

# Beat Funding Bias Initiative

## Recap 2023



**FE+MALE**  
THINK TANK

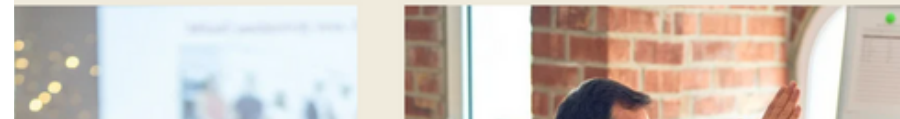
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# Online Toolkit

We've created two online tools for investors and female founders to test their biases. This framework helps you evaluate your own competency to identify gender equity gaps and opportunities to make better decisions that will positively impact your business growth.


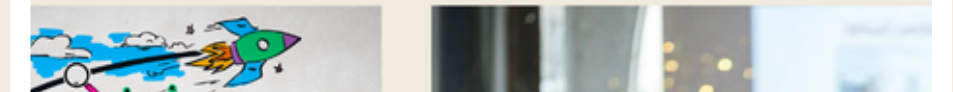
## How to make better decisions as an investor

The difference between prevention- and promotion-focused questions



## How to increase your chances with investors

The danger of prevention-focused questions and the power of promotion-focused answers



How investors and female founders can profit from knowing about unconscious gender biases in the fundraising process.

↓

[Test your bias!](#)



# startup days May

At the startup days we've presented our online surveys for investors and female founders which highlight the importance of unconscious gender biases in the start-up ecosystem.





# Articles

We've published three articles about unconscious biases in the start-up ecosystem which then got featured on startupticker.ch, swissstartupassociation.ch and in the ladies drive magazine.

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## Understanding Unconscious Biases in Investment Decisions

Strategies for Equity: Tackling Gender Bias in Startup Financing  
BY ANGAD MANIK

Preferred Investment Decision Settings: Solo, Teams, Groups or a combination?

Setting	Percentage
Alone	60%
Individually & in Groups or Teams	20%
Groups	7%
Teams	13%

investor even em, sharing his ow balancing young entrepreneurship. him to prioritize decisions." Just th been listening to conversation, int me for interruptin just described, Ai case of unconscie recently attended, topic and ever sim to raise awareness: I can."

NEWSLETTER

LADIES DRIVE

Ladies Drive ONLINE /

## Patricia M. Montesinos – interview

Interviews  
Ladies Drive No 63 (Herbst 2023)  
Interview: Carole Ackermann  
Photo: Karina Nascimento Fotostudio Thomas Hinder

start up ticker .ch

NEWS CALENDAR ASSETS INTERACTIVE

## Promotive vs. Preventive: How female founders answer questions from investors

04.09.2023

> BACKGROUND

Founders who answer investors' questions in a promotive way

SWISS startup association

Startup membership Startup Desks Investors Events Init

## Breaking the Bias in the S Ecosystem

Written by Aaryana Sethi, final year student s Oxford for, and in cooperation with, FE+MALE

"Do you think the target market is a growing c taking your market share?"—two ways to wor might ask after hearing a start-up's pitch. The around potential gains for the company, how entrepreneur with adequate funding compar centered around potential losses for the com

Dana Kanze, Laura Huang, Mark Conley, and E. Women Not to Lose" study found that, at a s Disrupt, women attained 5 times less funding pitches were almost always followed by preve other hand. received such questions less thar



# Mass Challenge September


“How to Increase Your Chances with Investors” – That was the title of the seminar in cooperation with MassChallenge to train participants how to identify prevention questions and be able to reframe them into promotional answers.





# Webinars

In three webinars we've highlighted the importance of unconscious biases in the fundraising process and talked about how to break the gender bias in the start-up ecosystem.



WOMEN IN CLEANTECH & SUSTAINABILITY

## UNCONSCIOUS BIAS IN FUNDRAISING

RETRAINING AND REFRAMING THE PITCH COMPETITION

OCT 24  
12PM CEST  
VIRTUAL

## HOW TO INCREASE YOUR CHANCES WITH INVESTORS

Keynote Speaker  
**Patricia M. Montesinos**  
President at FE+MALE Think Tank



NOV 28TH 2023  
12:30 - 1:45PM  
ONLINE

Registrati  


## Breaking the Gender Bias in the start-up ecosystem

 **Mark A. Conley**  
Co-author of the study "We ask men to win and women not to lose: Closing the Gender Gap in Start-up Funding"

 **Penny Schiffer**  
CEO & Co-founder of Raized.ai - building an AI engine for the VC industry

 **Bettina Hein**  
Serial software entrepreneur who has built tech companies in both Europe and the US

 **Frédéric Lauchenauer**  
President of Business Angels Switzerland

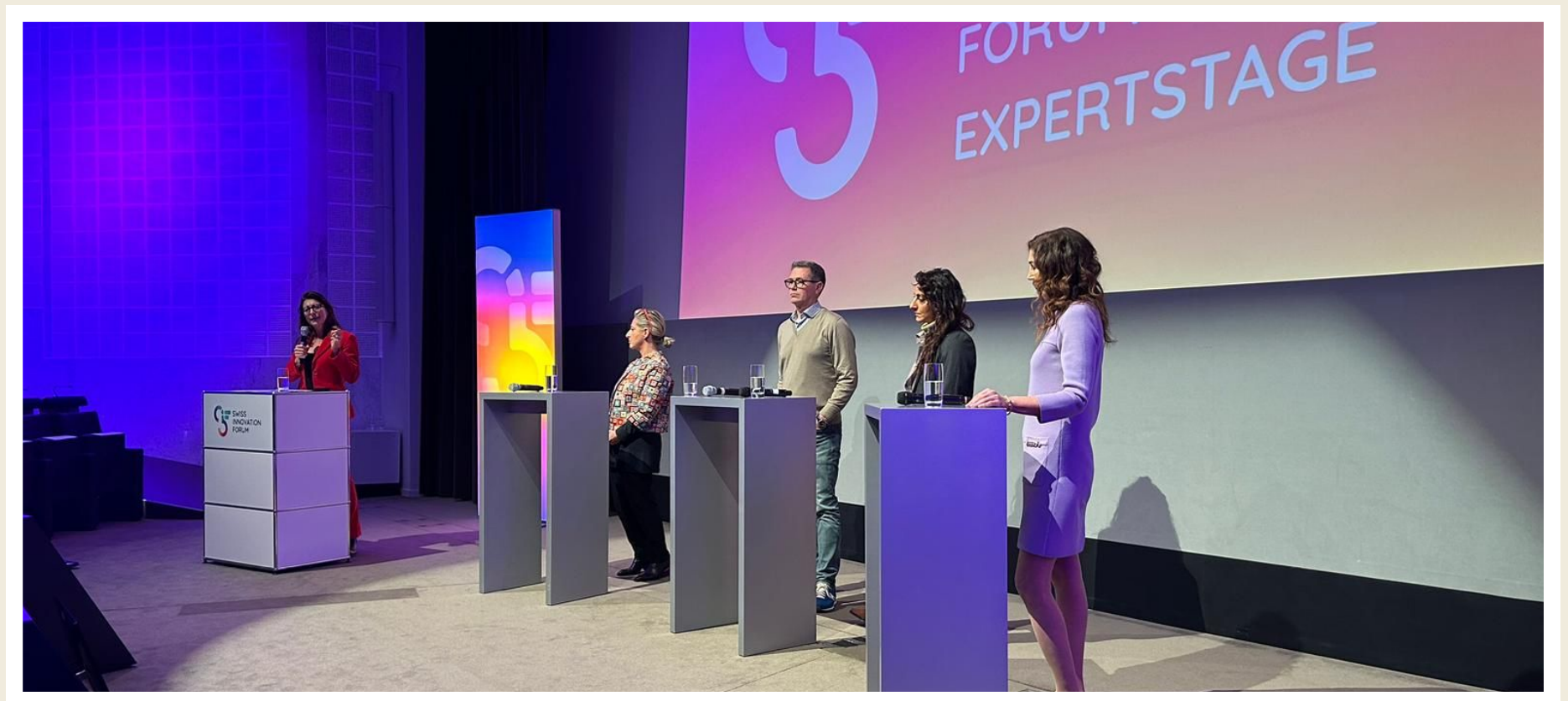
Register for free:  
[tinyurl.com/7mcu2mxv](https://tinyurl.com/7mcu2mxv)

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# Swiss Innovation Forum November

In an experts panel and at our booth we've raised awareness on unconscious biases in the fundraising process and how to fight them.





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**Entrepreneurship** means risk-taking, learning from mistakes, resilience and responsibility. In Switzerland, **women start fewer businesses than men**, but their contribution is vital for a sustainable and successful future in our country. Therefore I support FE+MALE Think Tank's mission to **empower female entrepreneurs**.

**Andri Silberschmidt**  
Entrepreneur & FDP National Councillor



**Together we're closing  
the gender gap in entrepreneurship!**

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