



Accelerating entrepreneurial success.

#LaunchHour 8/26/15
Startup Experiences - Women & Entrepreneurship

Q1 Launch_NY: Q1 What kinds of obstacles do women entrepreneurs face? #launchhour
8/26/2015 4:06:31 PM

A1

MarnieLaVigne2: A1 first understanding that you'll often be the only female in many of the conversations you'll be involved in #launchhour
8/26/2015 4:07:10 PM

Nancy_Aureli: Q1 #LaunchHour childcare
8/26/2015 4:08:04 PM

brinkhus: A1. balance between expectations of home-life and need of running a business #launchhour
8/26/2015 4:08:56 PM

MarnieLaVigne2: A1 Depending on the kind of business you're involved in, I recall the days of having my toddlers around while on business calls #launchhour
8/26/2015 4:11:04 PM

jolenweaver: Women in entrepreneurship deal with preconceived ideas of what they should be like. #launchhour
8/26/2015 4:11:20 PM

ArianaBlossom: #launchhour A1. Kauffman Foundation surveyed 350 women found "lack of available advisors" top of the list
8/26/2015 4:12:06 PM

MarnieLaVigne2: A1 Launch NY is pleased to bring on more female entrepreneurs in residence, including Christine, who is on with us today! #launchhour
8/26/2015 4:13:36 PM

lena_levine: A1 the biggest obstacle is a lack of faith in your own skills and expertise #impostorsyndrome #launchhour
8/26/2015 4:13:39 PM

SherryHandel: A1. this is why #accelerators #incubators + other programs for women #entrepreneurs r key. Women must excel at networking! #LaunchHour
8/26/2015 4:19:38 PM

Q2 Launch_NY: Q2 What supports do women entrepreneurs need? What resources are available? #launchhour
8/26/2015 4:11:34 PM

A2

ArianaBlossom: #launchhour there are many online: FEARLESS, Marie Forleo's BschooL, Seth Godin's Alternative MBA, plus all the upstate incubators
8/26/2015 4:13:57 PM

brinkhus: So true!! @lena_levine A2 Support from other women who have been through growing pains of starting a company. #launchhour
8/26/2015 4:14:05 PM

nawbowny: Many resources are available. It depends where they are on their journey. @NAWBONational @nawbowny offer a network of support. #launchhour
8/26/2015 4:15:45 PM

ArianaBlossom: #launchhour Q2. we've found peer-to-peer and biz development to be crucial
8/26/2015 4:16:19 PM

lena_levine: A2 All support we can get! For tech question checkout @gdiBuffalo events, for business ideas and help @nawbowny #launchhour
8/26/2015 4:16:29 PM

awaterbury: A2.110 Women's Business Centers in U.S. Providing training and business counseling to start/grow their business! #launchhour @WiseWBC
8/26/2015 4:17:32 PM

ArianaBlossom: #launchhour Q2. resources avail for women in tech: Girls Who Code, Black Girls Who Code
8/26/2015 4:20:58 PM

JoJo_Rings: A2. It's hard for any business to receive grant and venture funding. Are there any local (CNY) opportunities for female owned B? #launchhour
8/26/2015 4:23:00 PM

shift_cecily: Q2 #women #entrepreneurs need access to male sponsors to get them into places they don't normally have access to #LaunchHour
8/26/2015 4:25:02 PM

Q3 Launch_NY: Q3 Do women entrepreneurs hold different roles in their families than women in business who are not? #launchhour
8/26/2015 4:16:26 PM

A3

RevolutionBFLO: A3: In our case, yes. Laundry, cooking, cleaning is handled by some very supportive husbands. #LaunchHour
8/26/2015 4:18:34 PM

Bldg_Blocks: A3 It's all about work-family balance and choices. It may mean longer hours but it comes with freedom and flexibility #launchhour
8/26/2015 4:18:38 PM

sabinaramsey: A3 Many women entrepreneurs have broken free from holding a traditional role. #launchhour @NAWBONational @nawbowny #OwningIt
8/26/2015 4:21:54 PM

lena_levine: A3 It really depends on the woman/husband/family. Gender stereotypes and roles are still alive and going strong. #LaunchHour
8/26/2015 4:22:35 PM

lena_levine: A3 It's slowly changing though with companies providing paternity leave for their employees #LaunchHour
8/26/2015 4:23:26 PM

brinkhus: A3: Every situation is different. I think roles are still in play #Launchhour
8/26/2015 4:23:34 PM

nawbowny: A3. Many of our members are educated with successful careers #OwningIt It is still hard to break from traditional stereotypes #launchhour
8/26/2015 4:25:17 PM

Q4 Launch_NY: Q4 Do women start/run different kinds of businesses or favor different industries than their male counterparts? #launchhour
8/26/2015 4:21:58 PM

A4

ArianaBlossom: #launchhour Q4. Often smaller biz, focused on flexibility with time, and often in more crowded markets, like service
8/26/2015 4:23:00 PM

Bldg_Blocks: A4 Women identify different problems and as a result start different

companies ie Revolution Foods healthy meals in schools #launchhour
8/26/2015 4:23:25 PM

lena_levine: A4 Yes! And we should. To address the issues and struggle that men don't face during their lifetime. Women supporting women #launchhour
8/26/2015 4:25:28 PM

ArianaBlossom: #launchhour Q4. More women moving into tech, but face misogynistic culture and lack of female leaders and disparity in access to funding
8/26/2015 4:25:43 PM

CanisiusWBC: A4 Women tend to start businesses based off of need for their lives or gaps in industries they see. #launchhour
8/26/2015 4:27:01 PM

nawbowny: A4. We need to encourage women to be involved in untraditional industries. Their experience, approach and knowledge is important #launchhour
8/26/2015 4:31:00 PM

awaterbury: A4. Within our client base we've seen a mix of all types. Farmers, Auto Body Shop, Tech, Daycare, Food, construction, etc. #launchhour
8/26/2015 4:31:06 PM

Q5 Launch_NY: Q5 Global Entrepreneur Monitor: "48% of women v 62% of men believe they can start a business." If true-how can we close gap? #launchhour
8/26/2015 4:26:40 PM

A5

ArianaBlossom: #launchhour Q5. providing opportunities for experienced female role models to get in front of aspiring women entrepreneurs
8/26/2015 4:26:58 PM

MarnieLaVigne2: Q5 We need to highlight role models like those on this chat today! #launchhour
8/26/2015 4:27:15 PM

CanisiusWBC: A5 - Training and support goes a long way in building confidence for women! #launchhour
8/26/2015 4:28:04 PM

ArianaBlossom: #launchhour Q5. provide coaching & mentorship about how internal & external biases distort decision making power
8/26/2015 4:28:08 PM

ArianaBlossom: #launchhour Q5. teach women how to foster biz partnerships - many women don't use networks effectively for biz development
8/26/2015 4:28:53 PM

ellieblount: A5 STEAM programs in high schools are a great place to start confidence in young women like at @msmthunder #launchhour
8/26/2015 4:29:10 PM

StartUpGrindBuf: A5: We should work to raise both to 100% #launchhour
8/26/2015 4:29:49 PM

SherryHandel: A5. Role models...seeing women doing it - more media exposure for successful women entrepreneurs in communities everywhere! #LaunchHour
8/26/2015 4:29:59 PM

brinkhus: A5 Education. Integrate into early education #launchhour
8/26/2015 4:30:23 PM

Bldg_Blocks: A5 Women lack confidence and fear failure we need more female mentors to share their story... #launchhour
8/26/2015 4:30:46 PM

MarnieLaVigne2: Sacred heart academy seniors came to medical campus meeting Empire Genomics and Rachel's Remedy to show biz side of life sci #launchhour
8/26/2015 4:31:10 PM

shift_cecily: Q5 @Launch_NY #LaunchHour get to younger women sooner - high school/college; be a mentor/role model
8/26/2015 4:32:43 PM

lena_levine: A5 Women tend to "brag" less often about their achievement than man. Owning and sharing our own success is a step one. #launchhour
8/26/2015 4:33:08 PM

ellieblount: A5 <http://t.co/PeF1q7kARB> via @annamkahn #launchhour
8/26/2015 4:34:34 PM

Okathleenmurphy: A5. More female only opportunities in education. #LaunchHour
8/26/2015 4:34:53 PM

FatimaRazic: A5 finding an effective coach is the best way for internal development of women #LaunchHour
8/26/2015 4:35:16 PM

FatimaRazic: A5 women need to get out of their own way and thrive in situations that are stacked up against them by believing in themselves #LaunchHour
8/26/2015 4:36:32 PM

nawbowny: A5 Women Entrepreneurs are not supported to hold leading roles. #launchhour @NAWBONational However our members are #OwningIt @nawbonational

8/26/2015 4:40:34 PM

Q6 Launch_NY: Q6 Despite data showing women-backed startups might be more successful, raising capital can be hard. How can we fix this? #launchhour
8/26/2015 4:31:33 PM

A6

JoJo_Rings: A6. Perhaps setting up a micro-grant system where F entrepreneurs can build a strong deck and portfolio before approaching VC. #launchhour
8/26/2015 4:32:39 PM

ArianaBlossom: #launchhour A6. As mentors, have knowledge how women can access affordable ways to market & develop their products and services
8/26/2015 4:32:47 PM

ArianaBlossom: #launchhour A6. educate male allies on speaking up for women applying for funding
8/26/2015 4:33:29 PM

MarnieLaVigne2: A6 all investors want proof-of-concept before funding a start-up, which is why Launch NY has a new seed fund for validation #launchhour
8/26/2015 4:34:27 PM

Bldg_Blocks: A6 We need to increase female investor population, again women are more risk adverse. We need to breed confidence! #launchhour
8/26/2015 4:34:31 PM

nawbowny: A6 Women need to be brought into leadership roles & spheres of influence. @nawbowny @NAWBONational @careerdiva #launchhour
8/26/2015 4:34:35 PM

lena_levine: Q6 By having more women private investors and VC firms partners, targeted focus on funding women and minority own businesses #LaunchHour
8/26/2015 4:35:11 PM

CanisiusWBC: A6 More training in their business finances: to package and forecast their numbers for investors #CanisiusWBC Finance Bootcamp #launchhour
8/26/2015 4:35:54 PM

MarnieLaVigne2: A6 Banks and investors alike want solid deals to fund, so we have to help female entrepreneurs prepare to show their best pitch #launchhour
8/26/2015 4:35:58 PM

ArianaBlossom: #launchhour A6. As mentors, develop relationships with VCs who want to know how to better support women entrepreneurs and assist them

8/26/2015 4:36:03 PM

Bldg_Blocks: @nawbowny @ArianaBlossom Our male colleagues need to be on board and support the growth of women in business #launchhour

8/26/2015 4:36:17 PM

CanisiusWBC: Also - more women investors are needed to relate to the business plans of these women entrepreneurs #launchhour

8/26/2015 4:36:52 PM

LumsdenCPA: A6: Increase in female investors, people tend to have a self-selection bias, leaning towards selecting someone more like them. #LaunchHour

8/26/2015 4:37:01 PM

awaterbury: A6. Although not sole factor, many individuals fail to take the time write a solid business plan. Crucial when seeking capital. #launchhour

8/26/2015 4:37:14 PM

Okathleenmurphy: A6. Introduce a gender-blind screening process? Need more women investors. #LaunchHour

8/26/2015 4:38:21 PM

CanisiusWBC: A6 Check it out! @plumalleyco is a crowdfunding platform specifically supporting women-owned businesses. #LaunchHour @MarnieLaVigne2

8/26/2015 7:10:27 PM

Q7 Launch_NY: Q7 Do women businesses fail differently than men? #launchhour

8/26/2015 4:37:53 PM

A7

ArianaBlossom: #launchhour A7. women often don't leverage their personal networks for biz purposes

8/26/2015 4:38:27 PM

brinkhus: A7. Women may not necessarily take the same risks or degree of risk . #Launchhour

8/26/2015 4:39:41 PM

FatimaRazic: A7 a lot of women lack the confidence and belief in themselves and they get in their own way. Need mentor/coach to help them #LaunchHour

8/26/2015 4:39:42 PM

ArianaBlossom: #launchhour A7. women are likely to be offered less than male counterpart when going to bank for loan - need to educate both women & lenders

8/26/2015 4:39:42 PM

MarnieLaVigne2: A7 Women have to embrace understanding and representing their financials to establish their strong leadership role #launchhour
8/26/2015 4:40:06 PM

Bldg_Blocks: A7 Fail fast is a hard concept for women because of the emotional connection to the business idea #launchhour
8/26/2015 4:40:24 PM

StartUpGrindBuf: Startup Grind is featuring a great #female #entrepreneur (Shandra Spicer CEO @SpicerGrp) 9/24. #launchhour <http://t.co/Beq1jduMbk>
8/26/2015 4:41:30 PM

MarnieLaVigne2: A7 Failing to take on the hard challenges (and get help when needed) and hanging on too long #launchhour
8/26/2015 4:41:49 PM

ArianaBlossom: #launchhour A7. Often see women in conflict between wanting to make a difference & making money - as though they're incompatible
8/26/2015 4:42:02 PM

nawbowny: A7. Like any entrepreneur women need to be encouraged to continue despite any failure they encounter #LaunchHour @margMarieB @NAWBONational
8/26/2015 4:45:56 PM

nawbowny: A7 Confidence, drive and a spirit to rise if you fall #launchhour @Launch_NY @NAWBONational @careerdiva @CanisiusWBC #nawbosisters #owningit
8/26/2015 4:49:33 PM

Q8 Launch_NY: Q8 What qualities should a women entrepreneur possess to have the best chance at success? #launchhour
8/26/2015 4:43:16 PM

A8

Bldg_Blocks: A8 Be a risk taker - be willing to bet on yourself! #launchhour
8/26/2015 4:43:52 PM

Launch_NY: A8 -Passion, drive and determination are a huge help!! #launchhour
8/26/2015 4:44:13 PM

FatimaRazic: A8 creativity, being bold, believing in themselves and not other people's opinions #LaunchHour
8/26/2015 4:44:58 PM

Bldg_Blocks: A8 Drive and confidence - failure is not an option #launchhour
8/26/2015 4:45:02 PM

DevelopingMike: Determination, persistence, vision and faith in what they're doing.
#launchhour
8/26/2015 4:45:20 PM

ArianaBlossom: #launchhour A8. A willingness to both hear & tune out her critics -
must know your customer, must not let haters stop you.
8/26/2015 4:45:25 PM

shift_cecily: A8. Tolerance for Ambiguity, courage, sense of humor! @Launch_NY
#LaunchHour
8/26/2015 4:46:16 PM

FatimaRazic: A8 don't let the fact that you're woman define your success. Make a new
definition for yourself #LaunchHour
8/26/2015 4:46:30 PM

brinkhus: A8. Success however it is quantified for you may not come easy. Need drive.
#launchhour
8/26/2015 4:46:41 PM

MarnieLaVigne2: A8 a willingness to work hard constantly - and enjoy it:) #launchhour
8/26/2015 4:47:03 PM

ArianaBlossom: #launchhour A8. Approach everything as a learning opportunity
8/26/2015 4:47:14 PM

RevolutionBFLO: A8: Passion for your business, you will eat/sleep/breathe it!
Flexibility is an absolute must as well, bend, not break! #LaunchHour
8/26/2015 4:47:38 PM

lena_levine: A8 Tenacity, ability to take constructive criticism, learn from mistakes,
ability to get up and start over if the idea fails #launchhour
8/26/2015 4:48:26 PM

FatimaRazic: A8 don't be afraid to be different. It's easier to stand out being different
#LaunchHour
8/26/2015 4:48:48 PM

brinkhus: A8. Pave your own path. Don't worry about what has been. #Launchhour
8/26/2015 4:49:27 PM

CanisiusWBC: A8 Risk takers, planners, learners, relationship builders and leaders are
strong entrepreneurs #launchhour
8/26/2015 4:49:56 PM

StartUpGrindBuf: A8: Check out #Startup #grind videos w/ @LeslieZemsky, Rohini Srihari, @MarnieLaVigne2 <http://t.co/8DIME85IQZ> #launchhour @nickelcitygraph
8/26/2015 4:53:48 PM

Q9 Launch_NY: Q9 Name one or two good women entrepreneurs to use as role models.
#launchhour
8/26/2015 4:49:13 PM

A9

ArianaBlossom: #launchhour A9. A great marketing female role model is Marie Forleo - fun, passionate, brilliant
8/26/2015 4:49:55 PM

ellieblount: A9 for me it's my mom who just started her own company! Always looked up to, and now even more reason to! #launchhour
8/26/2015 4:50:40 PM

ArianaBlossom: #launchhour A9. a big supporter of female entrepreneurs globally is Hillary Clinton
8/26/2015 4:51:05 PM

RevolutionBFLO: A9: @erinebagwell of @dreamgirlfilm, she has created an incredible documentary on women entrepreneurs. #LaunchHour
8/26/2015 4:52:54 PM

MarnieLaVigne2: A9 Norma Nowak, founder of empire genomics - and amazing scientist who now has a diagnostics company with 25 employees #launchhour
8/26/2015 4:53:03 PM

ArianaBlossom: #launchhour A9. In Ithaca, NY Heather Lane of @PurityIceCream is honest, determined, and a resource
8/26/2015 4:53:11 PM

nawbowny: A9 Join @nawbowny 9/9 to meet some women entrepreneurs who are #OwningIt every day <http://t.co/uqYRWE1U72> #launchhour <http://t.co/R9SW52qVE4>
8/26/2015 4:54:05 PM

CanisiusWBC: #Buffalo has many strong women entrepreneurs to look to for models of success. @edukidsinc is #buffalo grown and engaged #launchhour
8/26/2015 4:55:34 PM

Bldg_Blocks: A9 @ArleneDickinson cast member of Dragons Den #launchhour
8/26/2015 4:56:14 PM

MarnieLaVigne2: A9 @lorigrenier and @barbaracorcoran from Shark Tank have done a great service in representing women in this arena #launchhour
8/26/2015 4:57:39 PM

brinkhus: A9. @TMFproject brash, honest, and cuts to the chase. For business owners with a sense of humor. #launchhour
8/26/2015 4:57:44 PM

Q10 Launch_NY: Q10 What can the community do to encourage and support female entrepreneurs? #launchhour
8/26/2015 4:53:55 PM

A10

SenGillibrand: #ScaleUpAct would help small biz, incl women-owned cos, get capital necessary to turn ideas into new opportunities here at home. #LaunchHour
8/26/2015 4:55:03 PM

ArianaBlossom: #launchhour A10. Create opportunities for W entrepreneurs to get together workshops, masterminds, & address issues specific to startup stage
8/26/2015 4:55:19 PM

nawbowny: A 10 Invite us into the conversation. Collaborate with us. Appreciate knowledge, style and approach in business #launchhour @careerdiva
8/26/2015 4:57:00 PM

lena_levine: A10 I'd love to see more edu events on startups, entrepreneurship, tech, sales, etc. Love mechanics program at @DigBuffalo #launchhour
8/26/2015 4:57:26 PM

FatimaRazic: A10 treat us as equals to men #launchhour
8/26/2015 4:57:33 PM

ArianaBlossom: #launchhour A10. @revIthaca we have a program with coaching, biz dev mentorship, and peer-to-peer support for women in 3 stages of biz dev
8/26/2015 4:58:32 PM

SherryHandel: High growth women-led startups apply to @SpringboardEnt +Women 2.0 @women2 Annual Pitch Competition #LaunchHour
8/26/2015 4:58:40 PM

DigBuffalo: RT @lena_levine: A10 I'd love to see more edu events on startups, entrepreneurship, tech, sales, etc. Love mechanics program at @DigBuffalo...
8/26/2015 4:58:59 PM

brinkhus: A10 Share resources, events, and make it easy to join groups or orgs. #launchhour
8/26/2015 4:59:29 PM

SenGillibrand: There are 105 federally-funded women's business centers nationwide, 8 in #NYS. Visit one near you: <https://t.co/IQU1c7cY7f> #LaunchHour
8/26/2015 4:59:56 PM

Okathleenmurphy: A10. Sponsor more opportunities like Grace Hopper Celebration of Women in Computing #LaunchHour
8/26/2015 5:00:16 PM