Does gender matter? Evidence from technology start-ups and crowdfunding platform

The seminar will examine the involvement of women entrepreneurs in technology start-ups and their effects on business closures, M&As, IPOs, and continuous independent activity. Using data on 3,743 technology start-ups, findings show that women entrepreneurs are negatively associated with the probability of business closure, but also with the probability of M&As, and IPOs. Instead, they tend to be associated with continuous independent start-up activity. On top, the finding points out that having women managers in a start-up reverses the effect of women entrepreneurs on the probability of both M&As, and IPOs. The seminar will present the challenges women entrepreneurs face in a reward-based crowdfunding platform; The lack of resources and support for women entrepreneurs and their ventures lowers their chances of success and ultimately leads to the underrepresentation of women-led ventures in the economy. Thus, to remedy this problem, it is crucial for women entrepreneurs to attract potential investors. The latter may use in their decision-making process cues such as the number of supporters, which provides social validation of the ventures. To test this, an analysis was held of 2,275 reward-based crowdfunding projects to investigate the effects of women entrepreneurs’ presence, and the consequences of social validation (i.e., number of supporters), on their crowdfunding success.