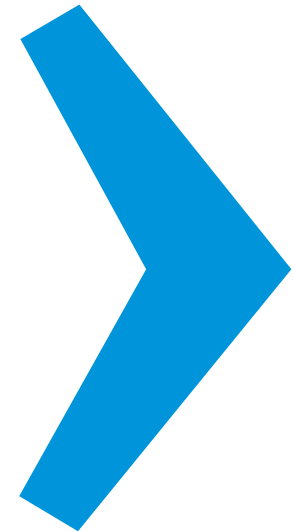




Silicon Valley Bank

Women in Technology Leadership 2019

Key insights from the Silicon Valley Bank
Startup Outlook Survey



We must do better: Half of startups have no women on their leadership team

Since 2014, Silicon Valley Bank has measured gender parity in startup leadership as part of our annual Startup Outlook Report.

For our **Women in Technology Leadership 2019** report, we surveyed tech and healthcare founders and executives in the US, the UK, China and Canada. The combined country results are not surprising — but still sobering. **Just 56 percent of startups have at least one woman in an executive position, and only 40 percent have at least one woman on the board of directors.**

Innovation happens when people of different perspectives and with fresh viewpoints come together. By this measure, we must do better — but there are some high notes.

Our report shows evidence that more women are joining startup boards and filling executive roles than in the recent past. As we see it, we are moving in the right direction and need to seize the opportunity to expand inclusion of women — and other underrepresented individuals — across the startup ecosystem. Critically, we need to continue to encourage founders, investors and influencers in our ecosystem to build and support diverse teams from day one to increase this positive momentum.

How do we do that? As the Startup Outlook 2019 results highlight, 59 percent of startups have some type of program in place designed to increase the number of women in leadership. There are many approaches, and we advocate pursuing initiatives that best fit your business' values and culture — and that produce measurable results.

At SVB, we have been on our own journey to promote inclusion, diversity and equal representation internally and in the ecosystem we are part of. We participate in programs designed to help women raise startup capital, pursue board positions, strengthen leadership skills and become investors. Our hiring outreach targets increasingly diverse pools of candidates, and we offer a wide array of employee-friendly benefits. We work diligently to erase unconscious bias in promotions and hiring, and we are expanding initiatives — often with clients as partners — to help underrepresented students and young professionals gain the skills required to enter and succeed in the tech workforce. While we have made progress, we know we have more to do.

We hope that by reading this report, you will start or continue a conversation at your company to help expand opportunities for women and, in the bigger picture, build a stronger, more sustainable innovation economy by hiring and promoting people with diverse backgrounds, experiences and points of view.

Thank you for your interest. Let us know what you think.



Greg Becker
CEO, Silicon Valley Bank

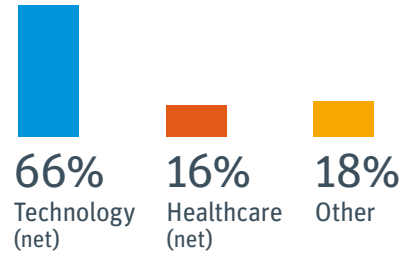
About the Startup Outlook Survey

Our annual survey of startup executives offers insights into what is on the minds of technology and healthcare leaders. For the 2019 report, we received responses from startup executives in innovation hubs primarily in the **US**, the **UK**, **Canada** and **China**.

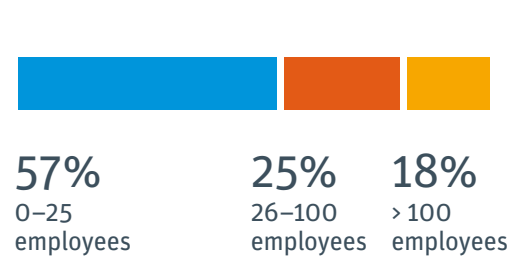
Total respondents

1,377

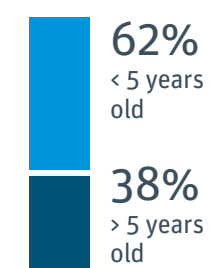
Industry sector



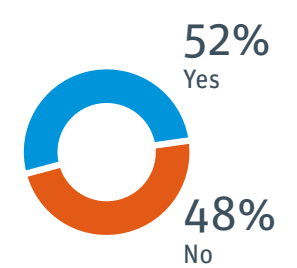
Size



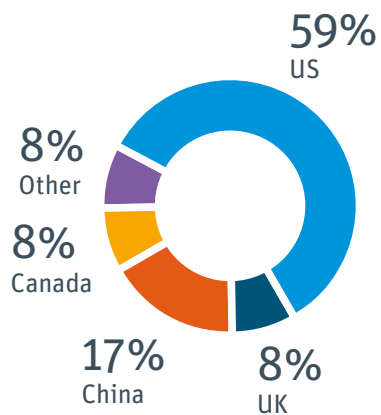
Company age



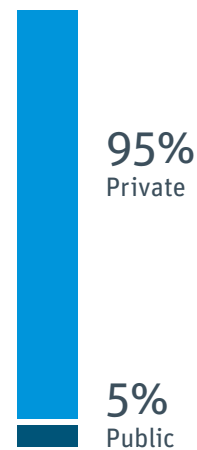
Profitable



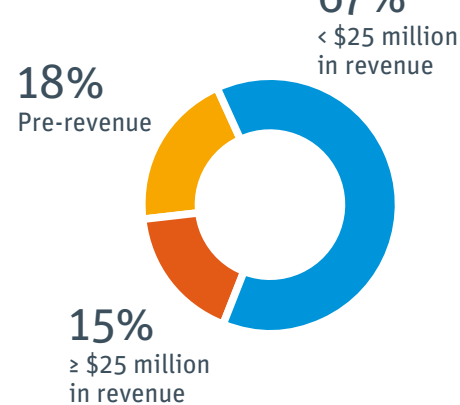
Primary place of business



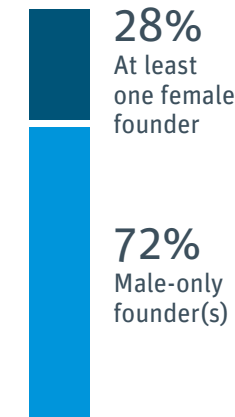
Ownership



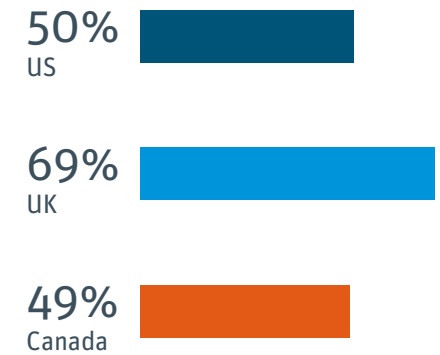
Revenue stage (USD)



Founder gender



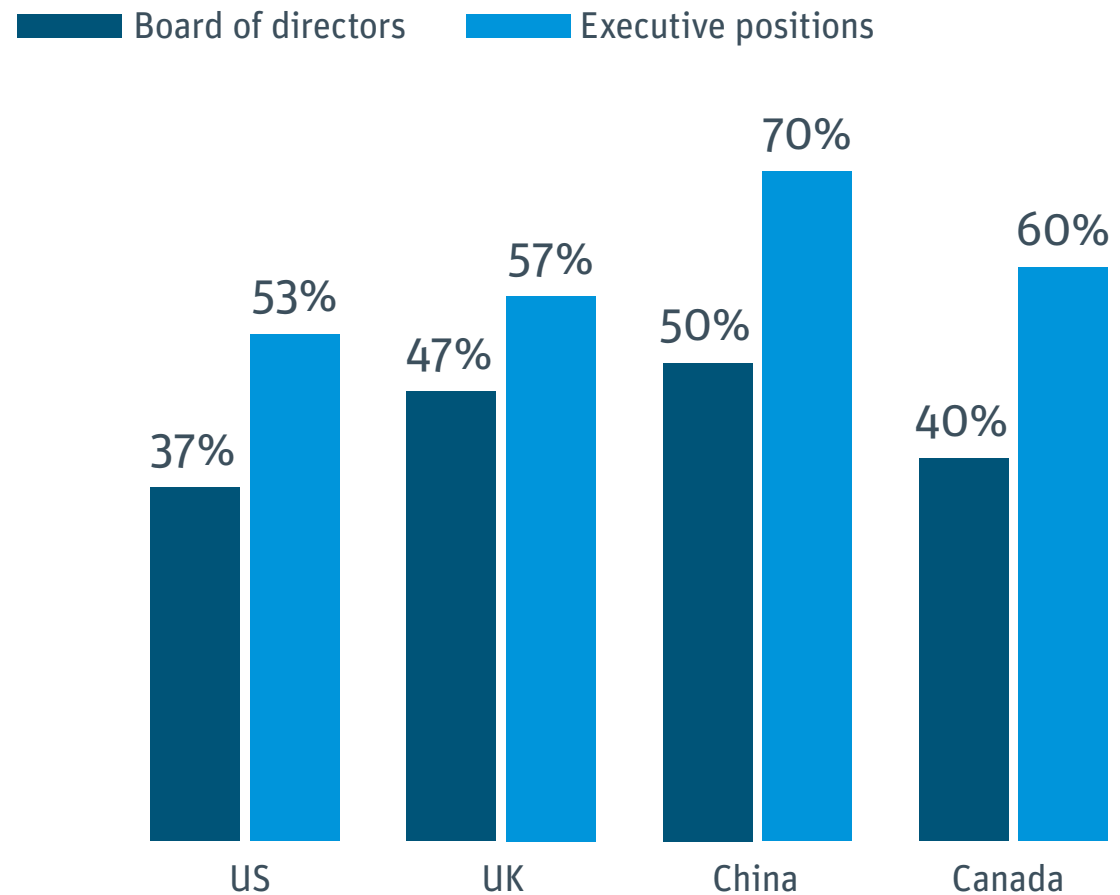
Companies with at least one founder born outside their primary country



Half of startups have no women on their leadership teams

We surveyed tech and healthcare founders and executives primarily in the US, the UK, China and Canada. The combined results show that a lack of gender parity persists: Just 56 percent of startups have at least one woman in an executive position, and only 40 percent have at least one woman on the board of directors. Like previous Startup Outlook Report findings, of the countries surveyed, China has the highest percentage of companies with at least one woman in an executive role.

Percentage of startups with at least one woman in a leadership position:



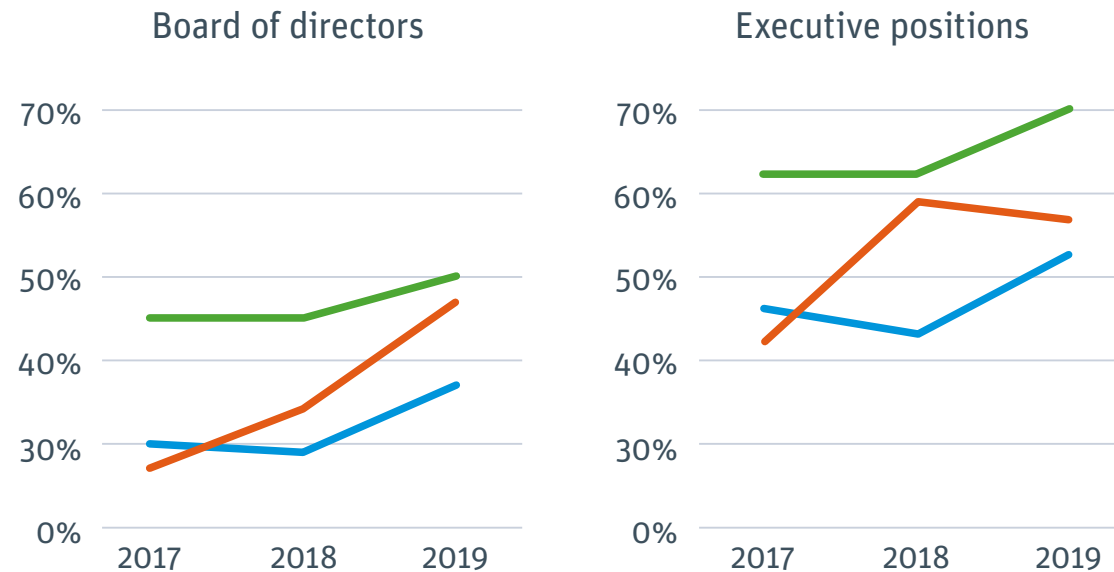
Slow progress toward gender parity

Amid a growing focus on the lack of women in tech leadership, there is some evidence that more women are joining startup boards and filling executive roles. Progress is slow, but it is encouraging to measure momentum compared with the previous two years.

This is the first year that we've interviewed Canadian startups. The 2019 survey found that 40 percent of Canadian startups have at least one woman on the board of directors and 60 percent have at least one woman in an executive position.

Percentage of startups with at least one woman in a leadership position:

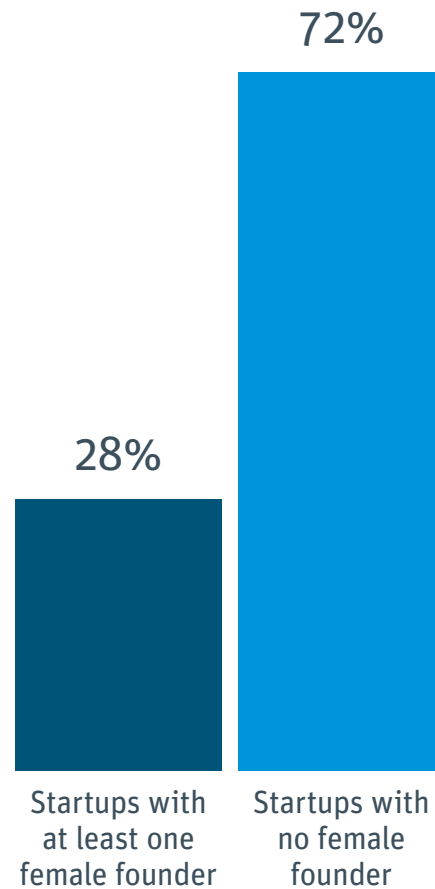
■ US ■ UK ■ China



One in four startups has a woman on the founding team

Twenty-eight percent of tech and healthcare startups have at least one woman on the founding team.

Percentage of startups with at least one female founder:

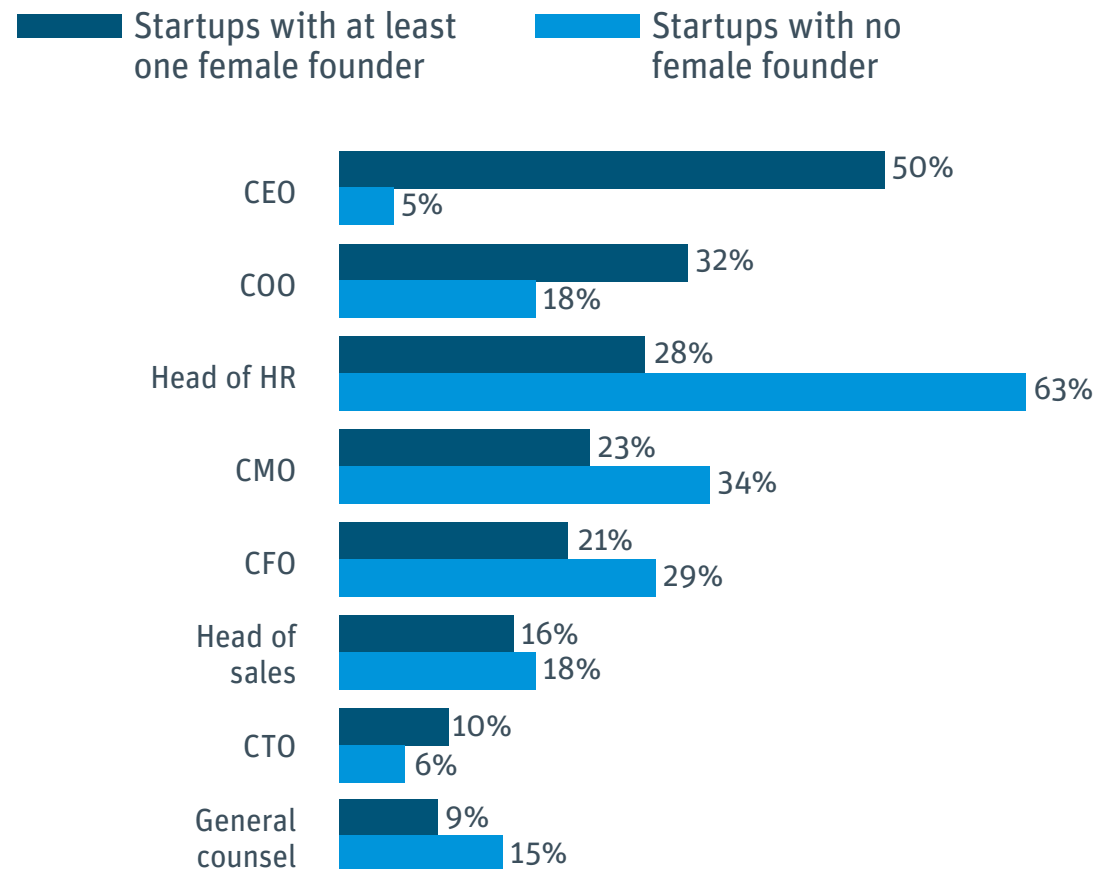


Founder gender often determines women's roles

Startups with at least one woman on the founding team are much more likely to have a female CEO (often founders serve as CEOs) or COO. If the startup has only male founders, a woman is much more likely to be head of HR or chief marketing officer.

The numbers are stark: Just five percent of startups with only men on the founding team have a female CEO, whereas 63 percent have women as HR chiefs.

Percentage of startups with a woman in an executive position:

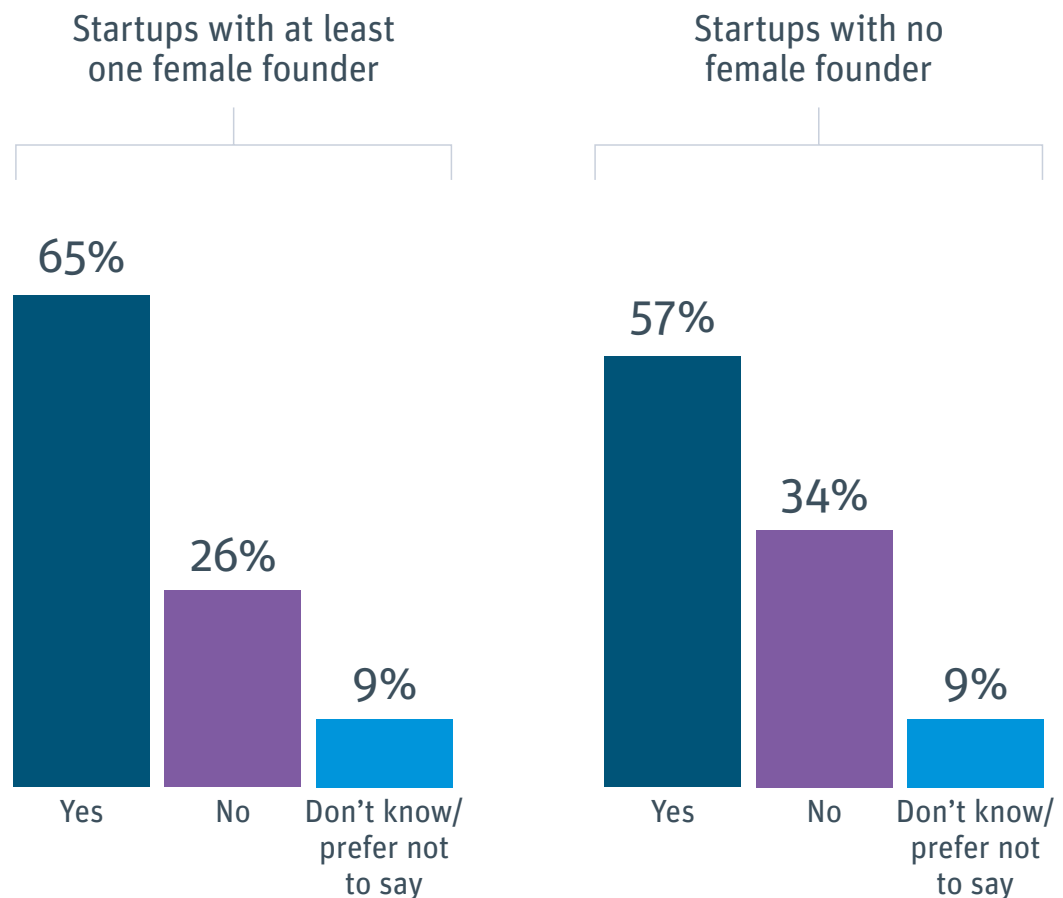


Note: Respondents could choose as many responses as apply.

Six in 10 startups have programs to increase women in leadership

Overall, 59 percent of startups have some type of program in place designed to increase the number of women in leadership positions. There is a small difference depending on the gender makeup of the founding team: If the team included a woman, 65 percent of startups have a program compared with 57 percent if the founding team was men only.

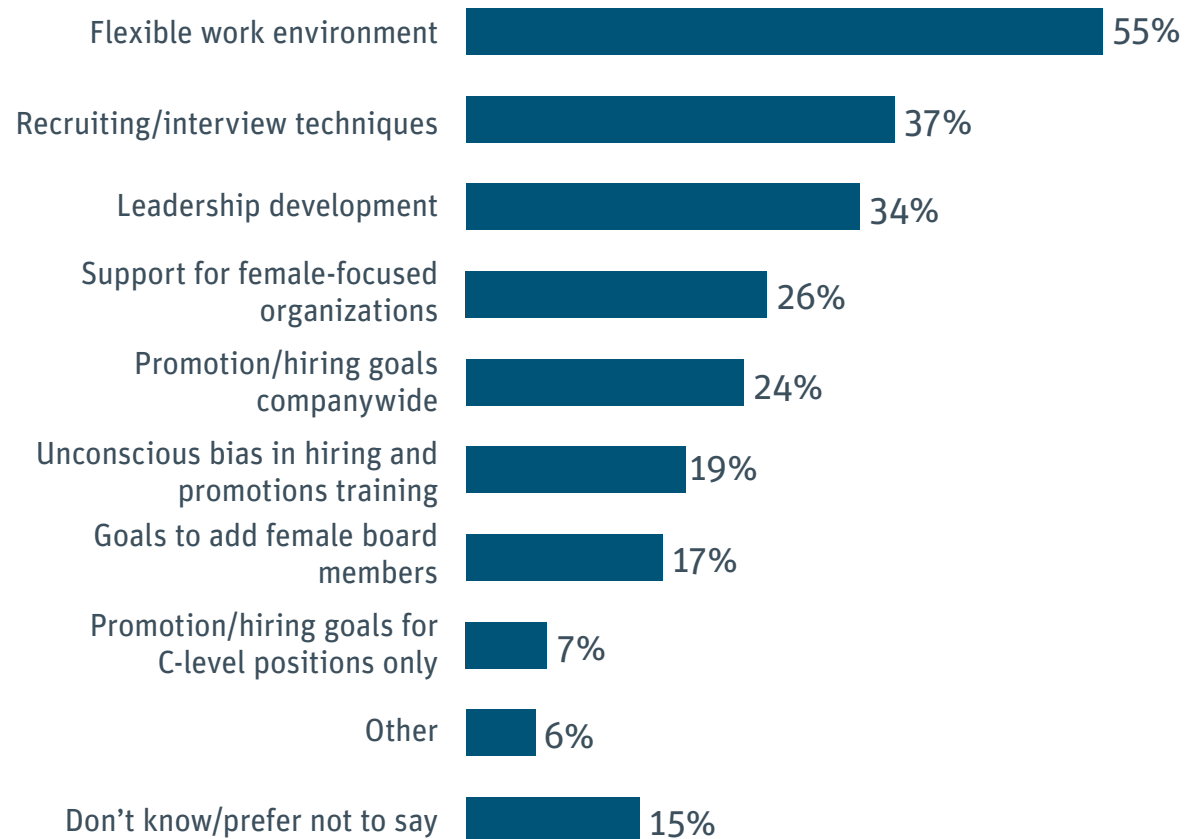
Percentage of startups with programs to increase the number of women in leadership:



Gender-based hiring goals in startups are rare

Of startups with programs in place to support gender diversity, the most common programs are a flexible work environment, recruiting/interview techniques and leadership development. Startups with promotion/hiring goals typically apply them companywide – just seven percent have goals for C-level positions only.

Which types of programs do you have to increase the number of women in leadership?



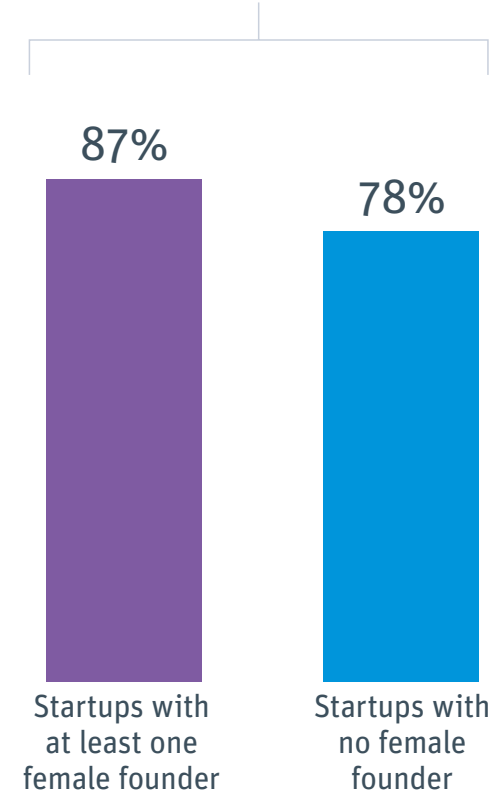
Note: Respondents could choose as many responses as apply.

Raising capital is harder for startups with a female founder

Finding startup capital is typically hard. Startups with at least one woman on the founding team say the current fundraising environment is even more challenging than for those with an all-male founding team.

What is your view of the current fundraising environment for companies like yours?

Somewhat/extremely challenging

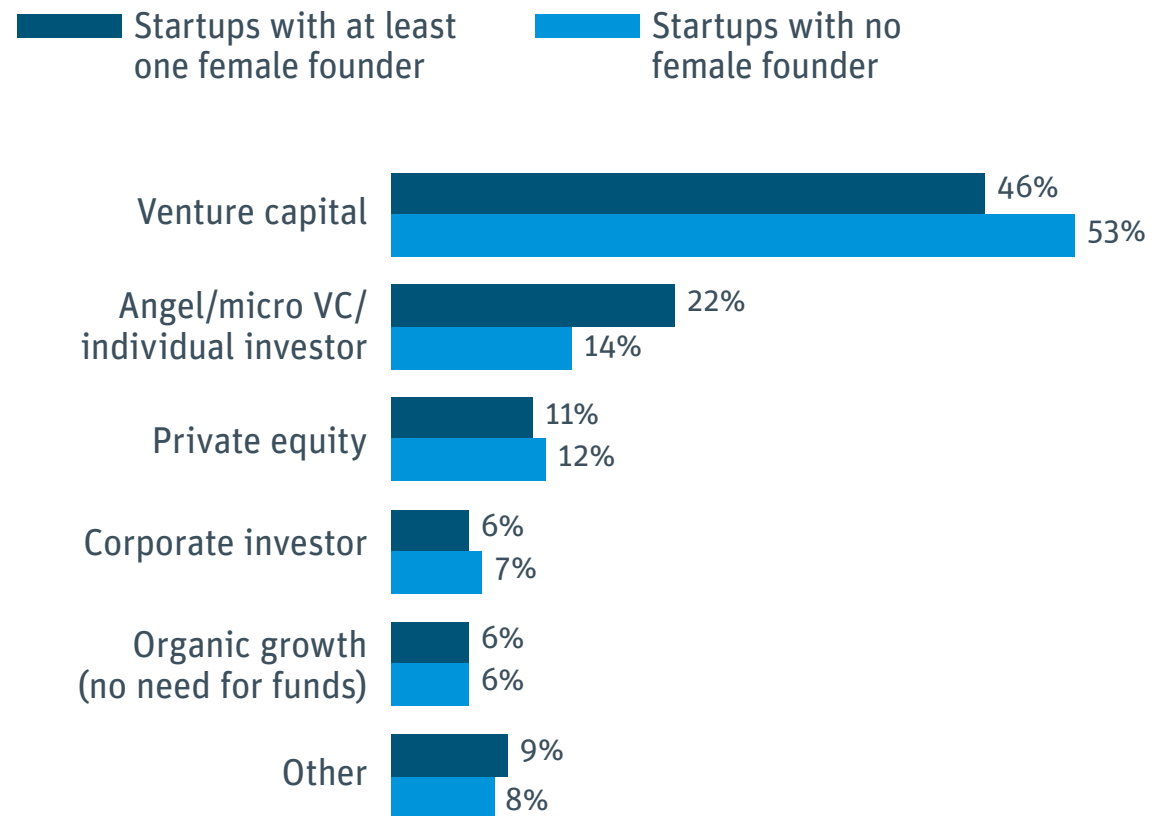


Note: Asked of private companies that successfully raised capital.

Startups with a female founder are more likely to tap small investors

Twenty-two percent of startups with at least one female founder plan to raise their next source of funding from small investors compared with 14 percent of startups with all-male founding teams.

What do you expect to be your company's next source of funding?



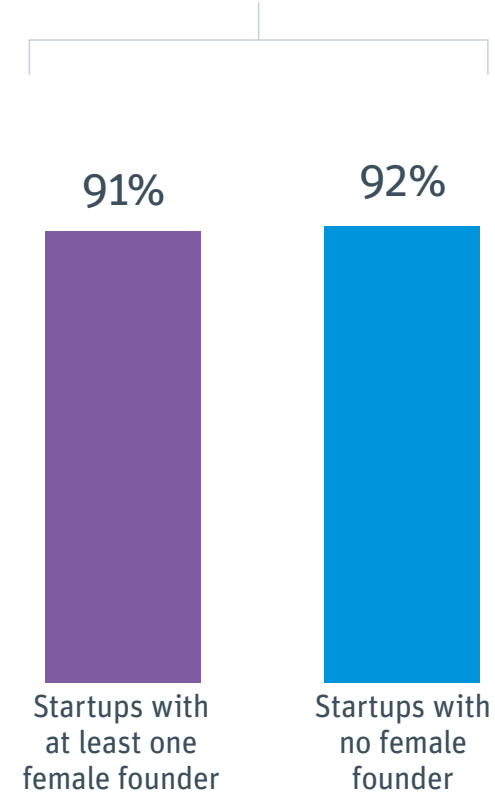
Note: Asked of private companies that successfully raised capital. Other sources of funding include government grants, bank debt, IPOs and mergers.

Hiring is challenging for all startups

When it comes to hiring skilled workers, the gender of the founding team plays no role: It is challenging for everybody. The skills that are most in demand among all startups are product development, technical and sales.

How challenging is it to find workers with the skills necessary to grow your business?

Somewhat/extremely challenging





About Silicon Valley Bank

For more than 35 years, Silicon Valley Bank (SVB) has helped innovative companies and their investors move bold ideas forward, fast. SVB provides targeted financial services and expertise through its offices in innovation centers around the world. With commercial, international and private banking services, SVB helps address the unique needs of innovators.

Learn more at svb.com/women-in-technology