

Women Entrepreneurship in Science & Technology

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Fulbright Scholar 2013, Montenegro

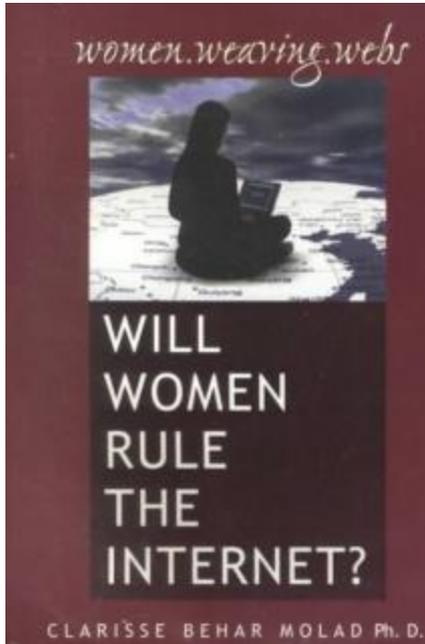
Why I am here?

"Women Weaving Webs: Will Women Rule the Internet" is a resource for women who want a role in shaping this new technology, as well as for those who want to use the Internet to reach women in general.

Although the 'Net is still male-dominated, communication in cyberspace is **particularly suited to a woman's way of acting and using cooperation, collaboration, sharing and constant communication.**

Dr. Clarisse Behar Molad addresses how women are using the Internet today, and how they can **take charge of the "virtual global village"**.

It includes stories of women around the world from Silicon Valley to Eastern Europe, from urban Japan to rural Australia who are discovering the power of the Internet and helping to shape its future.



Why are we optimistic?



Aug. 12, 2013

Marrone Bio Innovations, Inc. (Nasdaq:[MBII](#)) is pleased to announce that CEO, Pam Marrone, company executives, members of the board of directors, and guests visited NASDAQ MarketSite earlier today to celebrate the successful completion of the company's recent IPO. CEO, Marrone rang the opening bell to commemorate the occasion

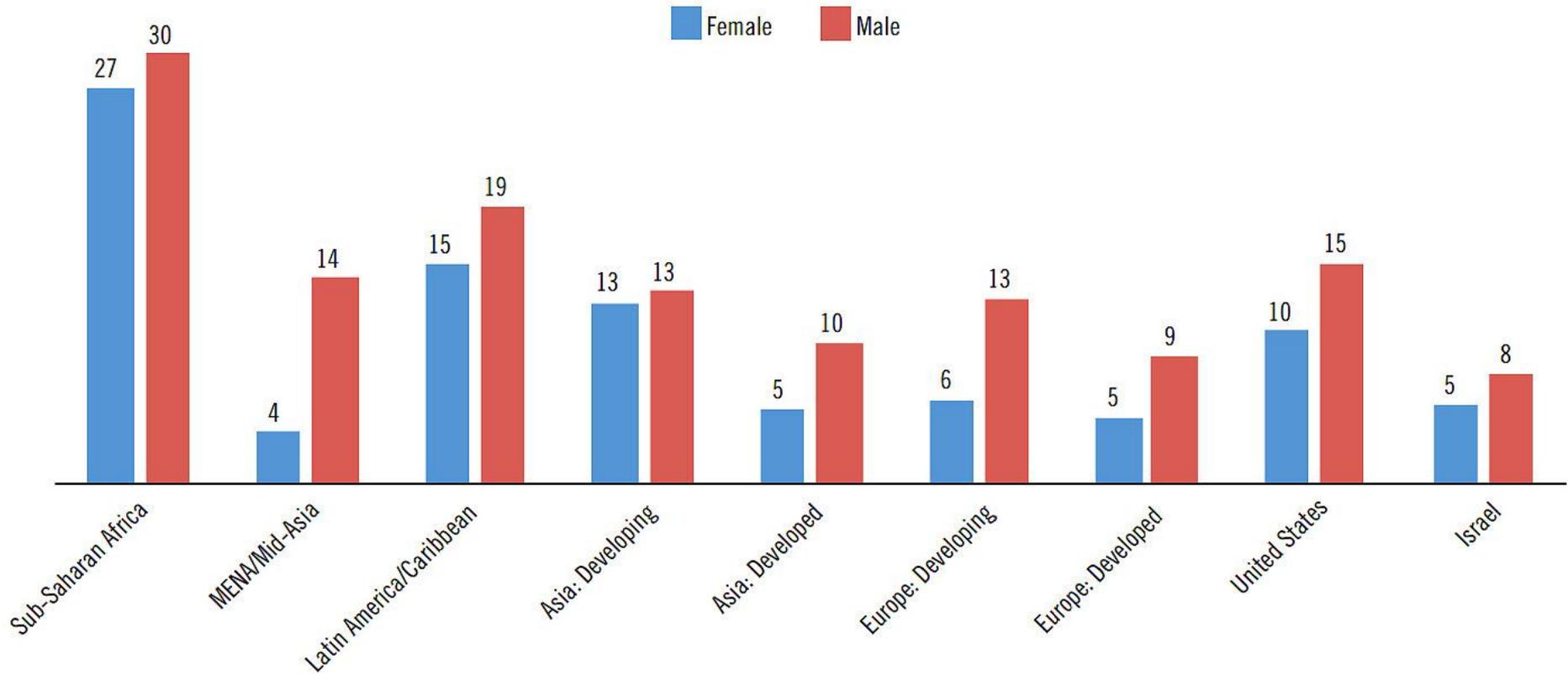
Women Entrepreneurs Becoming Force in the Developing World

- You may not have heard of the “**Third Billion,**” but you may one day feel their impact !
- **The Third Billion** is a term used to describe **the billion women, mostly from emerging markets,** who will join the global economy as employees, employers and entrepreneurs over the next decade
- From India to Turkey, **women entrepreneurs are on the leading edge of this shift,** poised to transform their local economies and, in doing so, change the world
- The [La Pietra Coalition](#), a group of leaders advocating for women's advancement launched **The Third Billion** campaign identifies four challenges that stand between women and equal opportunity
- In addition to access to education, these issues include access to legal protection, **access to capital, and access to markets**

However...

- Entrepreneurship in many countries and industry sectors is male-dominated and there are **fewer role models**
- This parallels other environments like politics, or investment banking where women lack role models and are breaking a gender barrier, so it is not surprising that we find lower capabilities perceptions and more cautious approaches

GEM 2013/Comparison of female and male total entrepreneurship activity rates by region

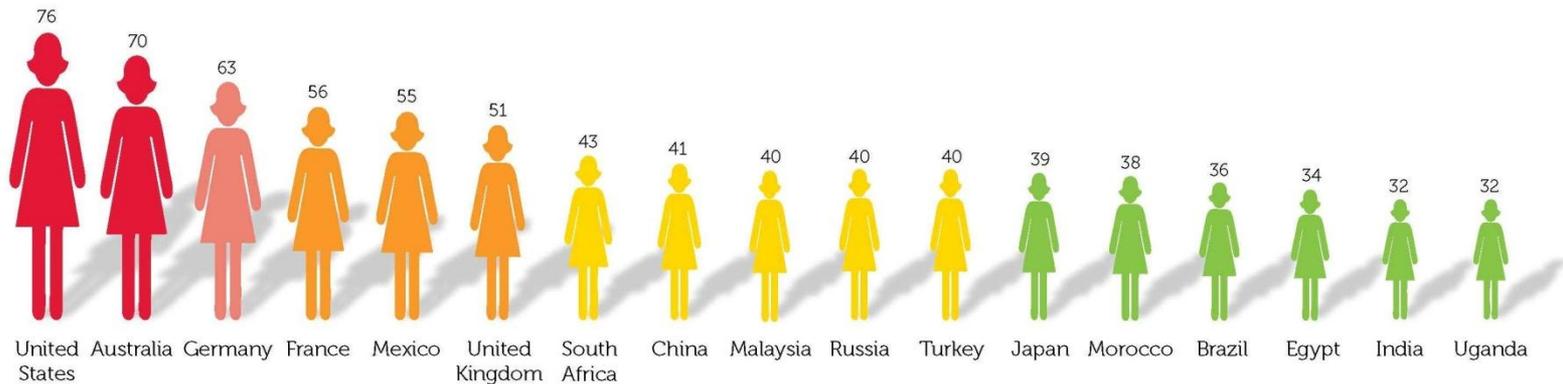


GEM Report 2013

- Women often **don't think they are capable** of launching their own businesses, which is one reason there are significantly fewer female entrepreneurs than male entrepreneurs
- Women report being generally **more afraid of failure** than their male counterparts, according to the research
- In all but seven of the countries surveyed, women represent a minority of the nation's entrepreneurs
- The seven economies where there are as many or more women as men entrepreneurs are: **Panama, Thailand, Ghana, Ecuador, Nigeria, Mexico and Uganda**
- Many nations have longstanding **cultural traditions** that both discourage women from working outside the home and from taking leadership positions
- In the U.S., there are fewer overt barriers for women to become entrepreneurs, but there are still **"covert" barriers**, the report says, specifically in gaining access to capital or winning government contracts

WHERE ARE THE CONDITIONS FAVORABLE FOR HIGH-POTENTIAL FEMALE ENTREPRENEURSHIP DEVELOPMENT?

**Conditions include entrepreneurial environment, entrepreneurial eco-system and entrepreneurial aspirations*



◀ MOST Favorable

▶ LEAST Favorable

Source: Gender-Global Entrepreneurship and Development Index (GEDI) Research of High-Potential Women Entrepreneurs
To learn more about the methodology of this research visit www.dell.com/entrepreneur

GEM Report 2013

- In all parts of the world, women entrepreneurs are more likely to run businesses that work **directly with the consumer**, like retail businesses
- Male entrepreneurs are more likely to gravitate toward capital-intensive manufacturing businesses and knowledge-intensive business services
- In every economy studied, women reported **lower perceptions of their entrepreneurial capabilities** than men did
- In every region, women report being more afraid of failure on average than their male counterparts
- Some of the most developed regions have the **highest levels of fear of failure**, including developed regions like Asia and Europe

6/2013 - Dell Launches World's first Gender-Female Entrepreneurship Index

- Gender-GEDI is made up of **30 indicators** and ranks **17** countries; Australia, Brazil, China, Egypt, France, Germany, India, Japan, Mexico, Morocco, Malaysia, Russia, South Africa, Turkey, Uganda, United Kingdom and the United States
- Research shows **no single determinant to entrepreneurial success** – best performing countries demonstrate success across wide variety of categories
- The positive impact that female entrepreneurs can have on countries with the foresight to empower them has been proven, and includes **increased job creation and the generation of wealth**

Share of women among business owners



Source: World Bank/IFC

Male-Female Differences

- Men build **broader networks** that include more business connections
- They're also **more likely to know an entrepreneur**—which can help in building the confidence to start a business
- Women **set the bar lower** for growing their businesses.
- Men are 30% **more likely** to say they plan to add more than 5 employees over the next 5 years

Differences

- Women start companies to better **balance** their work and family lives
- Wealth is **not** their primary focus, so most remain smaller
- Male owners are more likely to start a business to make **money**
- They also spend **more time** on their new ventures, have higher expectations for their business, and do more research to identify business opportunities
- Female-owned companies tend to offer family-friendly benefits
- Their more worker-friendly policies **boost morale** and lead to **less turnover**, less absenteeism and higher productivity
- Male entrepreneurs seek **investors** much more often than women
- This is due to a male affinity for **technologically intensive** businesses, and businesses that have a **broad geographical customer base**

Differences

- Female owners are more likely to have **positive revenues**
- They prefer **lower risk** opportunities, and are willing to settle for lower returns
- Men have **more business experience** prior to opening the business
- For most male entrepreneurs, business is their **whole life**, and has been since adolescence
- Women often **change their focus** from business to marriage and family, then to entrepreneurship
- Women have more **difficulty delegating tasks**
- They are used to **doing everything themselves** and thus will spread themselves too thin trying to keep up their business and do their housework at the same time

We Can Do It!!!

