

The Beat Funding Bias Initiative

How investors and female founders profit from knowing about unconscious gender biases in funding settings.



FE+MALE
THINK TANK

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We ask men to win and women not to lose



Only 4% of Venture Capitalist funds go to female-led businesses - these gender equity disparities in start-up ecosystems might exist due to an unconscious bias of investors (males and females).

The FE+MALE Think Tank supports female founders to close the gender gap in entrepreneurship with a systematic approach. The goal of the Beat Funding Bias Initiative is to ensure gender equity with all its benefits for investors, female founders and society.

Did you know that **the way investors ask questions influences the way entrepreneurs respond** and that this has a big impact on the funding outcomes?

Naturally, the **answers match the style of the questions**. As female and male investors tend to ask male entrepreneurs mainly promotion-focused questions and female entrepreneurs mainly prevention-focused questions this results in a **huge gap as promotion-focused questions lead to more funding**.

These unconscious gender biases **result in missed business opportunities** for investors and make it more **difficult for female founders to scale their businesses**.

With the **Beat Funding Bias Initiative** we are committed to **create a bias-free environment by raising awareness** through workshops and **providing educational resources** for investors and female founders.

This **systematic approach** consists of an **online toolkit** that includes videos, podcasts, articles, and other related materials as well as a **self-assessment aimed at investors and a survey to train female entrepreneurs**.

Could this be interesting for you and your community as well?
Please get in touch with us: beatfundingbias@gmail.com

