

WOMEN & CAPITAL INVESTMENTS— FAQ SHEET

Lack of Women Being Funded

In 2020, women-led startups received only 2.3% of total VC funding. Women of color are even more disproportionately affected. Black women have received less than 0.5% of all VC dollars spent in 2021 to date.

During COVID-19, the total amount of VC dollars spent increased 15% but the share of VC dollars directed towards women-led ventures decreased. Only 10 of the 120 unicorn companies in 2020 were female-founded.

In 2017, women-founded and women-led companies received 16.5% of Wisconsin investment capital which was higher than the global average of 10%.

Studies have suggested that investors are biased towards men during entrepreneurial ventures pitches; in fact, even when the content of the pitches was identical, investors were 60% more likely to invest in the companies pitched by “attractive men.”

90% of crowdfunded campaigns that raised over \$1 million were male-led campaigns.

Lack of Women Investing

Although women make up nearly half of the VC workforce, they rarely work in investment decision roles. For example, only 11% of VC general partners are women. Even worse, only 2.4% of all VC firm founders are women.

Black women make up 1% of the VC workforce and even fewer are Latinx women. Presented differently, white men control 93% of all VC dollars spent.

As of January 2021, Wisconsin’s first female-led VC fund, the Winnow Fund, raised over \$10 million in capital commitments. In August 2021, the Winnow Fund made its first investment in KaPloint, Inc., an entertainment and marketing technology company.

Sources & Resources

- [Women-Led Startups Received Just 2.3% of VC Funding in 2020](#), HBR
- [National Venture Capital Association \(NVCA\)](#)
- [Black Women Still Receive Just a Tiny Fraction of VC Funding Despite 5-Year High](#), Crunchbase
- [The Lack Of Diversity In Venture Capital Is Worse Than It Looks](#), Forbes
- [Closing the Gender Gap: Crowdfunding](#), CNBC
- [Investors Prefer Entrepreneurial Ventures Pitched by Attractive Men](#), HBS, Wharton, MIT Sloan
- [The Winnow Fund, Wisconsin’s female-led VC fund](#)