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Series: Short Information on *women entrepreneurs*

Foreword by Kaethe Schneider

A world with fulfilled and competent women entrepreneurs

I am delighted to present to you a new Series: Short Information on *women entrepreneurs*. This free publication highlights the actual research results and insights into *women entrepreneurship* to the interested community.

I am the coordinator of the research and innovation project “Transforming European Women’s Entrepreneurship: The Education and Training for Success Programme” *women entrepreneurs*. The project is funded by the European Union’s Horizon 2020 research and innovation programme under grant agreement number 655441.

The consortium of the project is a research and innovation group consisting of expertise on Economics, Business Administration, Educational Science, Communication Science, European Educational Policy across the interface of education/training and the labour market, e-learning development and TV-production. The partners are the University of Jena, Germany, Universidad del Desarrollo, Chile, Cyprus University of Technology, Cyprus, University del Norte, Colombia, Imaginario, Colombia, and 3s Unternehmensberatung GmbH, Austria.

The consortium is dedicated to contributing to the vision: *A world with fulfilled and competent women entrepreneurs*.



Kaethe Schneider

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Women entrepreneurs at a glance

The EU Entrepreneurship 2020 Action Plan recognizes entrepreneurship as key for achieving economic growth and for job creation. The Total early-stage Entrepreneurial Activity Rate (TEA) is a key indicator of the level of new enterprise creation. However, the TEA rates for females in the business-driven economies of Europe are, with 5% of the adult population, much lower than, for example, in the developing regions of Asia (13%) or in the United States (10%).

Germany and Ireland, for example, belong to those countries in the innovation-driven economies of Europe with relatively low TEA Rates (Germany: 4%; Ireland 4%). The under-representation of early stage women entrepreneurs in the business-driven economies of Europe is a complex phenomenon that is determined by various factors, such as socio-cultural, economic, and educational factors.

To support women entrepreneurship there is a need for increasing the number of women entrepreneurs and for raising the performance and growth potential.

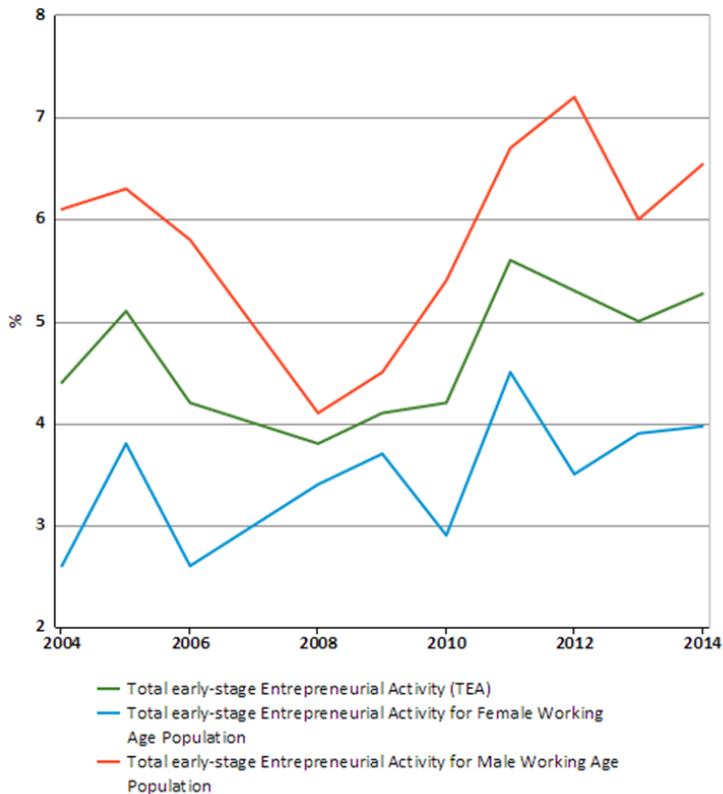
In facilitating the entrepreneurial success of young women entrepreneurs, training and education play a key role. To design educational and training programmes that facilitate women entrepreneurs' success in Europe, an understanding of the person-related factors and competences is required which facilitate the entrepreneurial success.

Studies are therefore needed that promise to provide more insight into the fundamental individual factors of early stage women entrepreneurs. Such a study needs a research design that takes into account both factors affecting entrepreneurial performance, individual and environmental factors;

It is the aim of this project to get a better understanding of the fundamental entrepreneurial individual factors of early stage women entrepreneurs and to develop an educational and training programme that enables early stage women entrepreneurs in Germany and Ireland to develop these fundamental factors and competences to facilitate their entrepreneurial success. An understanding of the fundamental individual factors is critical in the face of varying challenges of women entrepreneurs.

Series 1: Profile of Women Entrepreneurs in Germany and Ireland

José Ernesto Amorós and Adriana Abarca



As shown in the graph the total early female entrepreneurial activity has a little increase since 2012 to 2014. However, still the women TEA is below the male activity. Last year, 3.97% of the female population between 18-64 years claimed to be an entrepreneur in early stage.

Since 2009 to 2014 there are 558 women involved in TEA. The average age of these women is 39.6 years. Only 25.2% claimed to be involved in early stage entrepreneurial activity due to necessity and 69.5% claimed to have an opportunity driven motive. 43.4% of these women has a post-secondary education and 36.7% has a secondary degree.

59.4% is consumer oriented, 26.7% business services and only 12.1% is oriented to the transforming sector. 45.3% expect to create 1-5 jobs in the next five years, while a 9.6% expect to create 6-19 positions in the same horizon of time. As income levels 34% declares lowest 33% tile and 28.6% middle 33% tile. 34.1% declare themselves as self-employed.

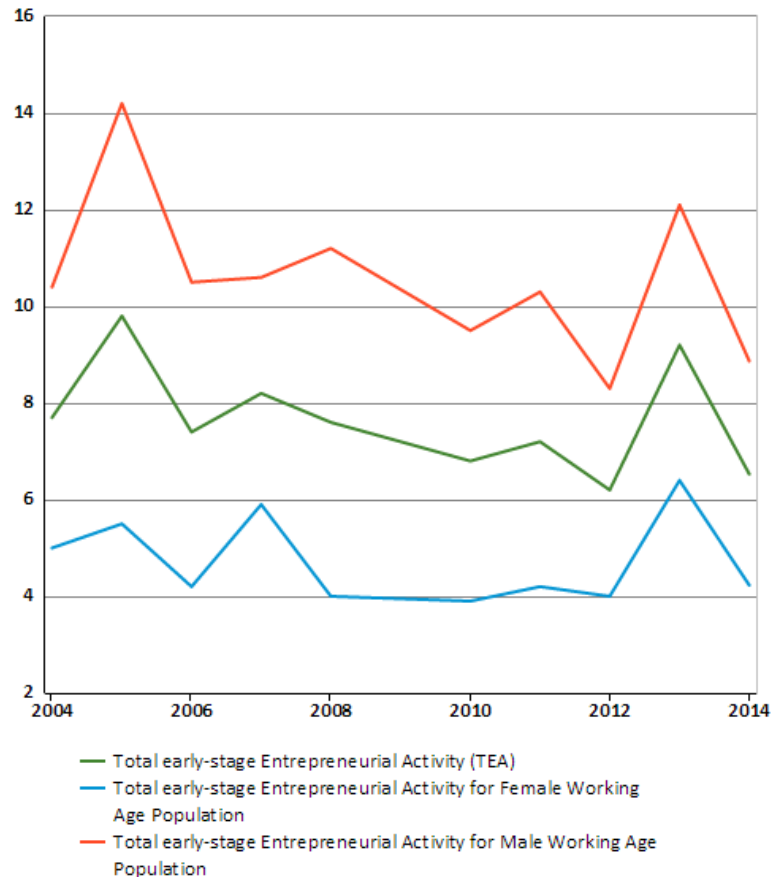
In relation to their perceptions 55.9% answer to know someone personally who started a business in the past two years, a 50.3% believes that in the next six months there will be good opportunities for starting a business in the area where they live, in addition to that 78.7% declare to have the knowledge, skills and experience required to start a new business and only 23.2% say fear of failure would prevent them from starting a business.



In the case of Ireland the female TEA is also lower compared to male TEA. In the 2014 only 4.23% of the population between 18-64 years declared to be a female involved in entrepreneurial activity in early-stages. From 2009 to 2014 there were 226 women in this situation.

The average of age for these women is 37.3 years and 53.1% of them declare to be self-employed. Also 19.2% are in a full/ part time job.

Regarding to the educational level of these women 17.2% have a secondary degree and 67.5% have a post-secondary degree. The economic sector where these women get involved is 56.3% customer oriented and only 22.6% are business services.



48.5% expect to hire between 1-5 persons in the next five years and 9.5% expect to offer more than 20 jobs positions in the next five years. Also only the 14.6% of customers believe that the product they offer is new to the market.

About their perceptions 57.2% declare to know someone personally who started a business in the past two years, 45.2% believe that in the next six months there will be good opportunities for starting a business in the area where they live, a 81.2% declares to have the knowledge, skills and experience required to start a new business and only a 29.4% says to feel fear of failure would prevent them from starting a business.



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