

Gender-specific monitoring in the start-up consultation

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In cooperation with:



Reasons for Monitoring in the Start-Up Consultation

The socio-political background is the change in start-up activity in Germany:

- Significant increase in movement from unemployment to self-employment.
- The ongoing low rate of business start-ups by women in Germany. The share of new businesses registered by women has remained at approx. 33% for many years.
- Diversification in self-employment among women.

Barriers to Self-Employment and Business by Women

- The general conditions in Germany offer relatively poor potential for the combination of family and profession.
- This remains one of the main grounds why less women than men establish businesses and why they are more likely to operate their business on a part-time basis.
- There also remains a lack of positive role models necessary to overcome the classical role clichés.

Monitoring as a Quality Assurance Instrument in Start-Up Consultation

- *Dörthe Jung Unternehmensberatung* has developed a monitoring system for start-up consultation for *Jumpp Ihr Sprungbrett in die Selbständigkeit - Frauenbetriebe e.V. / Jumpp Your springboard to self-employment – Women business*
- Monitoring is a quality assurance instrument that enables:
 - Early recognition of trends in start-up activity
 - A precise response to diverse consultation requirements
 - The recognition and reinforcement of women's potential for self employment
 - Evaluation of the impact und effectiveness of entrepreneurship programs

Customer Feedback is a Central Element of Monitoring

Customer surveys were conducted in two waves of interviews (2008 + 2009) (telephone questionnaires). This involved:

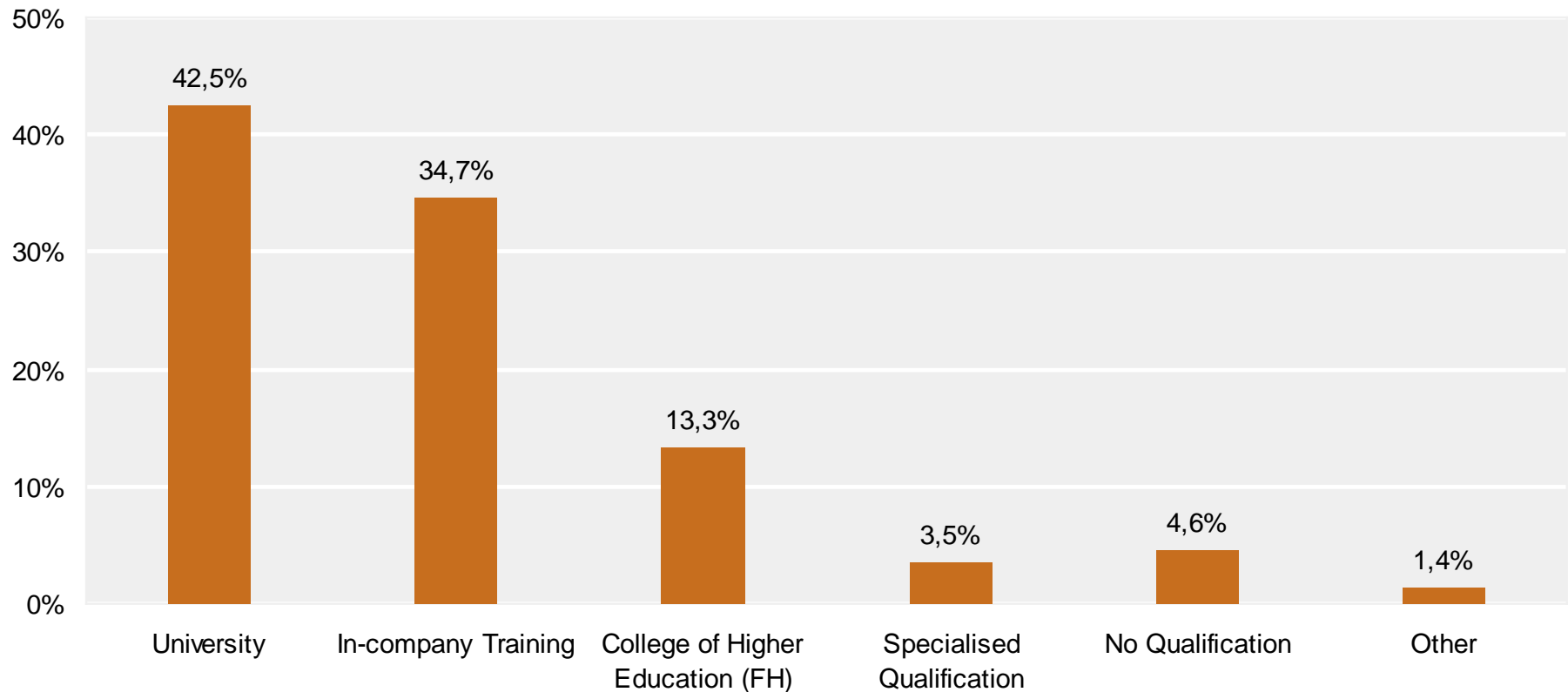
1. Women who sought consultation for the establishment of their businesses 2-3 years prior to the monitoring (2005-2007).
Criteria → continued existence of the business.
 2. Women who were involved in setting up their business in 2008. Criteria → current business profile – changes to 1.
- A total of 288 telephone interviews were conducted with a success rate of 60%, which is high for telephone surveys.

Main Findings of the Customer Survey

Start-up consultation increased the sustainability of the start-ups and female entrepreneurs

- Consultation conducted by *Jumpp Your springboard of self-employment – Women business* during the three-year period resulted in the establishment of self employment in most cases → 77%.
- Approximately → 60% of the business start-ups were still operating 2-3 years after the consultation.
- Most of those who were not yet self employed at the time of the interviews still plan to establish a business.

Highly Qualified Business Founders



N = 285, 3 na

Performance of female business founders and female entrepreneurs:

Small, Creative and Knowledge-Intensive

Change in the Profile of Women entering Self-Employment

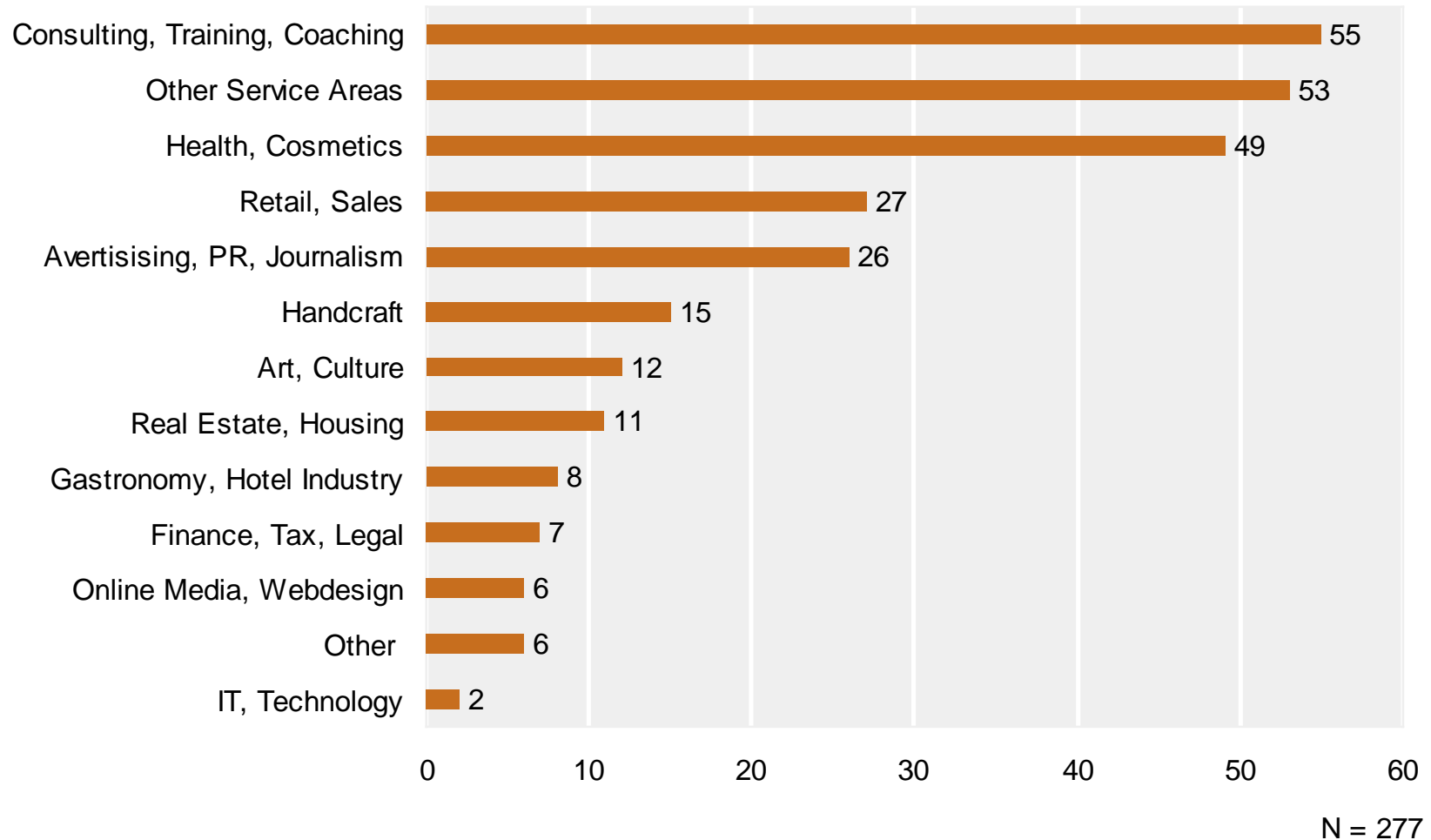
In respect to the profiles of the female founders, the comparison after three years showed greater differentiation in terms of:

- Age → increase in the share of younger and older women establishing businesses
- Start-up capital → slight increase in those requiring higher establishment capital

Change in the Profile of Women entering Self-Employment

- Increase in start-ups in partnership
- Increasing attraction of branches that demonstrate positive development rates and are less prone to crisis → knowledge-intensive services, growth areas such as health and senior citizens services
- Increase in full-time self-employment

Start-up Branches



High Potential Business Women: Migrants

Increase in the share of women from migrant families establishing businesses **> 30%**.

They demonstrate high entrepreneurial potential:

- Growth oriented
- More willing to use credit
- more likely to establish full-time businesses

Diverse Motives for Self-Employment

For most of the respondents, the move into self employment from unemployment was not merely a response to hardship, the motives are complex:

- Increased personal responsibility
- Independence
- Obstacles due to the glass-ceiling phenomena
- Higher income

Optimistic about the Future

- In spite of the economic crisis, most of the women entering self employment and the young businesswomen are optimistic about the future.
- **90%** of the women surveyed stated that they were satisfied with their decision to become self-employed.

Conclusions

- Gender-specific monitoring of start-up consulting is an effective instrument for the analysis of the start-up process, the sustainability of the consultation and the start-ups. The impact and effects of entrepreneurship programs can be evaluated against the start-up potential of women.
- Monitoring of start-up consultation also revealed the need for improvement in the organisation of consulting.

Conclusions

- The offer of consultation must be oriented to the diverse individual requirements of women establishing a business.
- Consultation must be more flexible and must be able to offer differentiated modules in the start-up process.

Outlook

- The results of the gender-specific monitoring as an ongoing survey of the different social conditions, profiles, motives of women establishing businesses and the barriers they experience were
 - continuously transferred from *Jumpp Your springboard of self-employment – Women business* to relevant bodies in the Rhine-Main economic region.
 - This transfer of knowledge has created the impulse for greater economic and political focus on the professional independence of women and female entrepreneurs.

Thank you for your attention!

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