



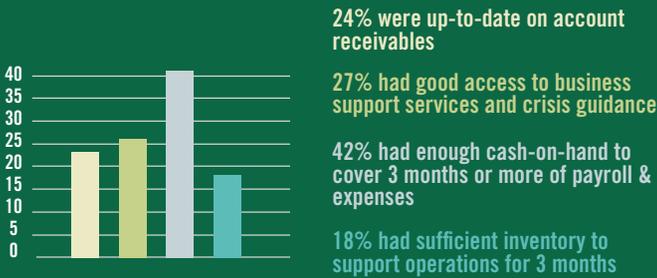
DIANA INTERNATIONAL RESEARCH INSTITUTE

at Babson College

SURVEY 2: BUSINESS OPPORTUNITY

WOMEN ENTREPRENEURS IN A TIME OF COVID-19

BUSINESS PREPARATION



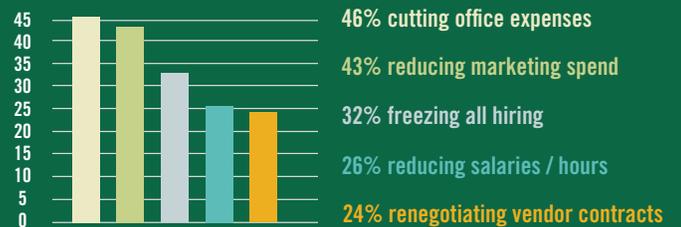
BUSINESS MODEL ADJUSTMENTS



“ There isn't going to be a back to normal for anyone anytime soon. The sooner we accept that the earlier we can all make progress towards the new normal.

- Survey Participant

COST CUTTING ACTIONS TAKEN



OTHER CHALLENGES



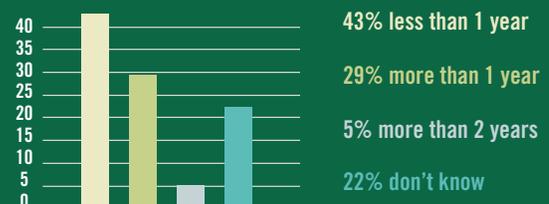
“ We never stopped our operations, just adapted to the new environment. But I believe that the "normal" business will be back only next year when people are more comfortable with the economy.

- Survey Participant

BUSINESS RELIEF PROGRAMS APPLIED TO



WHEN BUSINESSES EXPECT TO SEE RECOVERY



Note: 74 women business owners were surveyed. Over 90% were USA-based firms with over half operating in Finance, Professional Services and Wholesale/Retail Trade sectors. More than three quarters of the sample reported 50 or fewer employees with one out of five sole proprietorships and three quarters reported less than \$1 million in revenue. Almost half are less than 5 years old. One in five were designated as "essential services" by their state or local governments and less than about 8% VC-funded.