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Public
Management

Dieses Vorhaben wird aus Mitteln des Europäischen Sozialfonds als Teil der Reaktion der Union auf die COVID-19-Pandemie finanziert.

Female founders on the rise



MAY 18, 2022

CloudEARTH*i* Conference
University of Applied Sciences Burgenland

FEMALE ENTREPRENEURS IN THE EU AND IN AUSTRIA



A look at the EU

	Fewer women in self-employment	Self-employed women are more active in personal and household services
Product and service launches to the same extent	Women in self-employment have less confidence in themselves	Women run smaller companies

cf. *Women's self-employment and entrepreneurship activities, OECD 2015*, <https://www.oecd-ilibrary.org/sites/d23b6508-en/index.html?itemId=/content/component/d23b6508-en>

A look at Austria

Founding is less attractive	Women start a business in Austria more frequently than men
Women more likely to start a business later in life	In Austria, too, women are founding more in the social sector

cf. *WKO Statistik 2021*

Key findings of the Austrian Female Founders Report

Founding is a long process and a "one woman show" at the beginning.	Motives: Self-realization and being your own boss
Hurdles: Financial concerns are the biggest hurdle before startup	Need for support: know-how transfer, soft skills and networking
Relevant factors: Network and support from organizations and universities	

cf. *Lisa-Marie Fassel, Lilli Mahdalik and Angelika Zelisko (2016): Austrian University Female Founders Report.*

Self-employed women
in Burgenland:

Data & Facts



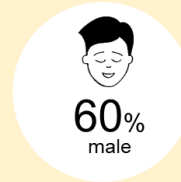
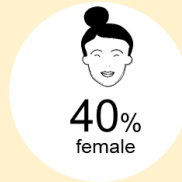
BURGENLAND
DIESES PROJEKT WIRD VON BUND UND
LAND BURGENLAND GEFÖRDERT.

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Female founders on the rise

Strengthening new career prospects for women in Burgenland

Of the self-employed
in Burgenland, only
40% are women



11,25%

of all employed persons in
Burgenland are self-employed.
That's one in 11 working people

total

15.562 people

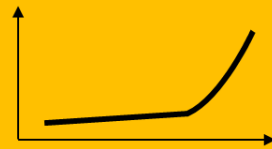
Self-employed women are
particularly likely to work in health,
social and hospitality sectors.

Male self-employed workers are
particularly likely to work in industry-
related fields.

DATA & FACTS AT BURGENLAND LEVEL /2



Proportion of self-employed increases with age. There is another sharp upward bend from retirement age onward



No regional differences:
The distribution of the self-employed follows the general resident population



Education degree	Men	Women
Compulsory school	7.13%	15.95%
Apprenticeship diploma	32.56%	22.78%
Academy	0.84%	3.54%
University	15.26%	16.47%

Women have **at least as much education** as men. But they often have less confidence in themselves.



CURRENT EXPLORATORY STUDY

THE INITIAL SITUATION: WHO PARTICIPATED?



- Feedback from 42 female founders/entrepreneurs (around 80 % of the founders founded within the last 5 years).
- The number of female founders who work as a full-time or part-time employee is balanced.
- Almost half of the female founders have started their own business and founded a new company from a dependent employment.
- The realization of their own plans, the desire to make better use of their own skills and to create something new were important motivators for the majority of the female founders.
- The majority of the founders work alone. Only a small number have employees.

Because I would like to implement my enthusiasm in my daily job – unfortunately, this is not possible in employment!

CURRENT EXPLORATORY STUDY

SATISFACTION: WHAT ARE SUCCESSES & PROBLEMS?



- The majority of female founders state that they are very satisfied with their self-employment.
- Most people see the realization of their own business ideas as the greatest successes, followed by a better work-life balance.

Especially proud ...Of the implementation of my ideas, talents, skills to live more and more a "life in balance"!

That customers cancelled due to Covid. And because of this, there were few new customers to be won.

A number of small and medium-sized enterprises have dropped out as customers because they were the first to save on marketing and PR during the pandemic.

- When it comes to the biggest problems, coping with the COVID pandemic takes by far the biggest place. This is followed by the lack of start-up capital and information about start-ups and self-employment.

CURRENT EXPLORATORY STUDY

SUPPORT SERVICES: WHAT IS WELL RECEIVED? WHAT IS MISSING?

- Information offerings are used most frequently, either in the form of Internet offerings or personal exchanges. Consulting and coaching services are rarely used.

For example, I wouldn't know where there are organized meetings/networking – it's always a fetch debt, yes I understand, but if I don't know where to go to get something, where should I turn to

It needs ...Free business courses, start-up courses.

Networking and collaboration. There are entrepreneurs who have a waiting list of 3 to 6 months. But the customer needs something now. Then why not pass on customers in a group?

- For most female founders, maintaining the existing activity or growth are the most important professional goals. Only for a small proportion is further development into new business areas relevant.

PRECONDITIONS FOR A SUITABLE FUNDING PRACTICE



Initial situation	Motives
Life situation	Varying degrees of demand due to family, relationship and educational work as well as the care of relatives
Life phase	In education, in family phase, after family phase, with permanently high career orientation and decision against child/ren, retiree:in
Time commitment	Main, partial, additional and sideline start-ups
Qualification resources	School and vocational training, know-how, skills and experience relevant to the industry or to the founding of a company.
Usage behavior	Number and duration of use of support services, which is very much determined by the aspects mentioned before.

Source: Nispel, Andrea: Gründerinnentypologie: Voraussetzungen passgenauer Förderpraxis – im Auftrag der EQUAL-Entwicklungspartnerschaft Women Way of Entrepreneurship. Beitrag in der Konferenzdokumentation „Vielfalt in der Unternehmerschaft“ herausgegeben von der Fachhochschule Gelsenkirchen (Gelsenkirchen, 2006), S. 5ff



TYPE A

**Low personal resources
and little time**

Coaching

TYPE B

**Distinct personal resources
and little time**

Coaching – Hotline

TYPE C

**Distinct personal resources
and a lot of time**

„Multibox“ – investment type

TYPE D

**Low personal resources
and a lot of time**

„Empowerment pack“

ICG – A EUROPEAN GROUP WITH AUSTRIAN ROOTS



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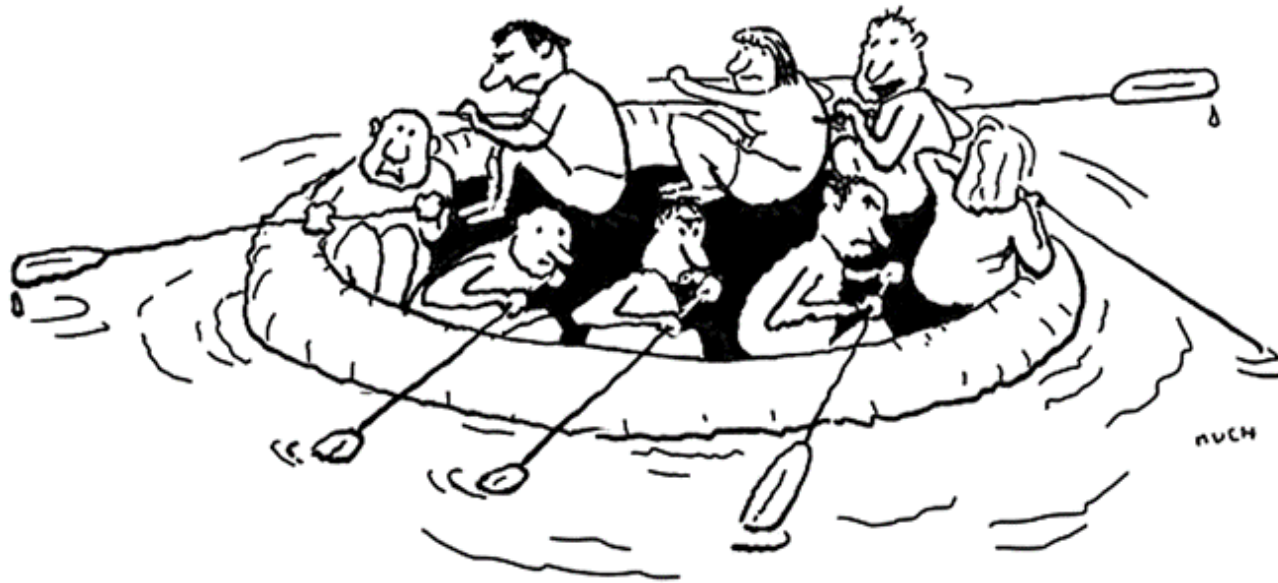
Expertise:

Evaluation and follow up processes, HR management, large groups events, performance management and innovation in the public sector, linking evaluation to change.

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FORWARD



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