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

STRATEGIES FOR MITIGATING CHALLENGES

- 63% communicating early and often
- 61% detailing company strategies to address the crisis
- 59% listening more than usual
- 13% asking how people are feeling about the public health response

SUPPORT FROM KEY STAKEHOLDERS

- 90% good or very good support from employees
- 82% good or very good support from Board

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