ABOUT THE RESPONDENTS

499 respondents started and 326 respondents finished the survey

307 Entrepreneurs
81 Accelerators
38 Investors
73 Other organizations (e.g. NGOs, consultancies, corporations)

LOCATION

90% Respondents from Asia
7% Respondents from EU
3% Respondents from other locations

GENDER

Majority of respondents are women

Entrepreneurs: 88%
Accelerators: 72%
Investors: 61%
Other organizations: 70%

LOCATION

Entrepreneurs
Majority of the entrepreneurs are located in urban areas

14% Rural
19% Peri-urban
67% Urban

GENDER

Majority of respondents are highly educated

87% Have a University level degree

BUSINESS SIZE

44.95% 1-5
24.76% 6-15
7.49% 16-25
5.86% 26-50
5.21% 50+

ASIA-PACIFIC NEEDS ASSESSMENT FOR MORE GENDER-INCLUSIVE ENTREPRENEURSHIP
HIGHLIGHTS ON IMPACTS FROM COVID-19
APRIL 2020
TOP SECTORS

**Entrepreneurs**
- **16%** Creative arts, design, culture
- **14%** FMCG: food, beverages, tobacco
- **11%** Textiles and garment

**Accelerators**
- **41%** Agriculture, environment, plantations, fishing, other rural sectors
- **31%** Education, research, training
- **29%** Business (support), consulting and management

**Investors**
- **24%** Accounting, banking, finance, investments, agriculture, environment, plantations, fishing, other rural sectors
- **18%** (E-)Commerce, hotels, hospitality, events management
- **16%** Healthcare, drugs, education, research, training

**Other organizations**
- **23%** Agriculture, environment, plantations, fishing, other rural sectors, accounting, banking, finance, investments
- **22%** Charity, development and voluntary work, education, research, training
- **16%** Business (support), consulting and management

COVID-19 IMPACT ON WOMEN ENTREPRENEURS

**IMPACT**
- Out of the entrepreneurs surveyed, **86%** say they are either negatively or very negatively affected by COVID-19. (n=244 women)
- **75%** of the entrepreneurs say their caregiving responsibilities increased due to COVID-19. (n=244 women)
- **77%** of the entrepreneurs say they sell fewer products/services. (n=244 women)
- **34%** of the entrepreneurs say they soon might have to close their operation entirely. (n=244 women)

**SUPPORT NEEDED**
- The top 3 preferred support from UN Women for entrepreneurs to mitigate the effects of COVID-19
  - Access to networks
  - Increased visibility
  - Facilitating access to finance

**NOTE:**
- The results are based on a non-randomized sample. The results cannot be generalized.

With the recession setting in, people will buy less as we are not [selling] a necessary item. If surplus stock can’t be liquidated, we can’t provide work to many people in the future.

Entrepreneur from India

If the quarantine needs to be stretched for at least half a year, we may need to close the business and I might see myself building the company from scratch again and needing to train new people.

Entrepreneur from Philippines

Entrepreneurs need strategic support (opportunity scouting, planning); financial support (many may have to shut down due to a cash crunch); emotional counselling (to deal with the challenges and issues); knowledge sharing (how to deal with emergencies, capacity building, etc).

Accelerator from India

ASIA-PACIFIC NEEDS ASSESSMENT FOR MORE GENDER-INCLUSIVE ENTREPRENEURSHIP
ACCESS TO FINANCE

The COVID-19 crisis has worsened existing challenges faced by female entrepreneurs. Among these is access to finance, which is key to ensuring women’s equal participation in the post-pandemic economy.

Entrepreneur perspective

60\% of the entrepreneurs say it’s somewhat or very difficult to access the finance needed for their business. (n=218 women)

39\% of the entrepreneurs are actively seeking grants and 27\% of entrepreneurs currently actively seek investments for their enterprise. (n=218 women)

Current finance need of the entrepreneurs

Investor perspective

Type of investment:

- Equity: 42\%
- Debt: 61\%
- Mezzanine: 24\%
- Mezzanine: 21\%

Investment size

- 0–20,000: 29.41\%
- 20,001–100,000: 23.53\%
- 100,001–500,000: 20.59\%
- 500,001–3,000,000: 23.53\%
- 3,000,000+: 2.94\%

Business stage of investment

- Phase 1: Seed stage: 15.79\%
- Phase 2: Start-up stage: 36.84\%
- Phase 3: Early stage/final stage: 57.89\%
- Phase 4: Expansion stage/second stage/third stage capital: 23.68\%
- Phase 5: Pre-public stage: 13.16\%

- 0% 5% 10% 15% 20% 25% 30% 35% 40% 45% 50% 55% 60% 65% 70%

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- 0% 5% 10% 15% 20% 25% 30% 35% 40% 45% 50% 55% 60% 65% 70%

47\% of the investors do not think about gender when selecting businesses to invest in. 18\% are neutral and 35\% are actively thinking about gender. (n=34 women)

81\% of the investors state in this time of COVID-19, it becomes more difficult for investors to invest in smaller enterprises. (n=36 women)

Difficulty with fundraising due to poor performance metrics for 2020

Entrepreneur from Germany

I have lost my confidence also. It might be difficult to arrange for necessary funds to run the company.

Entrepreneur from India

29\% of the entrepreneurs state they have experienced discrimination when trying to access finance. (n=218 women)

A potential investor recently said that “you are too nice, this is not enough to run a company”, without really going into the details of the business and processes, as if being nice would exclude the skill set of being good at operating a business.

Entrepreneur from Germany

As a woman your voice is not trusted the same way; you have to take a tiny voice of ‘please support me’ rather than asking for support to investment. Men investors (usually 50s and international) are not ready to hear this and do not trust a women in this position. Then you only access smaller amounts and grants!

Entrepreneur from Thailand

No matter which gender you are as long as you have the capability to deliver the given tasks, the business shall be successful.

Investor from Thailand

If a woman has an investable business she should not have a problem getting investment. But I do think the number of investable businesses you see coming up, has a relatively low percentage of women owners. Sometimes co-owners, but not very often completely women led.

Investor from Myanmar
In support of: Funded by: Produced by: In support of:

European Union

Contact:
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Follow #WeEmpowerAsia and @unwomenasia on social media
Visit us at weempowerasia.org

NOTE: The results are based on a non-randomized sample. The results cannot be generalized.