Bridging the gender funding gap

In 2019 only one out of every four of funding pitches from women founders in the UK was successful. The white male experience is the baseline for success. In 2018, from Tech City's baseline report, more than 50 per cent of deals went to white men. These are not just pitches at bootcamps or hackathons, but the actual take-up of funding from investors in the private sector.

Women are more likely to seek venture capital funding, but are less likely to get it. Women founders need more support, mentoring and advice. Founders' Equity Network is the only non-profit organization dedicated to funding startups led by women.

- Start-Up Loans Company Part of the Government’s Start-Up Loans Company, which is the biggest provider of loans to small businesses.

**I used my savings and a grant, but it still wasn’t enough**

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**GET TECH SMART**

Small businesses can struggle with mushroom costs. So what are their options?

Do you have a business where you are starting a business? There are many tools and resources that can help you start up.

- **Tech Coast**
- **Sparkle**
- **Dell Technologies**
- **DevOps**
- **Cloud Computing**

**WOMEN LEAD THE WAY**

Female entrepreneurs find it harder than their male counterparts to attract funding, but things are looking up, find Jane Mclellan

**NOT JUST SMALL CHANGE**

Forty years ago, the ‘penny bundles’ scheme was launched in the UK. It allowed small-scale retail businesses to expand into new markets, offering savings and discounts to customers. The scheme was designed to help women start their own businesses and was particularly popular among the growing number of women who were leaving their homes and starting their own businesses.

- **Bounce**
- **Women’s Enterprise Network**

**CHALLENGES FOR FORWARD-THINKING WOMEN FOUNDERS**

- **Risk aversion**: Women are much more likely to avoid taking risks than men.
- **Fear of failure**: Women are more likely to fear failure than men.
- **Lack of support networks**: Women are much more likely to lack support networks than men.
- **Lack of capital**: Women are much more likely to lack capital than men.

**CAMPAIGN**

- **Women’s Enterprise Network**
- **Women’s Business Network**
- **Women’s Business Enterprise Network**

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