



DIANA INTERNATIONAL RESEARCH INSTITUTE

at Babson College

SURVEY 3: STAKEHOLDER MANAGEMENT FROM CRISIS TO OPERATION

WOMEN ENTREPRENEURS IN A TIME OF COVID-19

TOP THREE BUSINESS CONCERNS

75%

Decline in sales

54%

Market disruption

41%

Keeping employee Morale

“ It is difficult for people to make long term decisions right now given that we have no idea if the effects of COVID will remain with us for a few more months or for an extended period of time. ”

- Survey Participant

“ The speed at which communication needs to take place has been very difficult. It was particularly difficult at the beginning when I was emotionally/mentally going through so much to also figure out everything that needed to be done and communicate very clearly with all stakeholders. ”

- Survey Participant

STRATEGIES FOR MITIGATING CHALLENGES



SUPPORT FROM KEY STAKEHOLDERS



good or very good support from employees



good or very good support from Board

Lowest ratings reported for investors and vendors

“ Vendors seem to be desperate in the slowdown from Covid-19 so I'm being quoted regular market rates and not any discounts for early stage startups. I'm hesitant to hire offshore vendors who might be less costly because of managing them in large time zone differences remotely and lack of legal recourse if they don't perform. ”

- Survey Participant

“ The two investors that we had investment terms sheets from have withdrawn. All of our stakeholders are treading water with their own problems and social distancing doesn't help. ”

- Survey Participant

CHALLENGES FOR VC-FUNDED BUSINESSES



60% not sure if investors will invest more capital

Note: n=47; 89% USA-based firms; 48% in Wholesale/Retail Trade; 89% with <\$1 million revenue; 16% solo-preneurs; 84% with <50 employees; 54% less than 5 yo; 11% VC-funded and 22% essential services; survey ran May-July 2020