FUNDING EXPERIENCES OF BC WOMEN BUSINESS OWNERS

PRE-COVID PATHWAYS
No two journeys are the same

- 63% of women business owners request less than $50k
- 61% of requests approved, with many funds used for growth-oriented purposes
- 60% of respondents did not apply for funding. Women thought they would get turned down

PANDEMIC IMPACT
A bump in the road

- 63% experience revenue decline
- >60% access advisors, online education and/or mentorship
- 26% apply for government funding and grants

PANDEMIC IMPACT
A bump in the road

- 43% forced to temporarily close business
  - 12% due to lack of childcare
- 61% of women say current funding models don’t fit their needs
- 77% anticipate needing funding

FORGING AHEAD
Women are optimistic, but change is needed

- 91% optimistic about future
- 63% of women business owners request less than $50k
- 61% of requests approved, with many funds used for growth-oriented purposes
- 60% of respondents did not apply for funding. Women thought they would get turned down

INTEGRATED APPROACH
To support their success, women want access to Business Advice/Coaching; Workshops and webinars; and Mentoring