

ENTRE 579: Women in Entrepreneurial Leadership

Stories of technological disruption, innovations changing our society, new accelerators, new incubators, new unicorns, and venture capital are seemingly daily headlines. Also in the headlines, and our social feeds, are Elon Musk, Jeff Bezos, and Mark Zuckerberg. Silicon Valley is portrayed as both the birthplace and playground of the entrepreneur.

Entrepreneurship is sexier than ever, and one might assume, we are in the midst of an entrepreneurial boom – one in which success is swift and profitable. The reality is much different. Data shows that the [entrepreneurship rate has nearly halved since the 1970s](#). Simultaneously, the percentage of startups that are profitable when they list on the stock market is at its lowest point since the dotcom bubble of the 1990s despite the average startup today remaining private twice as long as was the norm in the past.

Pulling back the façade even further, one finds that women and minorities are largely left out – or face more challenges than their white male counterparts. In 2019, companies with all-female founding teams received [just 2.8% of all venture capital funding](#). Further, [female-only founders raise less of a proportion of funding than male/female co-founded teams across funding rounds](#) (see through series C+).

[Minorities receive even less funding](#). Just one percent of venture-backed founders are black, Latino founders makeup 1.8% of those receiving funding, while Middle Easterners total 2.8%. Asians make up 17.7% of venture-backed founders.

A [2017 paper](#) reported that while VC investments and initial public offerings affect less than 1% of US companies, these two subjects were the focus of almost half of all papers published in entrepreneurship journals. To put this into perspective, Howard Aldrich, a sociology and entrepreneurship professor at the University of North Carolina at Chapel Hill and one of the paper's authors asks – what if half of all biologists published research only on elephants, ignoring 99% of the creatures on the planet?

So, you want to become an entrepreneurial leader? You can, and you should. Beyonce once said, “Power is not given to you. You have to take it.”

Also, might we be able to use (or modify slightly) any of the assets Artemis created in 2019 when they introduced staff to the new performance management process? Page 57 titled “Overview of Check-ins” in the deck Brian forwarded to us could provide a useful outline of the purpose and desired outcomes of the mid-year check-in, and the check-in tool might be good to share as well. Food for thought.

The mindset and skills are applicable to founders, early stage employees, investors and intrapreneur

Learning Objectives:

Upon successful completion of this course, you will be able to:

- Learn vocabulary and definitions used in the anteprendial ecosystem
- Business Plan Development: Build a business plan based on research, viability testing, and marking potential
- Build networks with female entrepreneurial leaders
- Define the entrepreneurial ecosystem and where the learner wants to play and why

- Design a road map to personal and professional goals for being an entrepreneurial leader

Course Materials:

- [Leapfrog](#) by Nathalie Molina Niño
- [Business Model Generation](#): A Handbook for Visionaries, Game Changers, and Challengers Book by Alexander Osterwalder and Yves Pigneur
- Case studies, to be distributed via canvas

Optional readings:

- for those interested in founding something. [The Founder's Dilemmas](#). Noah Wasserman
- for those interested in investing. [Secrets of Sand Hill Road](#); [The Business of Venture Capital: Insights from Leading Practitioners on the Art of Raising a Fund, Deal Structuring, Value Creation, and Exit Strategi Insights from Leading Practitioners on the Art of Raising a Fund, Deal Structuring, Value Creation, and Exit Strategies Wiley Finance](#) by Ramsinghani, Mahendra, Wiley