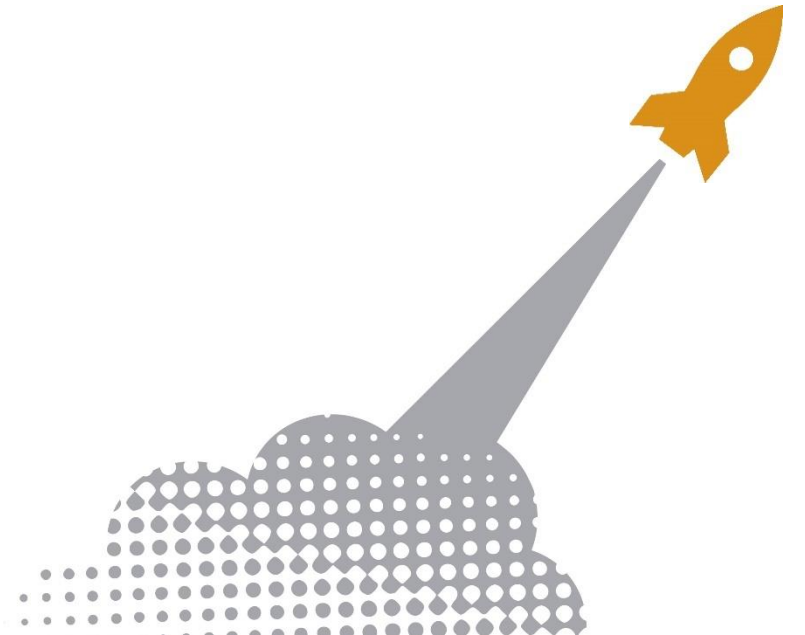


Innoventus Sør

The innovation company of Southern Norway

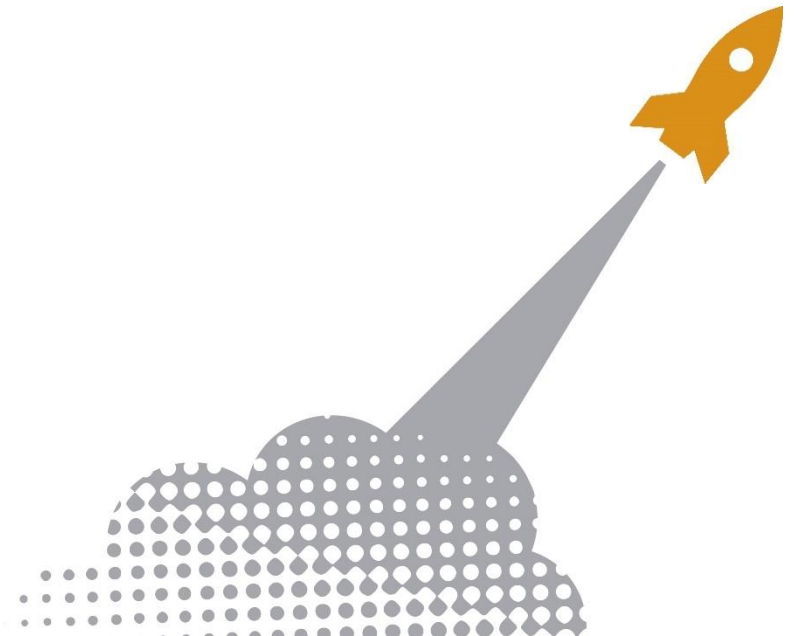
INCUBATOR – COMMERCIALIZATION OPERATOR – PRE SEED – REGIONAL DEVELOPER
THE INNOVATION COMPANY OF SOUTHERN NORWAY

Focus on female entrepreneurs



Status in 2016: 16 % women
Status in 2017: 24 % women
Status in 2018: 25 % women

Numbers from the incubator in Innoventus Sør



Female entrepreneurs! Where are you?



What are we talking about?

- Only 20% of Norwegian companies are started by women
- Only 1% of these are within tech
- Only 20% of Norwegian share values are owned by women (a great amount this is inherited)
- It is important to change this balance of power. Both for female entrepreneurs and investors
- Men invest in companies started by men
- Female entrepreneurs need more focus on investments

The amount of female start-up investors globally



Kilde: Crunchbase 2016

The amount of female start-up investors in Norway*



*Statistics are missing, but 1% is often mentioned.

What effect do female investors have?



Several studies with the same conclusion...

Dagbladet

07.03.2018

Kvinner er bedre investorer enn menn

Men for få tar å prøve seg i aksjemarkedet

Kvinner har større forutsetninger for å lykkes med sine investeringer enn det menn har. Allikevel velger mange kvinner å plassere pengene sine på en vanlig bankkonto, fremfor på børsen, og går dermed glipp a verdifull avkastning.

AV  Elin Kjetland

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ANNONSE

Annonse



Annonse



Several studies with the same conclusion...

Nordea

09.08.2017

Det lønner seg å investere i kvinnelige ledere

[Hjem](#) > [Presse og nyheter](#) > [Nyheter og pressemeldinger](#) > Det lønner seg å investere i kvinnelige ledere



09-08-17 14:53 | Investeringer og marked

Resultatene er klare: selskaper ledet av kvinner gjør det langt bedre enn markedet.

Nordea har analysert nesten 11.000 børsnoterte selskaper over hele verden de siste åtte årene. Analysen viser at selskaper med en kvinnelig toppleder eller en kvinnelig styreleder jevnt over har oppnådd en årlig avkastning på 25 prosent siden

2009, som er over dobbelt så mye som verdensindeksens (MSCI World Index) 11 prosent.

Not only investor, but mentor

In 2016, Harvard Business Review posted a study which documentet that female investors are better at helping startups with good exit (good price), compared to their male colleagues

The power is in the owner of the company, thats why we need more female company owners/investors

A large crowd of men in suits is gathered in a grand, dimly lit hall with ornate chandeliers. The men are dressed in dark suits, white shirts, and ties. In the foreground, a man in a blue suit and striped tie stands smiling, looking towards the camera. To his right, another man in a dark suit and glasses sits at a table, looking down at a folder or document. A brown leather briefcase sits on the table in front of him. The background is filled with many other men in suits, some standing and some seated, creating a sense of a busy, formal event.

A typical attendance at General Assembly

The world is changing

- Women
 - worries more about loss
 - are more likely to spread their investments
 - tends to own more of the wealth (worldwide)
 - invest differently
 - tends to do fewer investments, lower risk and earn more
 - have long-term visions
 - have a stable stock
 - is value-based

The image features two young women with blonde hair, smiling and looking towards the right. They are outdoors in a field. The woman on the left is wearing a dark hat and a grey sweater. The woman on the right is wearing a denim jacket and a black lace choker. The word 'FJONG' is written in large, white, sans-serif capital letters, centered within a white rectangular border that overlaps both women.

FJONG

**Fjong: A clothing-sharing platform -
where clothes are shared**

Wanted: Female investors

Fjong fikk 149 kvinner som aksjonærer

Kvinner investerer sjelden i oppstartsselskaper, men Fjong satte trolig Norgesrekord i både folkefinansiering og kvinneandel.



Fra FJONGS frokostseminar tidligere i vår. Tema: Kvinner på elersiden. Foto: Vilde Mebust Erichsen



Daglig leder i Fjong, Sigrun Syverud. Foto: Anna Johansen

FJONG MED REKORD:
Driver med utlån og leie av klær - ville hente 3,5 millioner, endte opp med over dobbelt så mye

Fjong got 149 female shareholders

FEATURED
HENTET INN 8 MILLIONER

AV NINA WANG GAARDER - 26. MAY 2018



DAILYSTORY

Mote-startup med dobbel norgesrekord: Måtte si stopp da egen folkefinansiering bikket 8 millioner kroner



Gründer



A General
Assembly

Dette bildet er smått historisk

Vanligvis er investorer menn.

Lets take the step together!