

# BUILDING AND BENEFITING FROM FEMALE PARTICIPATION IN STARTUP TEAMS

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# Introduction/Agenda

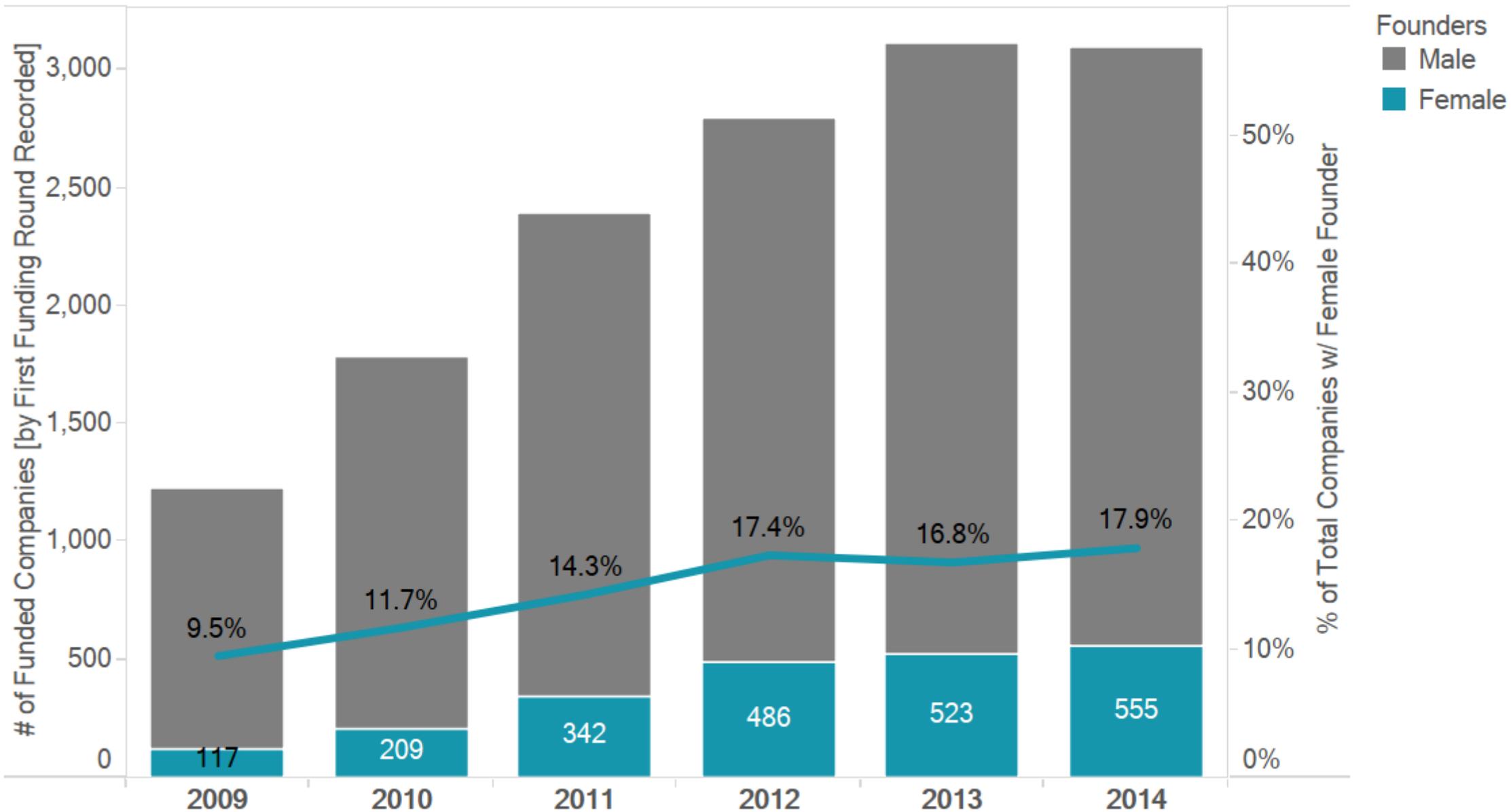
- My Background
  - Big Companies + Serial Entrepreneur
  - Coached mostly female executives (I was lucky)
- Agenda
  - Some data first – it's grim, but improving
  - Some research and some good ideas and resources
- Recommendation
  - Continue to hold your own and hold your confidence and ideas,
  - It may take you longer because often your vision and approaches are more relational and 360,
  - But the result is often a bigger impact, a bigger exit and a bigger return and
  - If you have mentors, investors and partners who get this and give you room to lead from that space, you are often much more successful!

# Let's Look at Some Data First...

- According to Women 2.0
  - Private tech companies with female executives achieve a **35% higher ROI**
  - When backed by venture, female leaders bring in **12% more revenue** than male
- HBR survey results
  - At all levels, women are rated **higher in 12 of the 16 competencies** that go into outstanding leadership
  - Women exceed male counterparts in categories related to relationship-building and “developing others”
  - They also scored highest in areas where men are often presumed to have an edge, such as “taking initiative” and “driving for results.”
- Prof. Roger Schank of Schank Academy
  - For his Cyber Attack Academy, women are great hackers candidate because of their “attention to detail”
- **HOWEVER...**

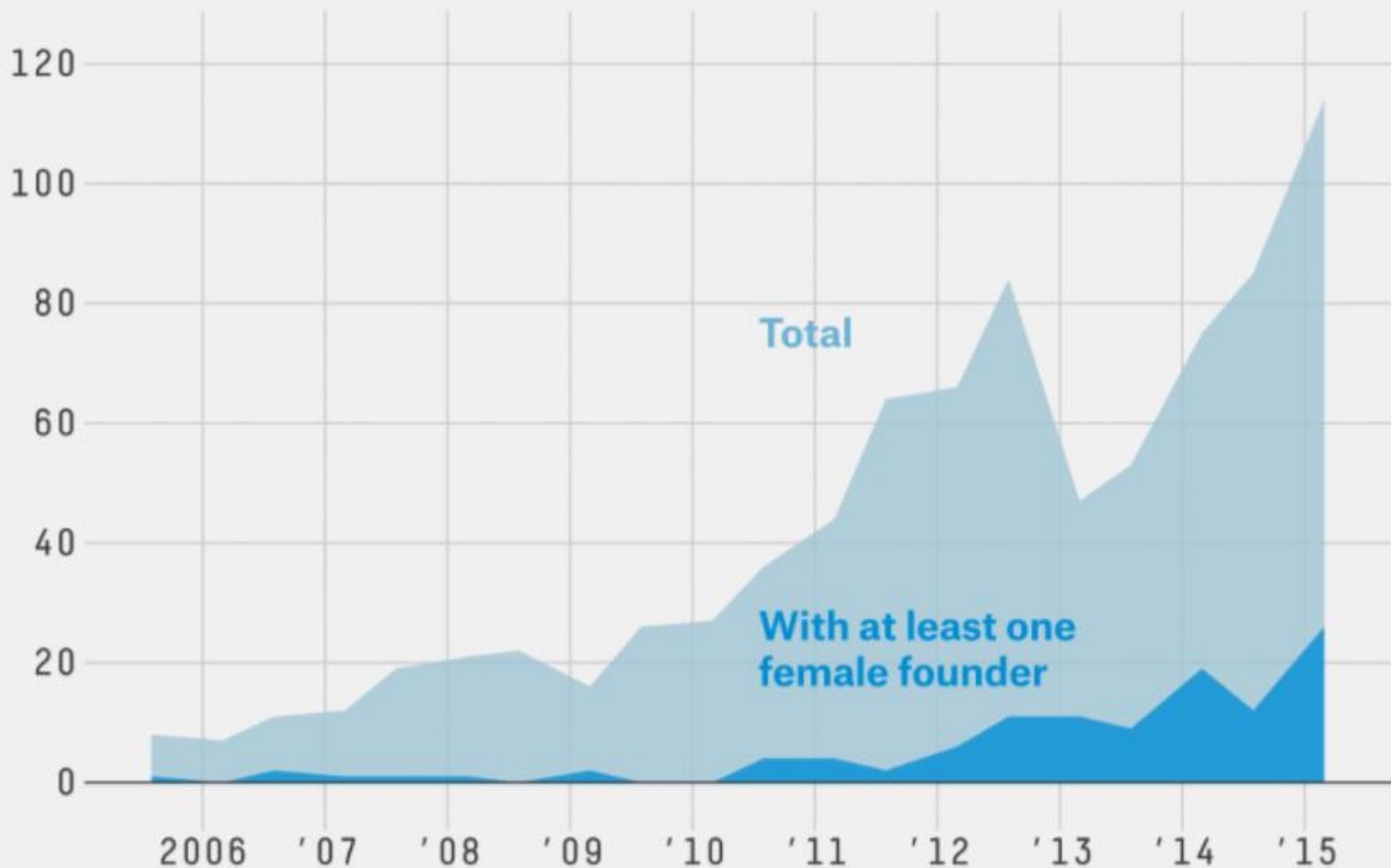
# U.S. Venture Funded Companies by Founder Gender

## First Funding Round for U.S. Based Companies w/ Founder in CrunchBase



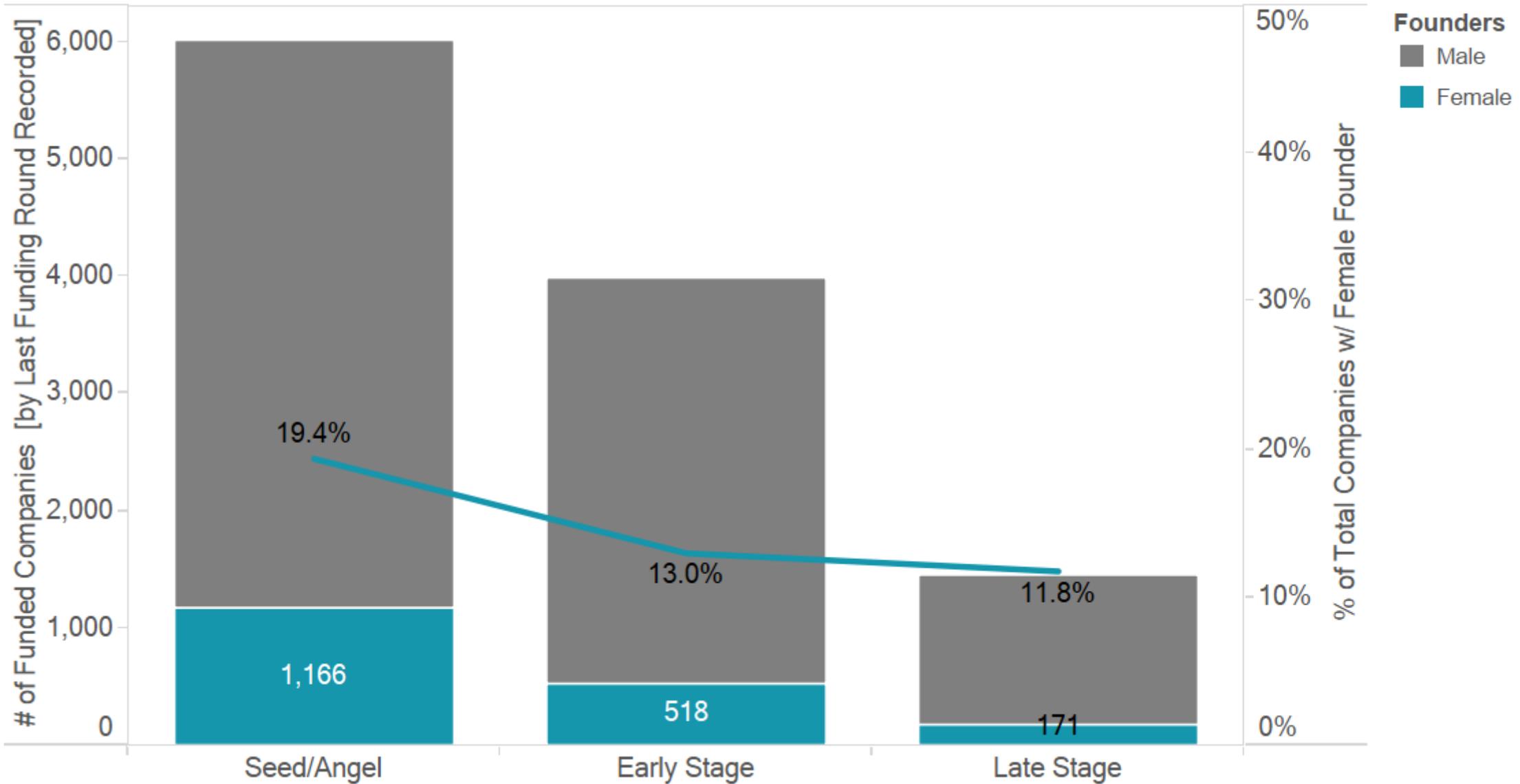
# Women Still Have Far To Go In Tech

Startups accepted into Y Combinator's seed-funding program

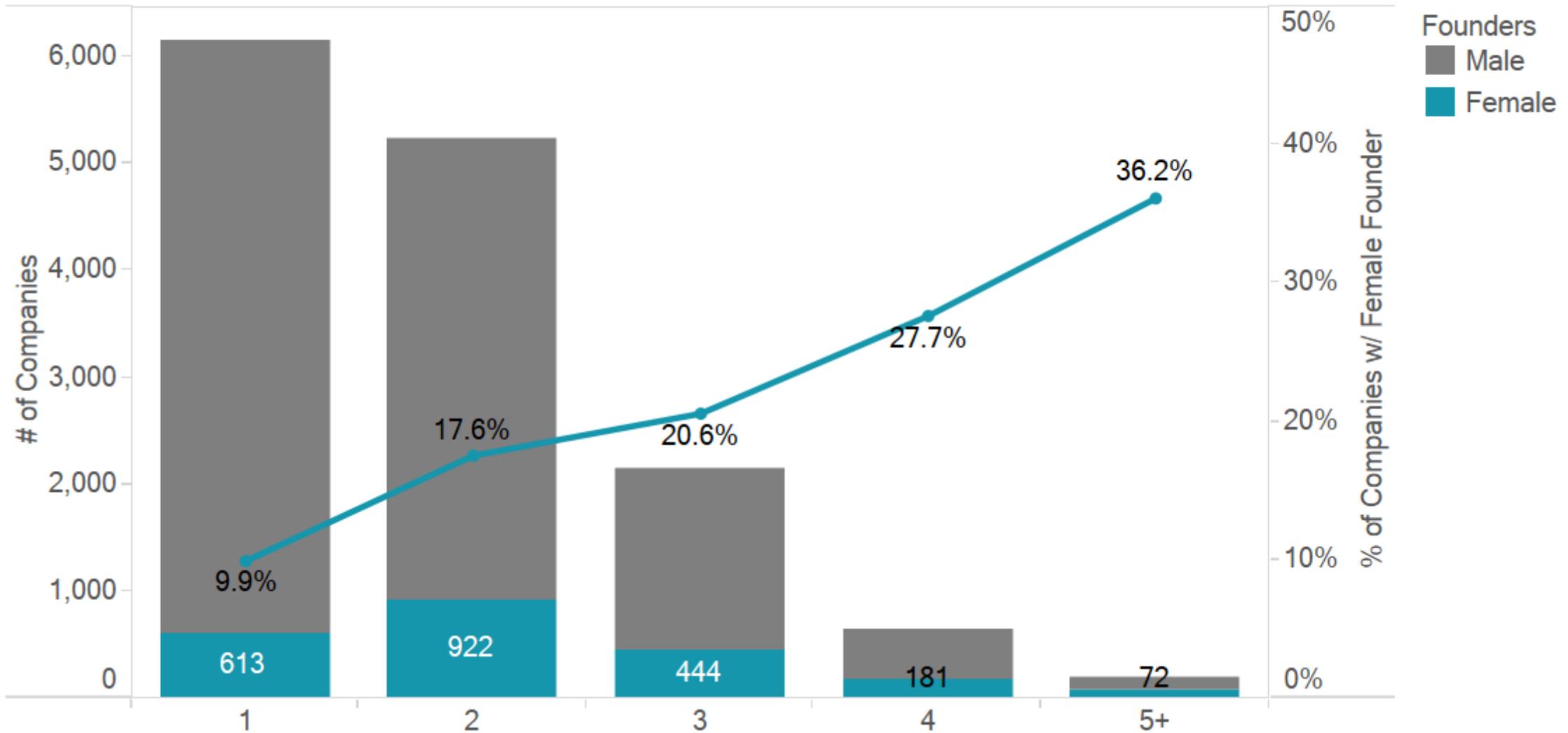


# Female Founded Companies by Current Stage

U.S. Based Companies w/ Founder Data in CrunchBase & First Round 2009-2014



Companies w/ Female Founder by # of Founders  
U.S. Based Companies w/ Founder Data in CrunchBase & First Round 2009-2014



# HBR Research by Sahil Raina – July 2016

- Sizable performance gap in startups led by men versus women **BUT** venture capital financing does impact the performance gap.
  - The performance of female-led startups is markedly worse than that of male-led startups, **unless** they're financed by VCs with female general partners.
  - Then the gap disappears. Those VCs are either better at selecting women-led projects, or better at advising them, or both.
- For female entrepreneurs, it's important to know that securing financing from an all-male venture capital firm may drastically reduce their probability of a successful exit.
- For venture firms, it's important to recognize that having female partners improves the chances of success for the female-led startups they finance.
- Note: women account for only 7 percent of full-time partners at the top 100 venture capital firms.

# Some good ideas

- Forbes Article by Claire Topalian (Startup WE)
  - Share the stories of female leaders to re-define the archetypal “male entrepreneur” figure
  - Need a voice in the entrepreneurial movement that must be dynamic and collaborative in order to be truly sustainable.
- Yale News Article by Kevin Lin (Startup Yale)
  - “The face of entrepreneurship is changing - we’re seeing a change in the tide. The increased participation of women in entrepreneurship is likely the result of more support and more visibility for women in the field.”
- F.L.O.W. Bank and Innovation Fund ([flowwomen.org](http://flowwomen.org))
  - Innovative new financing mechanisms such as a First Ladies of the World (FLOW) Bank, Innovation and Development Fund that will increase access to capital for women and girls in developed and developing nations as directed by women, for women

# Recommendation

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- If you have mentors, investors and partners who get this and give you room to lead from that space, you are often much more successful!

# Some Resources

- [www.womenstartupcompetition.com/](http://www.womenstartupcompetition.com/)
- [women2.com/](http://women2.com/)
- [startupweekend.org/](http://startupweekend.org/) - Women's Edition
- [flowwomen.org/#consortium](http://flowwomen.org/#consortium)
- <https://www.cbinsights.com/blog/venture-capital-diversity-data/>