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

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

7% Respondents from EU

3% Respondents from other locations

90% Respondents from Asia

GENDER

Majority of respondents are women

88% Entrepreneurs

72% Accelerators

61% Investors

70% Other organizations

ENTREPRENEURS

Majority of the entrepreneurs are located in urban areas

14% Rural

19% Peri-urban

67% Urban

Majority of respondents are highly educated

87% Have a University level degree

BUSINESS SIZE

44.95% 0-5 employees

29.18% 6-25 employees

12.35% 26-50 employees

5.86% 50+ employees

ASIA-PACIFIC NEEDS ASSESSMENT FOR MORE GENDER-INCLUSIVE ENTREPRENEURSHIP | APRIL 2020
### 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

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

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<table>
<thead>
<tr>
<th>TOP SECTORS</th>
<th>Entrepreneurs</th>
<th>Accelerators</th>
<th>Investors</th>
<th>Other organizations</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>16%</strong></td>
<td><strong>41%</strong></td>
<td><strong>24%</strong></td>
<td><strong>23%</strong></td>
</tr>
<tr>
<td></td>
<td>Creative arts, design, culture</td>
<td>Agriculture, environment, plantations, fishing, other rural sectors</td>
<td>Accounting, banking, finance, investments, agriculture, environment, plantations, fishing, other rural sectors</td>
<td>Agriculture, environment, plantations, fishing, other rural sectors, accounting, banking, finance, investments</td>
</tr>
<tr>
<td></td>
<td><strong>14%</strong></td>
<td><strong>31%</strong></td>
<td><strong>18%</strong></td>
<td><strong>22%</strong></td>
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<tr>
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<td>FMCG: food, beverages, tobacco</td>
<td>Education, research, training</td>
<td>(E-)Commerce, hotels, hospitality, events management</td>
<td>Charity, development and voluntary work, education, research, training</td>
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<tr>
<td></td>
<td><strong>11%</strong></td>
<td><strong>29%</strong></td>
<td><strong>16%</strong></td>
<td><strong>16%</strong></td>
</tr>
<tr>
<td></td>
<td>Textiles and garment</td>
<td>Business (support), consulting and management</td>
<td>Healthcare, drugs, education, research, training</td>
<td>Business (support), consulting and management</td>
</tr>
</tbody>
</table>

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ACCESS TO FINANCE

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

- 30% have 0–20,000 USD
- 30% have 20,001–100,000 USD
- 27.98% have 100,001–500,000 USD
- 26.61% have 500,001–3,000,000 USD
- 22.48% have 3,000,001+ USD

Investor perspective

Type of investment:

- 42% Equity
- 61% Debt
- 24% Mezzanine
- 21% Other

Investment size

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

Business stage of investment

- 15.79% Phase 1: Seed stage
- 36.84% Phase 2: Start-up stage
- 57.89% Phase 3: Early stage/first stage/second stage
- 23.68% Phase 4: Expansion stage/second stage/third stage
capital
- 7.34% Phase 5: Pre-public stage

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

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)

Investor from Myanmar

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)

Investor 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
would be somewhat or very interested to learn more about how to integrate gender equality, diversity, and inclusivity in their daily business activities.

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