



Female Entrepreneurs: Motivation to Conquer

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Seek Ways to Balance

Professional and Personal

How do we separate?

Balance is Dynamic

Pandemic has blended



Home-Schooling

Home-schooling has had a HUGE impact

Separate Personal & Professional Division of Labor

- Women took the “brunt”





Unemployment

September unemployment rate

- Men -7.4 %
- Women - 7.7%

Labor force participation

- Women fell 1% to 56.8%
- Men fell 0.02% to 69.9%



A Giant Leap for “MAN”kind

Labor Force Dropouts

- 865,000 women
- 216,000 men

55% of current workforce is seeking different employment

What is our way back?



What did we lose?

Time to climb

Skillsets

Applying for jobs (Harvard Research)

- Men apply when they have 60%
- Women apply when they have 100%



Fortune 500 Female CEOs

8% of Fortune 500 Companies have Female CEOs

- 41 female CEOs (2018 – only 24)

For the first time -2 Black Women

- Roz Brewer of No. 16 Walgreens Boots Alliance
- Thasunda Brown Duckett of No. 79 TIAA

The highest-ranking business ever run by a female CEO

- Karen Lynch of No. 4 CVS Health

Males fill CEO openings left by women

- 78% filled by Men
- 22% filled by Women
- Male Board of Directors select candidates



Women in Colleges

2020-21 academic year College Students

- Women 59.5%
- Men 40.5%

1.5 million fewer students

- Compared with five years ago
- Men accounted for 71% of the decline

Graduation

- 65% of women in the U.S. who started a four-year university in 2012 received diplomas by 2018
- 59% of men during the same period, according to the U.S. Department of Education

Very Soon 2 to1 Women to Men will Graduate



Who are you?

Wife

Mother

CEO

Employee



Handling Stress

Priorities

Apologies

Guilt



There are **114%** more women entrepreneurs than there were 20 years ago.



Women-owned businesses added **half a million jobs** between 1997 and 2007.



The US has **12.3 million** women-owned businesses.



40% of US businesses are women-owned.



US women-owned businesses generate **\$1.8 trillion** a year.



Women started **1,821** net new businesses every day last year.



64% of new women-owned businesses were started by women of color last year.



Latina women-owned businesses grew more than **87%**.



62% of women entrepreneurs cite their business as their primary source of income.



Only **25%** of women business owners seek business financing.



Women receive just **7%** of venture funds for their startups.



Women have a **69.5%** success rate of crowdfunding for their businesses while men have a **61.4%** success rate.
(gofundme.com)



57.4% of the SBA Microloan program's loan went to women-owned or women-led businesses.



Female entrepreneurs ask for roughly **\$35,000** less in business financing than men.



Overall, men receive an average loan size of **\$43,916** while women receive an average loan size of **\$38,942** – almost **\$5,000** less.



In the seed-stage of funding, women-founded companies in outperformed male-founded companies by **63%**.


First Round typically provides seed-stage funding and focuses on portfolio companies' growth during their first 18 months. It has offices in San Francisco, Philadelphia and NY.



Highs & Lows, Betcha didn't know

Highs & Lows





what's the
silver lining?

Live Your Values

Where you spend your time is your political statement

Who you work for is a choice

What you do is who you are

You get ONE SHOT at being YOU!



Actions Create Habits

Actions create habits

Habits create lifestyles

Lifestyles set your destiny, your legacy





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