

# THE NEXT WOMEN

FOR THE 9<sup>TH</sup> CONSECUTIVE YEAR THE NEXT WOMEN CONDUCTS A SURVEY WITH FEMALE ENTREPRENEURS IN THE NETHERLANDS. THE PRIMARY FOCUS IS TO UNDERSTAND THE EXPERIENCE OF FEMALE ENTREPRENEURS AND THEIR ACCESS TO CAPITAL.

BELOW ARE THE DESCRIPTIVE INSIGHTS OF THE 2020 SURVEY.

## THE SURVEY IS COMPOSED OF

72%

Owns majority of the company share

240

Female entrepreneurs

35%

Are cofounders

70%

Are Directors & Main Shareholder

65%

Are 1<sup>st</sup> time business owners

42.5%

Are solo founders

## THEIR COMPANIES

TOP 4 SECTORS FOR 2 CONSECUTIVE YEARS

SALES IN OVER 50 COUNTRIES

CONSULTING

WHOLESALE & RETAIL

MEDIA & COMM

BUSINESS SERVICES

44% HAVE INTERNATIONAL OFFICE LOCATIONS

67.5% OF THE COMPANIES WERE FOUNDED AFTER 2010

## HOW THEY FINANCE

OVER 40% FINANCED THEIR START AND SCALE UP PHASE WITH PERSONAL EQUITY

BANKS

ARE THE MOST COMMON FORM OF EXTERNAL FUNDING FOR START AND SCALE UP PHASES

28%

CURRENTLY LOOKING FOR FUNDING AND EXPECT FROM THE BELOW TOP 3 SOURCES

SUBSIDIES

17%

VENTURE CAPITAL

18%

ANGEL

26%

67% OF THE NEXT WOMEN 100\* THAT PLAN FUTURE FUNDING EXPECT TO RAISE >1 MILLION (€)

\*subset of data, entrepreneurs that owns at least 5% of the shares and have revenue of at least 2 million in 2019

## COVID

55%

Used government aid

NOW

MOST USED GOVERNMENT AID

REVENUE DECREASED FOR MAJORITY DUE TO ECONOMIC RECESSION

24%

FOR SOME, IT HAD THE INVERSE EFFECT

55%

## THE IMPACT OF THEIR WORK

COMBINED WITH 2019 SURVEY, 45% OF THE COMPANIES HAVE UPPER MANAGEMENT TEAMS COMPOSED OF 80-100% FEMALES

45%

ARE MENTORING OTHER ENTREPRENEURS

ARE INVESTING IN NEW ENTREPRENEURS

25%

MOST OF THESE COMPANIES WERE FOUNDED BY FEMALES ONLY