

IMPACT OF COVID-19 ON WOMEN TECHNOLOGY ENTREPRENEURS



2020 RESPONDENTS
PROJECTED

\$1M

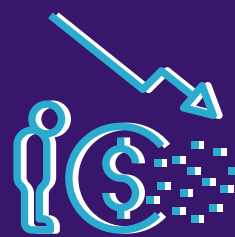
IN REVENUE LOSS OVER
24 MONTHS



2020 RESPONDENTS
PROJECTED

\$5M

IN LOST OPPORTUNITIES
OVER 24 MONTHS



100%

OF 2020 RESPONDENTS
EXPECTED TO LOSE \$10K
OR MORE IN REVENUE
AND OPPORTUNITY

REVENUE LOSS TO DATE
\$50K - \$100K

OPPORTUNITY LOSS TO DATE
\$50K +

2021 RESPONDENTS WHO
HAVE LOST \$10K+ TO DATE
100%

31%



OF 2020 RESPONDENTS
INDICATED THEY WILL ONLY
ATTEND EVENTS DIGITALLY
OVER THE NEXT THREE
MONTHS

2021 RESPONDENTS WHO
WILL ONLY ATTEND
VIRTUAL EVENTS

30%

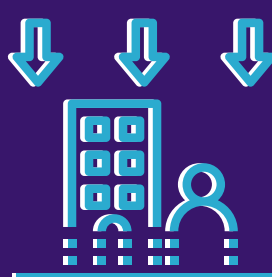
63%



OF 2020 RESPONDENTS
INDICATED THEY DON'T PLAN TO
CONDUCT ANY BUSINESS
RELATED TRAVEL IN THE NEXT
THREE MONTHS

2021 RESPONDENTS WHO
WILL NOT CONDUCT ANY
TRAVEL

50%



19%

OF 2020 RESPONDENTS ANTICIPATED DOWNSIZING

25%

OF 2021 RESPONDENTS WERE REQUIRED TO DOWNSIZE

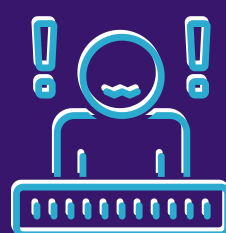


49%

OF 2020 RESPONDENTS
REPORTED A NEGATIVE OR
SOMEWHAT NEGATIVE
EMOTIONAL IMPACT

NEGATIVE OR SOMEWHAT
NEGATIVE REPORTED IN 2021 BY

60%



78%

OF 2020 RESPONDENTS
REPORTED HIGHER
STRESS AND ANXIETY
LEVELS

HIGHER STRESS AND ANXIETY
REPORTED IN 2021 BY

82.5%

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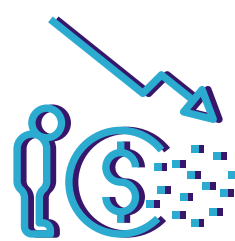
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24 MONTHS



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IN LOST OPPORTUNITIES
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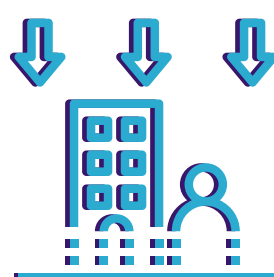
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PREPARED BY WOMEN IN CLOUD FROM
THE 2021 COVID-19 IMPACT SURVEY
REPORT SPONSORED BY M12