



Principle Finance and Support

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PRESENTATION DESCRIPTOR

Principle name	Finance and Support
Learning outcomes of lesson plan	<ol style="list-style-type: none">1. Understand the gendered challenges that women entrepreneurs face in accessing venture capital and explain how these challenges impact their entrepreneurial journeys.2. Evaluate and critically analyse the strategies employed by successful women entrepreneurs to overcome gendered barriers in accessing venture capital.3. Apply the learned strategies to develop a personalized action plan for navigating gendered challenges in venture capital funding.
Duration	1 hour
Expected attendees	Third level students
Activities suggested for this lesson plan	<p>Activity: Analyzing Strategies (20 minutes)</p> <p>Instruction for educators: Divide the class into pairs and provide each pair with a case study of a successful women entrepreneur who has overcome challenges when it comes to accessing venture capital. Instruct the pairs to analyze the strategies that the entrepreneur used and identify the key factors that contributed to their success.</p> <p>After 20 minutes, have each pair share their findings with the rest of the class (15 minutes).</p>

Link to references and list of external resources

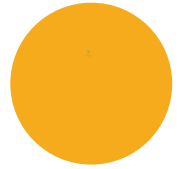
(this link is to the WeRin Knowledge Port, Principle Inclusive finance and support)

Other sources: European Investment Fund, 2020; <https://europeanwomeninvc.idcinteractive.net/8/>; <https://europeanwomeninvc.idcinteractive.net/>; and <https://www.youtube.com/watch?v=5Y7JONyJaK0&t=2s>

Learning Objectives

- Analyse the gendered challenges faced by women entrepreneurs in accessing venture capital.
- Explore and evaluate strategies employed by successful women entrepreneurs to overcome gendered barriers.
- Develop a comprehensive toolkit of strategies for women entrepreneurs to enhance their access to venture capital.

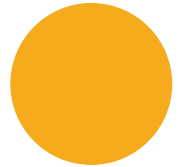
Presentation outline



Introduction (2 minutes)



Gender bias (13 minutes)



Strategies to overcome challenges (35 minutes)



Conclusion (5 minutes)



Question(s) (5 minutes)



Teaching Notes – Slides 3 & 4

In this part of the lesson, we will explore some of the strategies that women entrepreneurs can use to overcome the challenges they face when it comes to accessing venture capital.

We will draw on scientific literature to identify some of the most effective strategies.



€ 3.15 trillion

Source: Fackelmann & de Concini, 2020

Teaching Notes – Slide 6

Let the participants think about the information on Slide 5.

What if I told you that we are leaving more than €3.15 trillion untapped entrepreneurial potential in Europe until 2050? (Fackelmann & de Concini, 2020).

Why is that you may ask?

(The slides about finance until the strategies will take approx. 15 minutes.)

Example: Switchcase



Teaching Notes – Slide 8

In this part of the lesson, let the participants think about the following information:

Imagine two students from your college; let's call the two students Arden and Alex, are taking part in the entrepreneurship minor at the Hogeschool van Amsterdam.

They have an innovative idea to start renting out holiday suitcases and backpacks to students, young families and the elderly in the randstad.

That way, your suitcase no longer has to spend 51 weeks in the attic before it comes along for a week on holiday.

Who are these student entrepreneurs in your mind?

What do the students look like?

Try to really see them in front of you.

VENTURE CAPITAL



Teaching Notes – Slide 10

In this part of the lesson, let the participants think about the following information:

Imagine our students, your student team in mind, looking for venture capital to roll out this innovation idea.

Source: European Investment Fund, 2022

89%

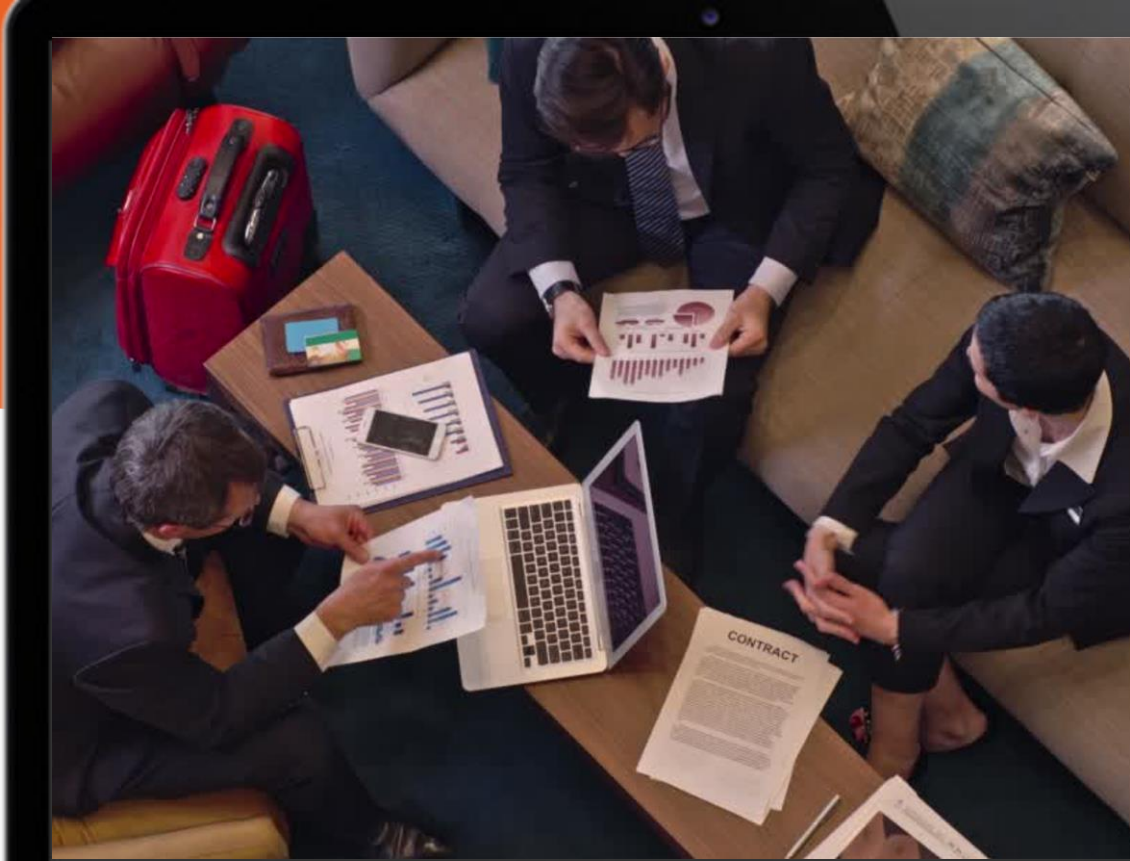
proportion of
venture
capital to
male
entrepreneur
in 2021

9,3%

proportion of
venture
capital to
mixed-team
entrepreneurs
in 2021

1,8%

proportion of
venture
capital to
female
entrepreneurs
in 2021



Teaching Notes – Slide 12

In this part of the lesson, let the participants think about the following information:

Hands up: with whom were Alex & Arden a student team of male-led student entrepreneurs?

89% / Proportion of venture capital to male entrepreneurs

9,3% / Proportion of venture capital to mixed-team entrepreneurs

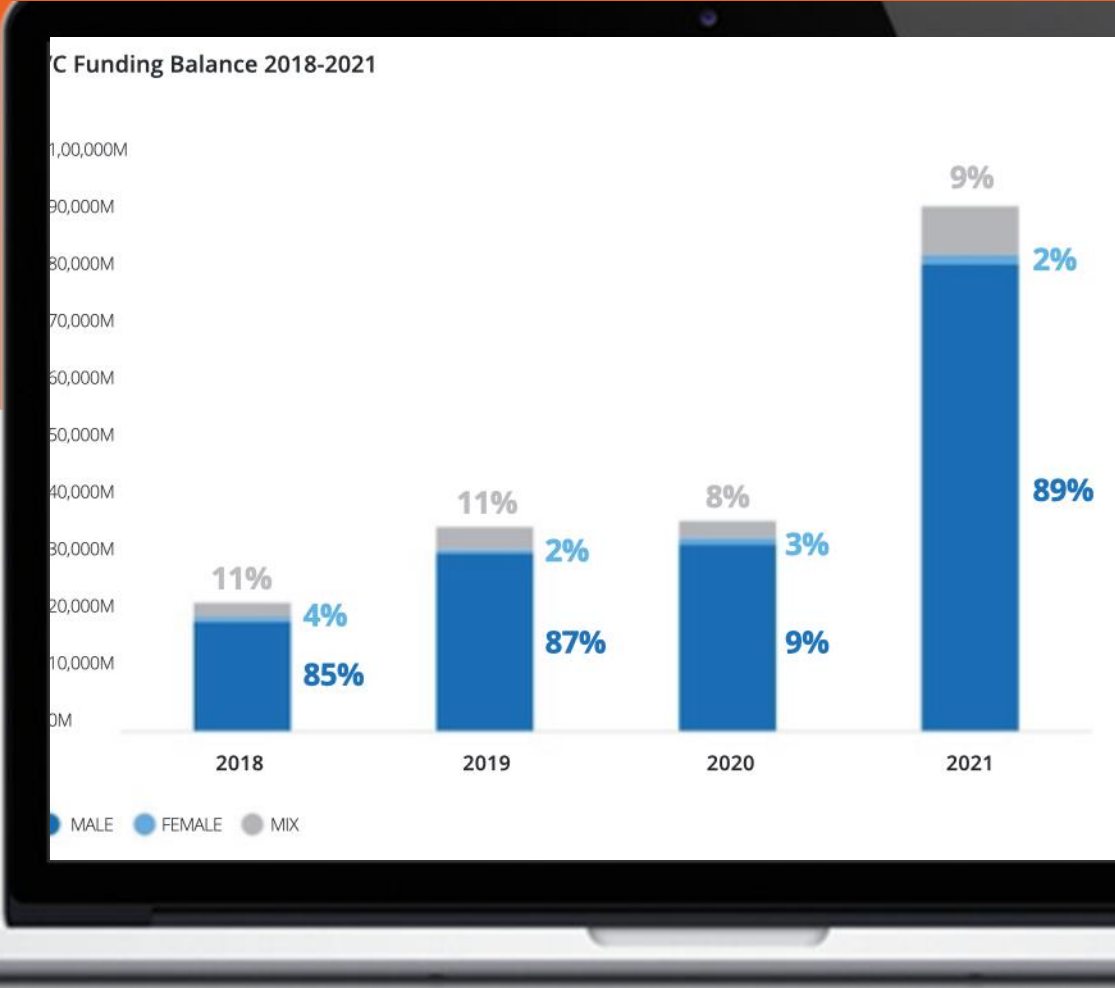
1,8% / Proportion of venture capital to female entrepreneurs

(European Investment Fund, 2020)

<https://europeanwomeninvc.idcinteractive.net/8/>

Source:
European Investment Fund, 2022

Over the past 5 years, the number of VC-funded female led or mixed startups have not grown, in fact; it decreased.



Source: European VC Report, 2022

15%

of general partners at European
VC's are women



Teaching Notes – Slide 15

In this part of the lesson, discuss with the participants the following information:

Source: <https://europeanwomeninvc.idcinteractive.net>

There is a lot of talent that is not being used now.

And that will cost European society 10.5 million jobs by 2050 and €3.15 trillion.
You may be wondering how come?

Reason 1:

People invest in what they know and recognise.

How many of the investors are women do you think?

Over the last decade, the proportion of women partners categorised as key decision-makers in VC firms has declined from 10% to 5-8%.

Fundright, 2021 (<https://fundright.nl/article>)

Source: Snellman & Solal, 2022

Does Investor Gender Matter for the Success of Female Entrepreneurs?



Teaching Notes – Slide 17

In this part of the lesson, discuss with the participants the following information

Studies have shown that female investors are indeed more likely than male investors to invest in female entrepreneurs. But Snellman & Solal (2022) suggests that support from female investors may be a mixed blessing, because it may actually make it harder for female founders to raise additional rounds of financing.

N=2,000 venture-backed firms in the United States and found that women-led firms whose first round of VC funding was raised exclusively from female VC partners were two times less likely than those whose first round included male partners to eventually raise a second round.

No matter the size of the initial funding round, the industry, the geographic location, or the prestige of the investor, female founders were consistently less likely to close a second round if their first round only included women. Conversely, for male-led firms, the genders of the first-round investors had no impact on their ability to attract future investment.

What drives this disparity?

This is because of an effect psychologists call attribution bias: the tendency to assume that someone's identity or character, rather than outside factors, are responsible for the situation they're in. When people see that a female founder has a male investor, they assume she must have received his investment because she is competent, and her startup is strong. But when people see that a female founder has a female investor, they attribute her investment success to her gender rather than her competence.

As a result, new potential investors assume that a female founder is less competent if they see that she has only been backed by female investors — regardless of her actual qualifications.



Teaching Notes – Slide 19

In this part of the lesson, discuss with the participants the video (Sex and the City: <https://www.youtube.com/watch?v=5Y7JONyJaK0&t=2s>):

Reason 2: Gender Bias

Before sharing the video: inform the students that a there is a lot of talent that is not being used now.

You may be wondering how come? In this item it will become clear what mechanisms are at play.

The mechanism is gender bias (3 minutes).

Discuss with the class how gender bias becomes apparent in this section.

He has an expensive car, so he must have his finances in order.



Teaching Notes – Slide 21

In this part of the lesson, discuss with the participants the following information:

In the entrepreneurial context male entrepreneurs are looked different upon as female entrepreneurs.

Male entrepreneur:

Entrepreneurs are also looked at differently during pitch moment for venture capital.
"He has an expensive car, so he must have his finances in order".

*She seems to have
expensive habits.*

*What would she do
with our money?*



Teaching Notes – Slide 23

In this part of the lesson, discuss with the participants the following information:

Female entrepreneur:

"She seems to have expensive habits. What would she do with our money?"

In addition, female entrepreneurs are asked other questions:

What have you done in the past that makes you able to do this?

And male entrepreneurs are asked:

What will you do to make this a success?

These expectations manifest themselves in the different way women are evaluated, making them less likely to be granted funding in comparison to men.

*How are we going
to overcome these
complex issues?*



Strategies to overcome challenges (35 minutes)

- Divide into (4) groups
- Each group analyses one of 4 case studies of successful women entrepreneurs

Assignment

- Analyse the strategies that the entrepreneur used
- Identify the key factors that contributed to their success (20 minutes)
- Each group shares their findings with the rest of the class (15 minutes)

Teaching Notes – Slide 26

In this part of the lesson, the objective is to discuss different strategies used for overcoming the challenges (35 minutes).

Activity: Analysing Strategies (20 minutes)

Divide the class into groups and provide each with a case study (slides 27-28) of a successful women entrepreneur who has overcome challenges when it comes to accessing venture capital.

Instruct the groups to analyse the strategies that the entrepreneur used, and identify the key factors that contributed to their success.

After 20 minutes, have each group share their findings with the rest of the class (15 minutes).

CASES – Strategies for overcoming the finance and support challenges (25 minutes)

Case 1:

Jessica Matthews is the founder and CEO of Uncharted Power, a renewable energy company that develops technology to generate clean energy from pedestrian traffic. Matthews founded the company in 2011 while she was still a student at Harvard University, and went on to raise over \$7 million in funding from investors. Matthews faced several challenges when it came to accessing venture capital. As a Black woman in the tech industry, she was often the only woman and person of color in the room when pitching her business to investors. She also faced skepticism from investors who were unfamiliar with her technology and doubted its viability. To overcome these challenges, Matthews focused on building relationships with investors who shared her vision for sustainable energy and social impact. She also leveraged her network and participated in pitch competitions and accelerator programs to gain exposure and connect with potential investors.

In addition, Matthews was intentional about seeking out investors who shared her values and were committed to diversity and inclusion. She has spoken publicly about the importance of creating a more diverse and equitable startup ecosystem, and has advocated for increased investment in underrepresented founders. Today, Uncharted Power has been recognized as one of the most innovative companies in the renewable energy space, and Matthews has been honored as a Forbes 30 Under 30 and a TED fellow. Her success serves as an inspiration for other women entrepreneurs who are working to overcome barriers and achieve their goals in the venture capital world.

Case 2:

Reshma Saujani is the founder and CEO of Girls Who Code, a nonprofit organization that aims to close the gender gap in tech by teaching girls to code and providing them with opportunities to explore careers in technology. Saujani founded Girls Who Code in 2012 and has since raised over \$25 million in funding from investors.

Saujani faced several challenges when it came to accessing venture capital. As a woman of color in the tech industry, she was often overlooked and underestimated by investors who did not see the potential of her organization. She also faced skepticism from investors who did not understand the importance of closing the gender gap in tech.

To overcome these challenges, Saujani focused on building relationships with investors who shared her vision for empowering young girls in technology. She also leveraged her network and participated in pitch competitions and speaking engagements to gain exposure and connect with potential investors.

In addition, Saujani was intentional about seeking out investors who were committed to social impact and diversity and inclusion. She has spoken publicly about the importance of creating more opportunities for underrepresented groups in tech and has advocated for increased investment in female-led organizations. Today, Girls Who Code has become a leading organization in the tech industry, providing thousands of girls with the skills and confidence to pursue careers in technology. Saujani has been recognized as a Forbes 40 Under 40 and a World Economic Forum Young Global Leader for her work in empowering girls in tech. Her success serves as an inspiration for other women entrepreneurs who are working to overcome barriers and achieve their goals in the venture capital world.

Case 3:

Rashmi Melgiri is the co-founder and COO of CoverWallet, a digital insurance platform that simplifies the insurance-buying process for small businesses. Melgiri and her co-founder Inaki Berenguer founded the company in 2015 and went on to raise over \$30 million in funding from investors. Melgiri faced several challenges when it came to accessing venture capital. As a woman of color in the tech industry, she was often overlooked and underestimated by investors who did not see the potential of her business. She also faced skepticism from investors who did not understand the complexities of the insurance industry.

To overcome these challenges, Melgiri focused on building relationships with investors who understood the challenges of small businesses and the potential of the insurance market. She also leveraged her network and participated in pitch competitions and accelerator programs to gain exposure and connect with potential investors.

In addition, Melgiri was intentional about seeking out investors who were committed to diversity and inclusion. She has spoken publicly about the importance of creating more opportunities for women and underrepresented groups in tech and has advocated for increased investment in female-led organizations.

Today, CoverWallet has become a leading player in the insurtech space, providing small businesses with a more convenient and affordable way to purchase insurance. Melgiri has been recognized as a Forbes 30 Under 30 and a World Economic Forum Young Global Leader for her work in disrupting the insurance industry. Her success serves as an inspiration for other women entrepreneurs who are working to overcome barriers and achieve their goals in the venture capital world.

Case 4:

Emma P. is the Founder and CEO of International Energy Products - Supplier of Special Alloys, processor of steel and specialist alloys, which she founded in 2017.

Having worked in a male-dominated industry, Emma has had a number of male advocates who have played important roles throughout her career, from ensuring that others listen to her expertise, to championing her business. They recognised her drive and tenacity to succeed and invested in her company as it got off the ground to ensure she could establish herself within the industry.

Like many female founders, access to funding for Emma was challenging when she first wanted to start her own business. Through her network, a local businessman saw that tenacity in Emma and invested in her company to help get it started. The following year, Emma completed a management buyout of her firm and became its sole shareholder.

Emma's entrepreneurial journey began a long time before this. An academically talented child at school, Emma initially wanted to become a barrister, but after realising that she didn't want to go to university, she instead pursued more "hands-on" work experience. From starting off taking a low-level admin job, she worked hard and sought out opportunities, eventually ending up at steel firm, where she ran several depots. Taking the experience in the steel industry with her, Emma then decided to pursue entrepreneurship. Looking back on her career and entrepreneurial journey, Emma calls for the need to ensure that the steel industry becomes an environment in which all women can thrive, and not just those perceived as the "hardest". She also calls for more collaboration between #femaleentrepreneurs, so that #womeninbusiness fully embrace cooperation and collaboration.

Conclusion (5 minutes)

- Networking
- Visibility
- Legitimacy
- Awareness about bias
- Mentors & Sponsors
- Role models
- Other financial sources



Teaching Notes – Slide 30

Summarise the key points of the lesson and highlight the importance of supporting women entrepreneurs in accessing venture capital.

Encourage the class to continue exploring this topic and to look for ways to support women entrepreneurs in their own communities. (5 minutes)

Key points:

- Networking (both in and outside of business networks)
- Visibility (through media but also within a network for instance)
- Creating Legitimacy (as entrepreneurs and by showing knowledge)
- Role models
- Seeking for mentors (for mental support) and sponsors (the 'open doors' in the process)
- Becoming aware of certain biases to be able to deal with them
- Other financial sources (crowdfunding, micro finance, banks, etc.)

How can you apply the learned strategies to develop a personalized action plan for navigating gendered challenges in (venture capital) funding?



Teaching Notes – Slide 32

In this part of the lesson, ask the question on Slide 32 to the students (5 minutes).

Address that students can apply the learned strategies to develop a personalised action plan for navigating gendered challenges in (venture capital) funding.

Ask a few students to elaborate on what they would or could do.

Make some space/time in the lesson for additional questions.


Learning Outcomes

- Understand the gendered challenges that women entrepreneurs face in accessing venture capital and explain how these challenges impact their entrepreneurial journeys.
- Evaluate and critically analyse the strategies employed by successful women entrepreneurs to overcome gendered barriers in accessing venture capital.
- Apply the learned strategies to develop a personalized action plan for navigating gendered challenges in venture capital funding.



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