

EQUITY CROWDFUNDING

A HIDDEN OPPORTUNITY FOR FEMALE ENTREPRENEURS to Surpass Male Counterparts in Start-up and Growth Funding

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facts spotlight how women entrepreneurs have been benched when it comes to fundraising. **Crowdfunding is a game changer.** Yet, women entrepreneurs are sitting on the sidelines.

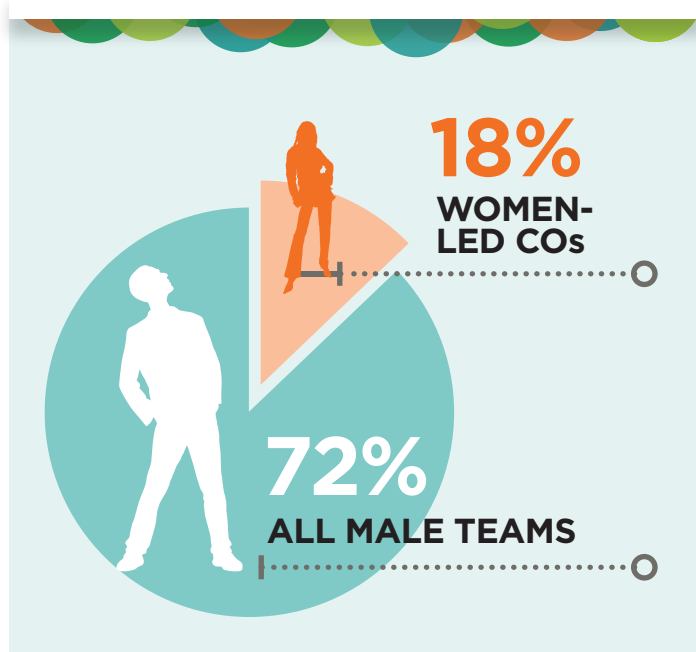
1 WOMEN GROW SMALLER COMPANIES THAN MEN¹



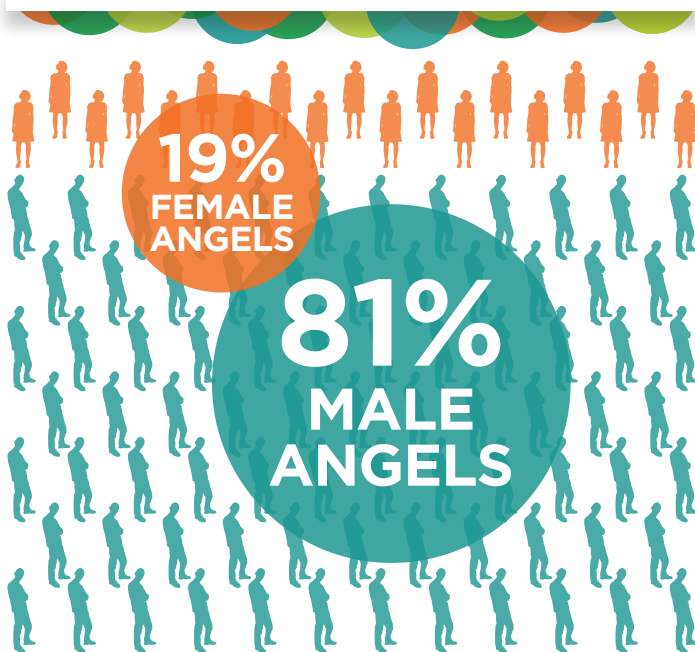
2 MEN SEEK OUTSIDE FUNDING FAR MORE THAN WOMEN²



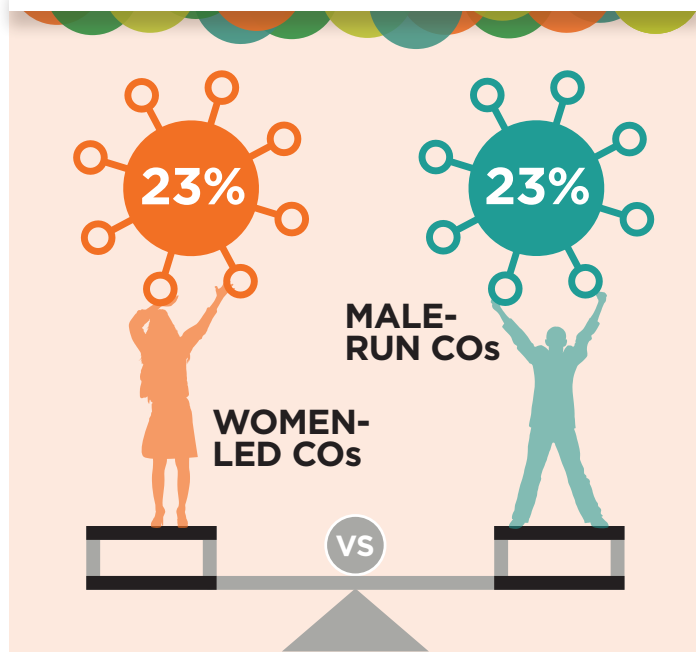
3 WOMEN-LED COMPANIES LAG BEHIND IN RAISING EQUITY CROWDFUNDING³



4 MALE ANGELS OUTNUMBER FEMALES BY MORE THAN 4-TO-1⁴



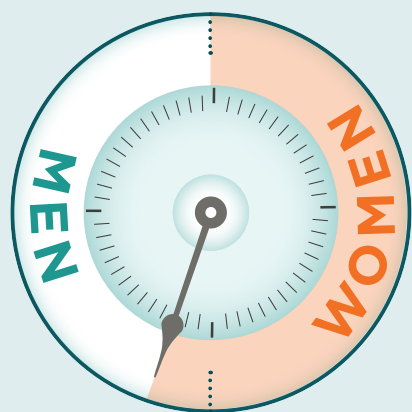
5 WOMEN AND MEN EQUALLY LIKELY TO SUCCEED AT EQUITY CROWDFUNDING⁵



CROWDFUNDING: A GREAT FIT for women financing their businesses

WOMEN HAVE THE NECESSARY SKILLS TO SUCCEED WITH CROWDFUNDING, INCLUDING:⁶

- ♀ Project management
- ♀ Marketing
- ♀ Storytelling
- ♀ Communicating clearly - without jargon
- ♀ Projecting revenues realistically
- ♀ Aligning words with actions - meeting milestones
- ♀ Being frank when mistakes happen
- ♀ Being excellent at followup



SIGNS OF WOMEN OUT-PERFORMING MEN⁷

Some equity and rewards-based platforms, such as **CircleUp** and **Kickstarter**, are already seeing women out perform men.

¹ Source: The 2014 State of Women-Owned Businesses report commissioned by American Express OPEN

² Source: Access to Capital by High-Growth Women-Owned Businesses: A report by the National Women's Business Council

^{3/5} Source: Crowdnetic, September 23, 2013 - March 31, 2015

⁴ Source: Center for Venture Research

⁶ Source: Stand Out In the Crowd: How Women (and Men) Benefit From Equity Crowdfunding

⁷ Source: CircleUp, and Hebrew University, the Kauffman Foundation and UC Berkeley



**STAND OUT
IN THE CROWD**
How Women
(and Men) Benefit
From Equity
Crowdfunding



Download the report [here](#).

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