



SUPPORTING
WOMEN ENTREPRENEURS
IN BC

2023 BC Entrepreneurial Ecosystem Survey

GAPS AND OPPORTUNITIES TO SUPPORT WOMEN ENTREPRENEURS



In April 2023, WeBC surveyed business service providers within the BC entrepreneurial ecosystem to assess how organizations engage with women entrepreneurs, understand women's needs, and align their services with those needs.

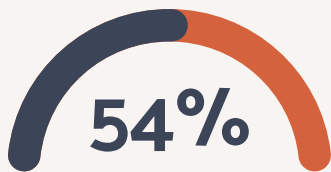
Understanding the entrepreneurial ecosystem is crucial, as it highlights the connections of business service providers and their role in supporting entrepreneurs. By embracing our network and working together, we can collaborate, address service gaps, and leverage the unique strengths of each organization to support more women-owned businesses across BC.

WHO PARTICIPATED?

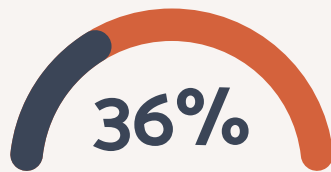
54

Organizations completed the online survey

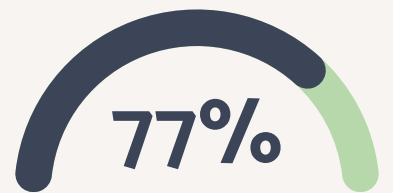
Respondents include a diverse range of organizations such as Community Futures organizations, Chambers of Commerce, Economic Development Commissions, post-secondary institutions, and entrepreneurial support organizations.



54% of support organizations track clients **BY GENDER**



36% of support organizations track clients' **OTHER DEMOGRAPHICS**

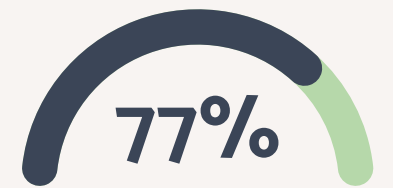


77% of support organizations **ENGAGE IN TARGETED MARKETING** towards women

MORE DATA IS NEEDED



Why isn't this tracked? Respondents indicate confusion on how to measure (systems and process) and uncertainty around what is appropriate to ask.



77% of support organizations **RECOGNIZE & ACKNOWLEDGE** the different needs of women

There is an increased demand for WOMEN-FOCUSED SERVICES

KEY FINDING

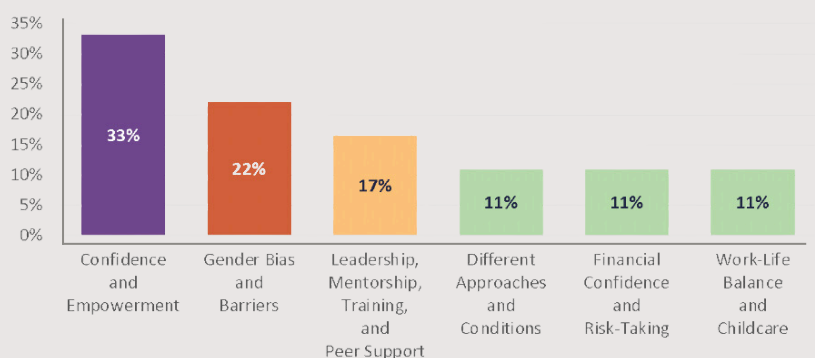


60% of respondents' clients, on average, are estimated/known to be **WOMEN**



75% women we surveyed previously say support services are **ESSENTIAL TO BUSINESS SUCCESS**

HOW ORGANIZATIONS THINK WOMEN CLIENTS' NEEDS DIFFER



GAPS STILL EXIST



of organizations do not offer programs targeted at, or for, **WOMEN**



of ecosystem partners do not offer support services focused on **IMPORT/EXPORT**

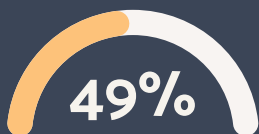
WOMEN WE PREVIOUSLY SURVEYED SAY GROWTH SUPPORT IS NEEDED



of women business owners project **GROWTH IN THE NEXT YEAR**



of women say they need funding to support their growth; yet, 78% of those are **UNDECIDED WHERE TO APPLY**

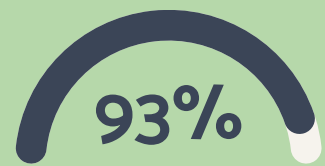


of ecosystem partners do not offer financing to **Innovation Driven Enterprises (IDE)**

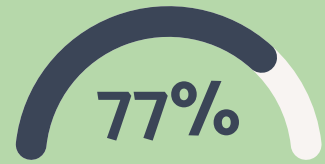


of ecosystem partners do not offer financing to **Small-Medium Enterprises (SME)**

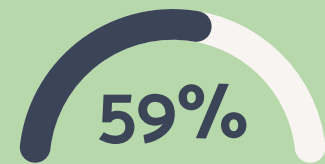
GOOD NEWS!



increase in organizations that acknowledge the distinct needs of women entrepreneurs **SINCE 2016**



of respondents partner with other organizations to support **WOMEN ENTREPRENEURS**



of organizations profile women business owners as **ROLE MODELS**



How can ecosystem partners work together to build a more resilient ecosystem for women entrepreneurs?

BC support organizations prioritize:



Collaboration over duplication:

Have regular conversations, connection, and collaboration to avoid duplication of efforts, leverage existing supports, and ensure a more efficient client experience.



Referrals and networking:

Refer qualified clients to each other, build better informal networks and networking opportunities, and promote turn-key women-specific programming.



Rural and Indigenous focus:

Work more in the rural regions of BC and with Indigenous women, recognizing the importance of addressing specific challenges faced by these groups.



Funding and advocacy:

Amplify funding opportunities specific to woman-owned businesses, advocate for better support and financing through programs such as the Women Entrepreneurship Strategy, and collectively share data to support women's advancement.



LET'S WORK TOGETHER TO FOSTER OUR VIBRANT ECOSYSTEM

We can add value to the services you already provide! 87% of organizations believe partnering with WeBC has increased their impact, and 90% of partners say that WeBC provides high-quality training content, materials, and expertise.

LEARN MORE AT [GO.WE-BC.CA/PARTNERSHIPS](https://go.we-bc.ca/partnerships)

