



Currently funded by Babson College, the Diana Project is the premier global initiative engaging in research activities, forums, and scholarship focusing on women entrepreneurs and their growth.

Women entrepreneurs and their businesses are vitally important for wealth creation, innovation, and economic advancement throughout the world. Recognizing this, the Diana Project works to support and connect the community of scholars dedicated to the study of women's entrepreneurship, providing a platform to develop, conduct, and share research that informs policy, practice, and teaching in the classroom.

OBJECTIVES

The Diana Project strives to raise the awareness and expectations of women business owners seeking to grow their ventures. In particular, we focus on the factors influencing women's ability to obtain resources and growth capital, as well as educating resource providers—especially those in investment funds—and policymakers about the importance and advantages of supporting and investing in women-owned businesses.

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There are more than

400 researchers
from
43 countries

involved with
the Diana Project



There are more than

200
MILLION

women entrepreneurs starting
or running new businesses in
83 economies around the world



An additional

128
MILLION

women are running
established businesses

— Global Entrepreneurship Monitor, 2016



In the United States, women are the majority owners of 30 percent (6.7 million) of all privately held firms and half-owners of 46 percent (10.1 million) of all the enterprises. But, despite their participation and presence, they receive less than 5 percent of all U.S. equity investments.

NOTABLE ACADEMIC COLLABORATORS AND SPONSORS

Ernst & Young

ESBRI

Kauffman Foundation

University of Alberta School of Business

Nord University Business School

University of Western Australia

The Arthur M. Blank Center
for Entrepreneurship

Babson College Entrepreneurship
Research Conference

Global Entrepreneurship Monitor

RECENT PUBLICATIONS

Entrepreneurial Ecosystems and the Growth of Women's Entrepreneurship: A Comparative Analysis (2016)

Women's Entrepreneurship in the 21st Century: An International Multi-level Research Analysis (2014)

Global Women's Entrepreneurship Research: Diverse Settings, Questions and Approaches (2012)

Women Entrepreneurs and the Global Environment for Growth: A Research Perspective (2010)

ABOUT

The Diana Project was launched in 1999 by professors Candida Brush, Nancy Carter, Elizabeth Gatewood, Patricia Greene, and Myra Hart, in collaboration with Sweden's Entrepreneurship and Small Business Research Institute (ESBRI), to study women's entrepreneurship and answer these questions: "Why do women-owned businesses remain smaller than those of their male counterparts?" and "Do women face unique challenges in acquiring growth capital?"

A multimethod research effort was undertaken to examine supply of and demand for growth capital relative to women entrepreneurs. The results showed that U.S. women entrepreneurs seldom acquired sufficient funds to grow their businesses aggressively and to reach their full potential, and that they were virtually shut out of access to venture capital funding.

In 2014, the original 1999 Diana Project report was replicated using the same methodology. This report, "Women Entrepreneurs 2014: Bridging the Gender Gap in Venture Capital," surveyed all investments in U.S. businesses between 2011–2013 received more than one billion media imprints, and has had its findings featured in the Huffington Post, *Time Inc.*, *The Wall Street Journal*, *Fast Company*, TechCrunch, *Financial Times*, *Fortune*, and *Forbes*.

To date, there have been nine global Diana Project conferences. More than 450 papers were presented at these conferences, and many of these are published in either special issues of peer-reviewed journals or edited volumes of the Diana Project. There are more than 3,700 citations of Diana Project collective works.

LEARN MORE ABOUT THE DIANA PROJECT AT
www.babson.edu/dianaproject