAL</b>	Value of VC funds given to businesses with at least 25% female executives	Indicates relatively how well women owned businesses are attracting funding from VCs (a powerful source of capital for scaling and where women have historically not done comparatively well).	2017 crunchbase
<b>CAPITAL</b>	Number of female founders or executives in 2nd round or higher funding round in the city	Indicates relatively how many women in the city are trying to scale and their success at getting to higher rounds of funding.	2017 crunchbase
<b>CAPITAL</b>	Most active Corporate VC Firms (top 25)	Corporate VC is another source of capital and their prevalence in a city indicates an additional access point for capital.	2017 cbinsights
<b>CAPITAL</b>	Number of potential investors (population of HNWI)	Women often rely on friends and family for funding. This indicates the prevalence of qualified investors in the city that could be potential investors for women entrepreneurs.	2016 Frank Knight Wealth Report; Phoenix Marketing International 2016; IHSM calculations
<b>CAPITAL</b>	% of total investment companies with at least 1 female executive	Research shows that investment companies or VCs with women executives or partners tend to invest more in women entrepreneurs.	2017 crunchbase
<b>CAPITAL</b>	% of city businesses in 2nd round or higher funding round with a woman founder or executive	This indicates whether women are proportionately getting to higher rounds of funding (scaling).	2017 crunchbase
<b>CAPITAL</b>	Number of weeks of paid maternity leave (full pay or partial pay)	Taking time off to start and grow a family causes women to lose income that provides a base to build wealth. To the extent that this income is not disrupted women are better able to accumulate wealth to invest in their own business or in others.	google search of individual city policies on maternity leave
<b>CAPITAL</b>	% of VC funds given to businesses with at least 25% female executives	This indicates whether women are getting proportional access to funding.	2017 crunchbase
<b>CAPITAL</b>	Amount Raised on Crowdfunding Sites	Crowdfunding may help level the playing field for women entrepreneurs when it comes to attracting capital. The relative amounts funded in the city is a proxy for greater access to capital for WE.	2017 kickstarter.com and city specific equivalents
<b>CAPITAL</b>	Measure of Equality: Women/Men who saved to start, operate or expand a farm or business	Many women use personal savings to start a business. However saving may be more difficult for women if, for example, their income is interrupted. This is an indication of equality both of the ability to save and aspiration for starting a business.	World Bank 2014
	Total Projects on Crowdfunding Sites	Crowdfunding may help level the playing field for women entrepreneurs when it comes to attracting capital. To the extent sites are active in the city is a proxy for greater access to capital for WE.	2017 kickstarter.com and city specific equivalents
<b>CAPITAL</b>	VC's with 25% partners who are female?	Research shows that investment companies or VCs with women executives or partners tend to invest more in women entrepreneurs.	2017 Crunchbase



Pillar	Indicator	Description	Source
CULTURE	Presence of role models: # of globally recognized successful WE	Women often don't dream big because they don't see other women scaling businesses. This indicates how many local role models women in the city have when it comes to being a successful WE.	IHS, 2017 [a combination of Forbes 2000 CEOs, Fortune 500 CEOs, and Forbes 100 most powerful women]
CULTURE	Female Mayors in last 3 terms	Females in political leadership can be both role models and also help influence legislation that provides a level playing field for women.	IHS, 2017 (google search)
CULTURE	Number of national level advocacy or supplier dev't groups specifically for WE or businesswomen	Organizations that advocate for WE and/or help WE secure contracts with governments and larger companies helps WE scale and helps to change the perception about WE. Cities do not operate in a vacuum and often national level policies and culture can permeate to cities.	IHS, 2017 (WEConnect International locations, BPW-International locations, WBE and WBNEC (regional locations), Women Entrepreneurship Platform locations, WBII members, as well as country specific searches)
CULTURE	Number of city level organizations specifically for WE or businesswomen	City level organizations can provide valuable networking, education and advocacy that can help WE scale.	IHS, 2017 - meetup.com
CULTURE	Number of city level organizations specifically for entrepreneurs		IHS, 2017
CULTURE	% of women on boards of major business associations' (e.g. Chamber or other influential business group)	Having women on boards of business associations helps women better network with other businesses and helps foster a more diverse business environment in the city.	IHS, 2017 google search
CULTURE	Number of female leaders of major city business associations	Having female leaders of business associations helps women better network with other businesses and helps foster a more diverse business environment in the city.	IHS, 2017 google search
CULTURE	% of major city business associations headed by female leaders	While absolute numbers are important, representation is also key. This shows whether women are proportionately represented in leadership in the business community of the city.	IHS, 2017 google search
CULTURE	Frequency of City events for WE or businesswomen	City level events for WE or businesswomen help women network and gain critical skills.	IHS, 2017; Meetup.com
CULTURE	Ratio of positive to negative Tweets about women	This is a measure of the overall attitude of the city towards women. Often negative messages can have a bigger influence on women's aspirations and self perceptions than positive messages. This indicator measures the ratio of positive to negative messages towards women.	Twitter/ Janys, 2017 (number per capita)
CULTURE	% of relevant articles on successful " women entrepreneurs " in Media for that city	Hearing about role models in the media is another way that helps women dream big.	2012-2017 (5 years) Factiva
CULTURE	Numbeo.com Crime Level (inverted)	Crime and Safety are key concerns for any business, but women in particular tend to evaluate their safety more when deciding whether to scale a business.	Numbeo.com 2017
CULTURE	Numbeo.com Safety Scale	Crime and Safety are key concerns for any business, but women in particular tend to evaluate their safety more when deciding whether to scale a business.	Numbeo.com 2017
CULTURE	Numbeo.com Worry about being attacked (inverted)	Crime and Safety are key concerns for any business, but women in particular tend to evaluate their safety more when deciding whether to scale a business.	Numbeo.com 2017
CULTURE	Collection of city level data on income or employment by gender	This provides an indication of whether the city is concerned about gender equality - particular on economic issues which are critical for WE. What gets measured gets managed - so we include this indicator as a measure of a culture that values gender equality.	IHS, 2017 google search and government website search
CULTURE	Presence of city and/or national level policy advocacy organization specifically for women's equality issues	Organizations committed to women's equality and rights have helped to change the culture and provided women with more freedom - a prerequisite for scaling a business.	World Bank, IHS
CULTURE	Policy for "equal remuneration for work of equal value" (fair pay)	This is another indication of a culture that values gender equality. It is also critical that women earn their economic worth so they can build their savings and wealth.	World Bank, IHS
CULTURE	Policy for "nondiscrimination based on gender in hiring"	This is another indication of a culture that values gender equality. It is also critical that women have equal opportunity in the workplace so they can gain critical skills and experience needed to scale a business.	World Bank, IHS
CULTURE	Paid Maternity leave policy	This is a binary (y/n) indicator that proxies for a culture that is trying to level the playing field for women.	World Bank, IHS
CULTURE	Paid paternity leave policy	This is a binary (y/n) indicator that proxies for a culture that is trying to level the playing field for women.	IHS
CULTURE	Entrepreneurial Network (population with entrepreneurial experience)	Our research found that having other entrepreneurs nearby was valuable for networking and providing help and advice.	2017 LinkedIn
CULTURE	% of women in parliament	Women in leadership are both role models and can put forth legislation that helps level the playing field for women.	Search of websites

<u>Pillar</u>	<u>Indicator</u>	<u>Description</u>	<u>Source</u>
TECHNOLOGY	% of women who use the internet	Access to the internet is becoming a necessity for fully engaging with the global economy. This indicator measures the extent that women have access.	2017 consumerbarometer.com (country level); US cities (2015 Pew Research Survey state level)
TECHNOLOGY	% of women with smart phones	Smart phones are also becoming a necessity as both a communication source, information source and increasingly a source of engaging in commerce. This indicator measures the extent to which women are using smartphones.	2017 consumerbarometer.com (country level); US cities (2015 Pew Research Survey state level)
	Measure of equality female/male used an account to make a transaction through a mobile phone	This provides an indication of whether women are using technology to engage in economic transactions. This is both a measure of equality and a measure of women's willingness to use technology for economic purposes.	Country level WB 2014
TECHNOLOGY	Gender equality in LinkedIn use: ratio of female/male (max = 1.0)	This is an indication of whether women are equally engaging in professional social media.	2017 LinkedIn profile search
TECHNOLOGY	Inverse of Average Monthly Cost of Internet (8MB speed) USD	Cost can be a hindrance to access as well as a hindrance to scaling a business, this measures the relative cost of basic technology.	2017 <a href="https://www.expatisan.com/cost-of-living">https://www.expatisan.com/cost-of-living</a>
TECHNOLOGY	Inverse of Average Cost 1 min. of prepaid mobile tariff (no discounts or plans) USD	Cost can be a hindrance to access as well as a hindrance to scaling a business, this measures the relative cost of basic technology.	2017 <a href="https://www.expatisan.com/cost-of-living">https://www.expatisan.com/cost-of-living</a>
TECHNOLOGY	Open Data Initiatives	Open data is way for cities to share the data collected and generated by people in the city. This data can be used by entrepreneurs to help find solutions to common constraints in the city. It also signals a transparency on the part of city government - this transparency can help ensure that there is a level playing field.	2017 Google Search
TECHNOLOGY	Access to open and flexible technology	Many businesses that want to scale rely on open technology and flexible standards that allow them to more quickly scale their operations at a lower cost.	2017 HQ cities of member companies <a href="http://www.opencompute.org/about/membership-organizational-directory/">http://www.opencompute.org/about/membership-organizational-directory/</a>
TECHNOLOGY	Technology training organizations for women	Technology can be intimidating for anyone. Women who want to scale their business need to have basic skills in utilizing technology. Classes specifically for women are also less intimidating/more inviting for women.	2017 Women Who Code, Girls in Tech, other
TECHNOLOGY	Does the city collect use of technology by gender	Technology is increasingly critical for any business to scale. Cities that collect gender level data on technology use and access can better monitor and manage how well their city is doing in leveling the playing field for women.	2017 google search
TECHNOLOGY	Number of Smart City Projects	Smart city projects help to optimize city functions making it more friendly for business and well as signaling the potential for more innovation (attracting entrepreneurs).	IHSM Smart Cities IoT Intelligence Service (2017)
TECHNOLOGY	Gender equality in Facebook use: ratio of female/male (max = 1.0)	This provides an indication of how equally women are engaging with social media, which is increasingly becoming a place to exchange ideas and information.	2017 Facebook search
TECHNOLOGY	Per capita number of open development users	Open development platforms provide a place for developers and users of software applications to meet. These development platforms have allowed entrepreneurs to scale their businesses more quickly and/or at lower cost.	<a href="http://www.github.com">www.github.com</a>