



**Universidad del Desarrollo**  
Universidad de Excelencia

**The Best Practice of Multi-year Project:  
Innovation for women and Economic  
Development**

**Olga Pizarro Stiepovic**

**Chile**



- 1 out of 3 start-ups is women owned.
- 47% women entrepreneurs are head of home.
- 59% of women entrepreneurs start out of necessity.
- 62% of the new women businesses are informal.
- 47% of women owned businesses are located in Santiago (capital city)
- 54% of the women start-ups are in the retail area.

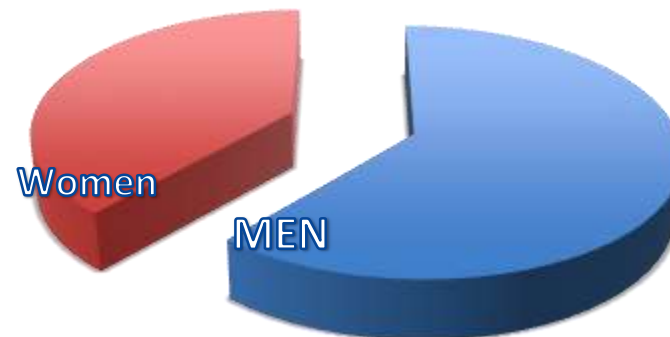
# Inequalities, Gaps and Barriers that affect Chilean Women:

- Greater difficulties in the use of ITs
- Little access to information on productive development.
- Difficulties in access to working capital and credits/loans (financing).
- Difficulties in access to training .
- Poor association and/or networks generation
- Women lack of visibility in the economic sphere.

## Strong presence of women microentrepreneurs

- 38.7% of microentrepreneurs are women.
- In SMEs 15.5% of the workers are women

**Microentrepreneurs**



**SMEs workers**



**SMEs**



- ❖ If the ability to grow is measured, men microentrepreneurs are more than 4 times more dynamic than women.
- ❖ 1,9% of microentrepreneurs grew at least until having 10 employees
- ❖ 0.4% of women microentrepreneurs grew to at least 10 employees
- ❖ Women micro-entrepreneurs earn less than men micro-entrepreneur
- ❖ 62.5% women microentrepreneurs get lower profits than the minimum salary
- ❖ Only 36.1% of men microentrepreneurs is in that range

The best thing about being independent is not having a boss 33.7%

### **Women**

- They emphasize that in order to do housework and / or care of children and elderly at home (39.6%)

### **Men**

- It is best not to have a boss 36.8%



## □ Conclusions of qualitative findings

1. For every 100,000 additional women in the labor market, chilean GDP increases on average 0.65%.
2. The potential number of women in labor force is 900,000 aprox. (ie 6% of chilean GDP)

**Berlien, K., Franken, H., Pavez, P., Polanco, D. and Varela, P. (2016)**

# GEM(Global Entrepreneurship Monitor) data 2015

- In Chile 25.5% of economically active women are considered entrepreneurs
- 71% are entrepreneur because they found a opportunity and 29% just for need
- 39 and 44 is the average ages of women in early and established companies, respectively
- 36.3% they have fear of failure
- The main reason for ending a venture is the low profitability and secondly personal reasons



# What did we learn about women entrepreneurs

- They perceive cultural and environment barriers.
- There are self-imposed barriers
- Lack of confidence in their abilities, their ideas and projects
- Government and other agencies effort will fail if there is no support from the households
- Entrepreneurship is socially acceptable and desirable for anyone, regardless of gender

# Last findings

- There are more essential problems than the lack of access to internet and computers
- Lack of access to financial information, especially from those who can not use ICT
- Women need support through technology adoption programs.



**Universidad del Desarrollo**  
Universidad de Excelencia

**The Best Practice of Multi-year Project:  
Innovation for women and Economic  
Development**

**Olga Pizarro Stiepovic**

**Chile**

