

WOMEN ENTREPRENEURS

NEW & ESTABLISHED

Microsoft and the National Women's History Museum partnered to launch an online exhibit that examines the experience of American women who have started businesses over the last century. As increasing numbers of women join the ranks of entrepreneurs across the U.S., technology plays a critical role in helping them get their businesses up and running, while enabling them to balance work and life. To gain a deeper understanding of the evolution of women entrepreneurs, Microsoft commissioned a study among "new" and "established" entrepreneurs to analyze the motivations, challenges and impact of technology associated with starting a business.

● = "new" entrepreneurs (5 or fewer years in business) ● = "established" entrepreneurs (6+ years in business)

entrepreneurship

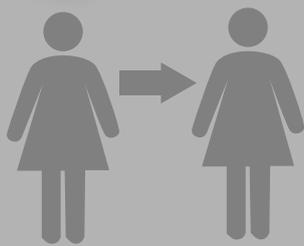


A desire to **be one's own boss** is the top motivator for both new & established women entrepreneurs

New entrepreneurs were twice as likely to go into business for themselves due to dissatisfaction with their current employer

Nearly 80% of new entrepreneurs **worked for 10 or more years** before opening their business.

New entrepreneurs tend to have **more relevant work experience** before opening their businesses.



Entrepreneurship **runs in the family**

60%

have close family members who own their own businesses

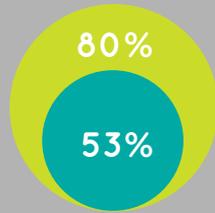


For established entrepreneurs, it was **children then business** and the timing is reversed for new entrepreneurs

61% had children when founding their business
38%

technology

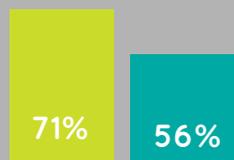
New entrepreneurs believe that **technology was critical** to starting and running their businesses



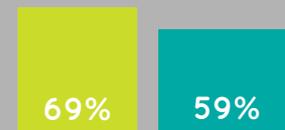
Technology has an incredible impact on an entrepreneur's **ability to launch a business**

FLEXIBILITY, PRODUCTIVITY & MOBILITY

are the top 3 most important benefits of technology among women entrepreneurs



Believe that technology reduces time needed to get a business up and running



Rated setting up technology as an easy part of establishing their business



Results when asked to consider the same scenario but with technology from 10 years ago

New entrepreneurs agree technology benefits their business' **scalability & collaboration**



Among established entrepreneurs, 7% and 28%, respectively

technology infrastructure



Only **46%** of new entrepreneurs set up a landline phone when setting up their business, while **75%** of established entrepreneurs did



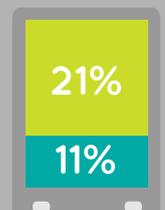
74% of established entrepreneurs purchased desktop computers compared to only **54%** of new entrepreneurs

Daily, new entrepreneurs **rely on new technology** to do business

66% laptops **54%** smartphones



Use of tablets nearly doubles between established and new entrepreneurs



work environment

% of entrepreneurs that work **completely remote**



New entrepreneurs are much more accepting of remote working arrangements

75% vs **59%**

40% of women entrepreneurs work remotely to establish **better work/life balance**

35% of new entrepreneurs work remotely more than **75%** of their work week

50% of established entrepreneurs work remotely less than **25%** of their work week



44%

of new entrepreneurs attribute the growth in female-owned businesses to being **encouraged by the successes of other women entrepreneurs**

Established entrepreneurs rank a lower barrier to entry as the primary driver for a boost in women's entrepreneurship (35%)



71%

of new entrepreneurs believe it is **easier today than ever before for women to start a business**

61% of established entrepreneurs also agree

To learn more about women entrepreneurs, check out the online exhibit, "From Ideas to Independence: A Century of Entrepreneurial Women" at www.MicrosoftBusinessHub.com. Follow the conversation at #womenpreneur on Twitter.



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