

# CANADIAN WOMEN ENTREPRENEURS, RESEARCH AND PUBLIC POLICY

## Table of Contents

Executive Summary.....	1
Introduction .....	4
Getting Started: Research Challenges .....	6
The Importance of Women Business Owners .....	11
<i>How important are women-owned firms to the Canadian economy?</i> .....	11
<i>How do Canadian rates of women's entrepreneurial activity compare to other nations?</i> .....	12
Profiles of Women-owned Firms .....	13
<i>Why are financial profiles important?</i> .....	13
<i>How do the financial profiles of majority women- and men-owned firms differ?</i> .....	13
<i>Do self-employed women also differ from self-employed men?</i> .....	14
<i>Do women-owned and men-owned firms differ as to growth?</i> .....	14
<i>What factors account for gender differences in the financial profiles of Canadian firms?</i> .....	15
Women Owners' Attitudes to Growth.....	18
<i>What motivates women to start businesses?</i> .....	18
<i>How, if at all, do motives among self-employed workers differ?</i> .....	20
<i>What are Canadian women business owners' attitudes towards venture growth?</i> .....	20
<i>How do Canadian women business owners define success?</i> .....	25
<i>How does business ownership change women's lives?</i> .....	27
Barriers to Venture Growth.....	28
<i>How do male and female entrepreneurs perceive barriers to growth?</i> .....	28
<i>What are the gender-specific challenges for women entrepreneurs?</i> .....	28
<i>What is the engagement of Canadian women business owners in international trade?</i> .....	31
<i>What barriers influence export propensity among Canadian women entrepreneurs?</i> .....	32
Human Capital – Management Experiences of Women Entrepreneurs.....	34
<i>In what ways do managerial experiences of business owners differ by gender?</i> .....	34
Financial Capital and Women-Owned Firms.....	37
<i>What is the relationship between gender and capital among Canadian SMEs?</i> .....	37
The Association between Gender and Growth Performance .....	40
<i>What is the impact of gender differences in management experience, capital and growth intention on firm performance?</i> .....	40
<i>What causes women-owned firms to fail?</i> .....	42
Section Overview .....	45
Rationale for, and Availability of, SME Gender-Specific Programs.....	46
<i>What is the participation rate among SME programs by women entrepreneurs?</i> .....	46
<i>What types of gender-based SME services are available to Canadian women entrepreneurs?</i> .....	48