



**NYU**

Entrepreneurial  
Institute

# NYU FEMALE FOUNDERS FELLOWSHIP

The NYU Entrepreneurial Institute is seeking partners to launch the Female Founders Fellowship program to address the gender gap in entrepreneurship.

Join us in creating a new standard of representation in entrepreneurship.

# ABOUT THE NYU ENTREPRENEURIAL INSTITUTE

The Entrepreneurial Institute at New York University is the center of the University-wide entrepreneurship ecosystem cultivating the next-generation of startup leaders.

407

STARTUPS COACHED  
LAST YEAR

Since its inception in 2010, the NYU Entrepreneurial Institute has served and has worked with entrepreneurs from every NYU school and college, providing inspiration, training, and coaching to the diverse **global NYU population of 60,000 students, faculty and researchers**. We strive to cultivate a community and build connections between aspiring NYU entrepreneurs and the larger NYC startup ecosystem.

The Institute has endeavored to create an inclusive culture, prioritizing gender equity, diversity and inclusion in every one of the programs and resources we offer. Last year, Forbes noted **“New York University emerges as the school with potentially the most female-friendly culture,”**\* while just last academic year (2018-2019):

- We welcomed 7,600 NYU students, faculty and researchers to our co-working space, the Leslie eLab, 52% of which were female
- Of the 152 teams who participated in our programs, 67% included a female founder
- We hosted 250 women and allies at our second annual NYU Female Founder Forum
- The NYU Innovation Venture Fund made its 19th investment, with 10 out of 19 companies having female founders

\*Source: PitchBook Data, Inc. via Forbes



## FEMALE FOUNDERS ARE STILL AT A DISADVANTAGE

Despite all the attention over the last few years on how to better support female founders, the situation is still bleak.

**2% OF FUNDING AND  
25% OF TOTAL INVESTMENTS  
MADE IN COMPANIES WITH  
FEMALE FOUNDERS\***

Women entrepreneurs face significant obstacles due to cultural stereotypes and other forms of gender bias. These **stereotypes often “discourage women from pursuing entrepreneurship and/or detract from their ability to garner support for a new venture”** (Kauffman Foundation, 2016). As a result female founders are statistically much less likely to start businesses and to raise venture capital financing, with only 2% of funding in 2018 going to companies with female founders.\*

Challenges faced with acquiring financing are compounded for female university students and recent alumni, who also face substantive student loan debt. **“\$10K in student debt, versus being debt free, lowers the chance of launching a startup by 7 percent, drops startup earnings by 42 percent, hits technology and fast-growing startups especially hard, and worsens the impact of business failure”** (Center for American Entrepreneurship, January 2019).

However there are ways to confront and overcome these barriers. According to the US Small Business Administration, **women who receive mentoring early in the development of their businesses, are much more successful than those who don't**. Furthermore, providing training and opening up networks can help women entrepreneurs access skills, mentors and financial capital. Finally, **helping to alleviate the burdens of student debt can catalyze more women to pursue, and to succeed in their ventures post graduation**.

\*Source: PitchBook Data, Inc. via Fortune: [fortune.com/2019/01/28/funding-female-founders-2018/](http://fortune.com/2019/01/28/funding-female-founders-2018/)

**\$10K+**  
**IN STUDENT DEBT = LESS CHANCE  
OF LAUNCHING A STARTUP**



# THE FEMALE FOUNDERS FELLOWSHIP PROGRAM

The Female Founder Fellowships will provide loan alleviation grants as well as extensive training, mentorship and support to female-identifying entrepreneurs at NYU.

**Our goal is to better support and remove financial barriers for women pursuing startups.**

Through this initiative we aim to achieve gender parity in our student programs and set a **new standard for gender equality in entrepreneurship at universities**. Overall, the program will enable more female founders to launch ventures during school and after graduation. The fellowship will equip **15-25 female founders each year**, with the following support:



## Loan Alleviation Grants

Fellows will have the opportunity to apply for **loan alleviation grants to lessen the student loan barrier** and to enable more female founders to pursue their ventures after graduation.



## Training & Coaching

Fellows will have access to **comprehensive startup training** through programs and dedicated support from expert startup coaches.



## Network of Female Founders

Fellows will be invited to participate in monthly **female founders community events**, an annual full-day Female Founders Forum, and have access to a network of 120 external mentors and investors.

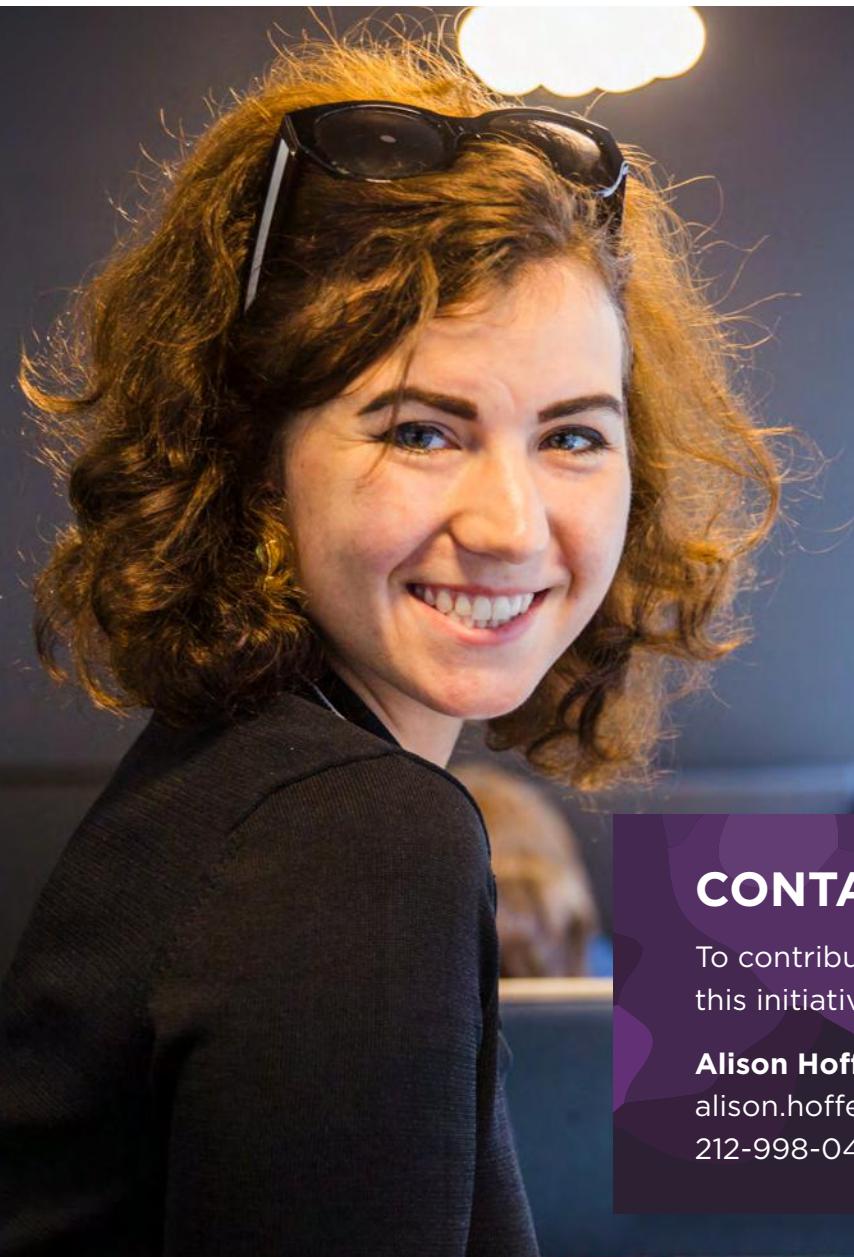
We expect the impact of the Female Founders Fellowship to be, among other success indicators:

- Increase the number of women trained in startup best practices through educational programs
- Increase the number of female mentors in our mentor pool, and increase the number of connections made between fellows recipients and mentors
- Increase the number of female founders who choose to pursue their venture full time after graduation, as a result of alleviating their debt obligations
- Increase financial access, helping more NYU female founders successfully raise follow-on funding (e.g., SBIR/STTR grants or angel/venture funding)
- Achieve equal representation of women (striving to match the NYU student population as a whole) applying for and participating in the Institute's student startup accelerator programs.

## HELP US BRIDGE THE GAP

Our goal is to create a \$1.5 million dollar fund allowing us to provide grants to 15-25 women each year, for three years. We are seeking partners committed to addressing gender equality to help launch this ambitious program.

Through the Female Founders Fellowship, NYU will reduce structural barriers for female founders, provide entrepreneurship training for women in tech and build a pipeline of talent between the campus and the greater startup ecosystem.



### CONTACT US

To contribute to, partner with or learn more about this initiative, please contact:

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