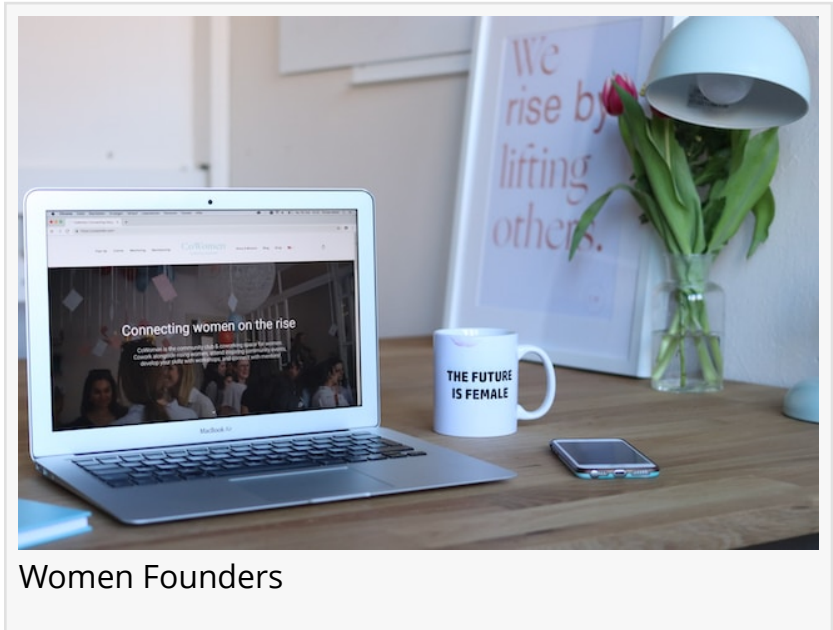


Recent Research Reveals Less than 3% of Venture Capital Investments Allocated to Women-Led Ventures

Data Reveals a Decline in VC Funding for Female Founders

UNITED KINGDOM, September 7, 2023 /EINPresswire.com/ -- Despite the ongoing efforts to promote diversity and inclusion in the start-up ecosystem, a recent study has revealed that women-led start-ups continue to face significant challenges in securing venture capital (VC) investments. The research, conducted by various sources, highlights the alarming statistic that women-led start-ups receive [less than 3% of all VC investments](#).



Women Founders

The data reveals a decline in VC funding for female founders in recent years. In 2020, only [2.3% of VC funding](#) went to women-led start-ups, a decrease from the previous year's 2.8%. This

persistent underinvestment in women-led ventures poses significant challenges for female entrepreneurs striving to launch and grow their businesses.

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Claire Kettell, Founder of SalonServe

Several factors contribute to this funding disparity. One factor is the lack of gender diversity within the VC industry itself, with only approximately 12% of decision-makers at VC firms being women. Furthermore, research suggests that investors often stick to their existing networks, which tend to be male-dominated and favour tech companies led by men.

We spoke with Claire Kettell, founder of renowned beauty

and hairdresser salon supplier [SalonServe](#), established in 1994, for her views. She told us:

“Despite the progress that has been made, the beauty industry still operates within a broader societal context where gender biases and inequalities persist and need to respond proactively. This entails fostering an environment that encourages and supports investment in women-led start-ups and investing in initiatives that prioritise inclusivity.”

The consequences of this funding gap are far-reaching. Beyond the financial implications, it affects the overall job market for women and hinders efforts to address gender inequality. Women-led start-ups have been found to employ more women, contributing to a more diverse and inclusive workforce. Moreover, research indicates that women-led businesses deliver higher revenue per dollar invested and often have a strong focus on making a social contribution and building positive employee relationships.

To address this persistent issue, industry leaders, policymakers, and investors must take conscious steps to increase funding for women-led start-ups and promote gender diversity within the VC ecosystem. Initiatives that foster mentorship, provide access to resources and promote networking opportunities for female entrepreneurs can play a crucial role in bridging the funding gap.

Claire Kettell, Founder

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