

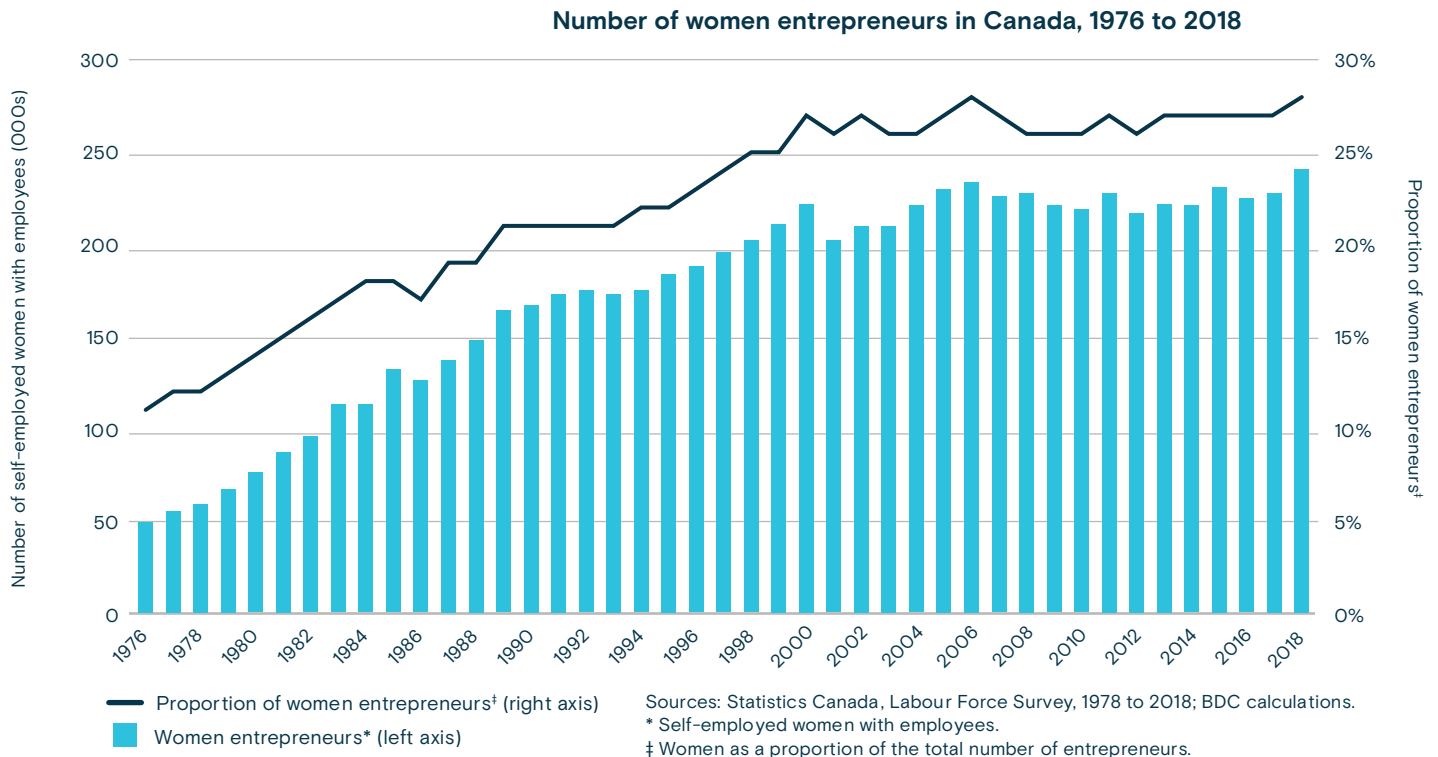
The Changing Face of Women Entrepreneurs



Good news:

Women entrepreneurs have quadrupled over the past 40 years¹

Between 1976 and 2018, the number of women entrepreneurs grew from 49,000 to 241,000. Today, about 28% of all entrepreneurs are women.



3.1x

Female entrepreneurs grew 3.1 times faster than male entrepreneurs over the last 40 years

2.5x

Women entrepreneurs grew 2.5 times faster than women in the labour force over the same period

Good for business

If women and men participated equally as entrepreneurs the GDP could rise by **\$5 trillion** globally and **\$80 billion** in Canada.²

Motivated by much more than money

- **64%** want to be their own boss (independence, autonomy, flexibility)
- **59%** for pursuit of passion and self-fulfillment
- **30%** want make a positive contribution to society

¹ All statistics are from BDC's report A Nation of Entrepreneurs, 2019, unless otherwise stated.

² Mass Challenge and BCG Analytics. 2018

Women face different challenges than men



Financial

Access to less financing and capital



Network

Less people doing similar jobs or starting similar businesses



Mentor

Fewer role models to look up to



Unconscious bias

Most people are gender-biased, whether they are unaware of it or not



Stress

Women entrepreneurs consistently report higher rates of stress than men

Helping unlock women's potential

BDC has made it a priority to support the growth and success of women entrepreneurs (WEs) at every step of their business.

- In 2018, we doubled our lending target for majority women-owned businesses to \$1.4 billion by 2021
- We will provide \$200 million in capital to women-led technology companies through the Women in Technology Venture Fund
- In 2018, we signed the UN's Women Empowerment Principles
- Every year, we host dozens of events and roundtables for growth-oriented women entrepreneurs to network and learn from other like-minded women
- We offer a supplier diversity program for clients and certified diverse or B Corp companies
- We provide a variety of free, online learning tools to help entrepreneurs succeed

Call us at **1-888-INFO-BDC**
or go to **bdc.ca/woman**

