

BridgeforBillions
connecting growth

Innovation for Women, Innovation for All



Thank you to those who joined us to start the conversation at our roundtable event: Innovation for Women, Innovation for All.

The event itself hosted such a diverse room! **55 critical thinkers** and agents of change from **+15 countries and over 30 different organizations** came together to talk about the challenges that not only female founders but women in general face, **from the lack of access to the entrepreneurship ecosystem for women in rural areas, the lack of representation of BIPOC women, the lack of support for social entrepreneurs and the challenges all female founders face when it comes to accessing funding.**

We'd like to send a special thanks to our four outstanding panelists



Roshini Varma
Director of Social Impact, Visa Inc.



Cate Costa
Vice President in Global Philanthropy
JPMorgan Chase & Co.



Carmen Gómez-Acebo
Sustainability Director Coca-Cola
European Partners



Åsa Skogström Feldt
Manager of IKEA Social
Entrepreneurship BV

We encourage you to connect with each other and keep fostering this type of debate within your circles. Systemic change can only happen when we bring these important topics to the fore-front not only of our corporate agendas but of our daily lives.

To help foster these connections, in the coming days, we'll be sharing our upcoming event tracks with you via email with events on inclusive societies, economic recovery and leading innovation. We hope you'll be able to join us at one or more of these future events!



55
Critical Thinkers



+15
Countries



+30
Organizations



Why did we have this conversation in the first place?

In the U.S. less than 1% of VC funding has gone to Black and Latinx female founders.

In the Nordics only 1.3% of available capital in 2019 went to all-female startups.

In the UK of all capital raised only 2.87% went to all-female teams.

In Africa less than 5% of VC funding went to companies with women co-founders.

Women only represent 9% of the global VC workforce.

The gender-gap is a global issue, that's why we invited major organizations and entrepreneurs to answer one of the most pressing questions:

What are some of the ideas we want to share as corporate leaders with the rest of the world so others can support women founders and we all achieve the needed systemic change?

These are the learnings and commitments from each breakout room during the event!

Room 1

Boosting women founders in social entrepreneurship

- More collaboration between the private and public sector.
- Having a gender-lens in screening and selection phases.
- Evaluating entrepreneurship support initiatives based on the impact.
- Boosting financial and non-financial support. more visibility for entrepreneurs, invite them to spaces where they will be heard.
- Networking spaces to spark collaboration between founders and the private and public sector.
- Creating effective systems for measuring impact results.

Room 2

Breaking the glass ceiling for BIPOC women founders

- Taking it from conversation to action.
- Tackling the problem from the root and from the education system standpoint.
- Having inclusion and diversity at the forefront of our personal lives too.
- Share more statistics of the different realities all kinds of entrepreneurs face. Taking action starts with awareness.
- Splitting responsibilities of day-care and careers. The change starts at home.

Room 3

Overcoming ecosystemic barriers for women founders and financial access

- Big corporates need a clear purpose as the GPS for change and as the guiding principle.
- Holding our organizations accountable for purpose.
- Convening different organizations around the same issues.
- Understanding that we speak different languages but have the same purpose as entrepreneurship support organizations.
- Let go of the competition and embrace collaboration.

Room 4

The intersection of gender and rurality

- Improve communication about the topic and reaching the right people.
- Decent and inclusive jobs practices need to become the norm.
- The private sector needs to be an actor in this agenda.
- Be more vocal about the role of men in this movement.
- Involve the youth more and avoid making things too complex for young people to understand and connect with.

Food for Thought

We'll never forget the quote which event panellist Cate Costa, Vice President in Global Philanthropy at JPMorgan Chase & Co., shared with us during the event emphasising the need to treat gender disparity within the entrepreneurship ecosystem, and in general, as a systemic issue and not a problem of a few entrepreneurs.



If you have a lake in front of your house and one fish is floating belly-up dead, it makes sense to analyze the fish. What is wrong with it? But if you come out to that same lake and half the fish are floating belly-up dead, what should you do? This time you've got to analyze the lake. This time we'd ask: might the system itself be causing such consistent, unacceptable outcomes for the fish? If so, how? Now... picture five lakes around your house, and in each and every lake half the fish are floating belly-up dead! What is it time to do? It's time to analyze the groundwater.



Next Steps

As we mentioned, this is just the first of many events we'll be hosting to tackle the problems that truly matter. In the coming days we'll be getting in touch via email to invite you to join our upcoming event tracks about: Inclusive Societies, Economic Recovery and Leading Innovation.

We truly believe solutions come from action and interaction so let's keep the conversation alive until we make change happen, together.

Thank you for joining us!



Do you want to build a Bridge with us?
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