



Bachelor Thesis

Berlin School of Economics and Law

International Business Management

Female Entrepreneurship in

Technology Start-ups:

A Comparison between Germany and Australia

in partial fulfillment for the degree of

Bachelor of Arts

Date of Submission: 26-09-2019

Word Count: 18,306

Author: Paulina Girke

Student ID: 505233

First Supervisor: Prof. Dr. Barbara Beham

Second Supervisor: John C. Davis

Abstract

The purpose of this study is to broaden the picture of female entrepreneurship in the technology sector, by analysing country-specific determining factors. Hitherto, research has predominantly focused on a gender approach for developing entrepreneurship theory, neglecting cross-cultural influences that define what motivates or discourages women from pursuing new venture creation. By drawing on comparative external and internal dynamics, this thesis establishes a multi-level analysis of female entrepreneurship within the German and the Australian technology industry to discover potential country differences and offer suggestions to boost the entrepreneurial ecosystem. This qualitative study compares differences in entrepreneurial activities in the selected countries by conducting semi-structured in-depth interviews with seven female founders of technology start-ups (4 from Germany, 3 from Australia). Findings indicate differences in entrepreneurial practices in Germany and Australia and confirm Australia to be more successful in promoting and nurturing entrepreneurship in the technology industry. Furthermore, cultural and regulatory dissimilarities suggest that Germany is less open towards entrepreneurship in general, which contributes to lower levels of women's activity in both entrepreneurship and the technology sector. Several practical implications for institutions and nascent entrepreneurs are suggested as a way to better support future female founders. The thesis, therefore, enhances existing entrepreneurship theory by offering a comparative approach of two innovation-driven high-income countries in order to identify hindrance factors that impede women towards new venture creation in one country more so than the other.

Keywords: entrepreneurship, female entrepreneurship, ICT, Australia, Germany, unconscious bias, cross-culture analysis, tech start-ups

Table of Contents

| | |
|-----------------------------------------------------------------------------------------------|-------------|
| List of Tables | V |
| List of Figures..... | VI |
| List of Abbreviations..... | VII |
| Affidavit | VIII |
| 1 Introduction | 1 |
| 2 Theoretical Foundations..... | 3 |
| 2.1 <i>Definitions</i> | 3 |
| 2.1.1 Entrepreneurship | 3 |
| 2.1.2 Start-up..... | 5 |
| 2.1.3 Information and Communication Technologies..... | 6 |
| 2.2 <i>Female Entrepreneurship.....</i> | 7 |
| 2.2.1 Status Quo on Female Entrepreneurship..... | 7 |
| 2.2.2 Incentives: Push- and Pull Factors | 8 |
| 2.2.3 Disincentives: Hindrance Factors..... | 10 |
| 2.2.4 Role Congruity: Gender Stereotyping in Entrepreneurship | 12 |
| 2.3 <i>Female Entrepreneurship in the ICT Sector</i> | 15 |
| 3 Female Entrepreneurship in ICT: A Comparative Analysis of Germany and Australia..... | 16 |
| 3.1 <i>ICT Markets: Digital Economy in Germany and Australia</i> | 16 |
| 3.2 <i>Macro Perspective: Economic Level.....</i> | 18 |
| 3.2.1 Women in Start-up Industry..... | 18 |
| 3.2.2 Culture and Society | 19 |
| 3.2.3 Public Policies..... | 22 |
| 3.3 <i>Meso Perspective: Institutional Analysis</i> | 22 |
| 3.3.1 Initiatives..... | 22 |
| 3.3.2 Human Capital: Education and Training..... | 23 |
| 3.4 <i>Micro Perspective: Individual Level.....</i> | 24 |
| 3.4.1 Financial Capital: Supply and Demand..... | 24 |
| 3.4.2 Networking: Importance of Social Capital..... | 25 |
| 3.4.3 Entrepreneurial Intentions | 26 |

| | | |
|----------|----------------------------------------------------------------------------------------------------|-----------|
| 4 | Empirical Study | 28 |
| 4.1 | <i>Research Method</i> | 28 |
| 4.1.1 | Research Design..... | 28 |
| 4.1.2 | Data Selection and Expert Selection Process..... | 29 |
| 4.1.3 | Data Analysis..... | 30 |
| 4.2 | <i>Study Results</i> | 31 |
| 4.2.1 | External Barriers: A Matter of Country Attitude..... | 31 |
| 4.2.2 | Internal Challenges: Perceived or Real?..... | 36 |
| 4.2.3 | Theory of Negative Awareness..... | 43 |
| 5 | Discussion and Practical Implication | 45 |
| 6 | Limitations and Future Research | 49 |
| 7 | Conclusion | 50 |
| | References | 52 |
| | Appendices | 61 |
| | <i>Appendix 1: Innovation Index comparing Germany and Australia</i> | 61 |
| | <i>Appendix 2: Project GLOBE Cultural Dimensions and Characteristics</i> | 62 |
| | <i>Appendix 3: Expert Support and Initiatives for Australian Female Tech Founders (AICC)</i> | 64 |
| | <i>Appendix 4: Semi-Structured Interview Guide (English)</i> | 65 |
| | <i>Appendix 5: Semi-Structured Interview Guide (German)</i> | 68 |
| | <i>Appendix 6: Transcript of I.1</i> | 71 |
| | <i>Appendix 7: Transcript of I.2</i> | 76 |
| | <i>Appendix 8: Transcript of I.3</i> | 84 |
| | <i>Appendix 9: Transcript of I.4</i> | 91 |
| | <i>Appendix 10: Transcript of I.5</i> | 98 |
| | <i>Appendix 11: Transcript of I.6</i> | 106 |
| | <i>Appendix 12: Transcript of I.7</i> | 111 |
| | <i>Appendix 14: Categories with Codes and Sub-Codes</i> | 119 |
| | <i>Appendix 15: Theoretical and Empirical Concurrence</i> | 120 |

List of Tables

| | |
|-------------------------------------------------------------------------------------------------------------------------------|----|
| Table 1: Push and Pull Entrepreneurship | 9 |
| Table 2: Women’s position in German and Australian workforce and participation in the entrepreneurial ecosystem | 18 |
| Table 3: GLOBE study scores for Germany and Australia and corresponding variance factors | 21 |
| Table 4: Number of entrepreneurial motives categorised into push and pull factors for German and Australian respondents | 37 |
| Table 5: Sub-Codes - Types of stereotyping female entrepreneurs face in the ICT industry | 42 |
| Table 6: Key elements that shape entrepreneurial behaviour for women | 47 |

List of Figures

| | |
|------------------------------------------------------------------------------------------------------------------|----|
| Figure 1: Structure of research paper | 3 |
| Figure 2: Central hindrance factors for women entrepreneurs..... | 12 |
| Figure 3: Effect of role incongruity on signalling procedure..... | 14 |
| Figure 4: ICT performance relative to Australia..... | 17 |
| Figure 5: Cultural dimension of Germany and Australia according to GLOBE study ... | 21 |
| Figure 6: Theory of Planned Behaviour in entrepreneurial ecosystems | 27 |
| Figure 7: Influential factors based on theory and field study..... | 46 |
| Figure 8: Three-level cross cultural strategies for solving female underrepresentation in entrepreneurship | 48 |

List of Abbreviations

| | |
|----------------|---------------------------------------------------------------|
| GEM | Global Entrepreneurship Monitor |
| GEDI | Global Entrepreneurship and Development Institution |
| RQ | Research question |
| tech | Technology |
| R&D | Research and development |
| ICT | Information and Communication Technology |
| EPO | European Patent Office |
| ISIC | Standard Industrial Classification of All Economic Activities |
| OECD | Organisation for Economic Cooperation and Development |
| GII | Global Innovation Index |
| IMF | International Monetary Fund |
| GLOBE | Global Leadership and Organizational Behavior Effectiveness |
| AICC | Australia-Israel Chamber of Commerce |
| STEM | Science, Technology, Engineering and Mathematics |
| GEI | Global Entrepreneurship Index |
| VC | Venture Capital |
| I.x | Interviewee x (I.1 = Interviewee 1; I.2 = Interviewee 2...) |
| GER | Germany |
| AUS | Australia |

Affidavit

I declare that I wrote this thesis independently and on my own. I clearly marked any language or ideas borrowed from other sources as not my own and documented their sources. The thesis does not contain any work that I have handed in or have had graded as a *Prüfungsleistung* earlier on. I am aware that any failure to do so constitutes plagiarism. Plagiarism is the presentation of another person's thoughts or words as if they were my own—even if I summarize, paraphrase, condense, cut, rearrange, or otherwise alter them. I am aware of the consequences and sanctions plagiarism entails. Among others, consequences may include nullification of the thesis, exclusion from the BA program without a degree, and legal consequences for lying under oath. These consequences also apply retrospectively, i.e. if plagiarism is discovered after the thesis has been accepted and graded.

My name: Paulina Girke

Title of my thesis: Female Entrepreneurship in Technology Start-ups: *A Comparison between Germany and Australia*

Date: 26.09.2019

Signature: P. Girke

1 Introduction

The residual effect of a post-2008 recovering economy allowed for a new trend. Efforts towards reinvigorating economy and employment have paved the way to the emergence of entrepreneurship to help the economy thrive. The tendency towards entrepreneurial behaviour initially developed as a short-term response to the global financial crisis (Acs, Szerb, & Autio, 2017, p. 4). Current trends, however, demonstrate the significance of entrepreneurship to be of long-term value, providing new sources of employment and the possibility of generating global wealth. Today, entrepreneurship has reached a new ground of attention due to increasing globalisation and focus on innovation, and has been widely regarded as an essential asset for economic development (Dautzenberg, 2012, p. 83; Kariv, 2013, p. 4; Galindo Martín, Guzman Cuevas, & Ribeiro Soriano, 2009, p. 291). This international phenomenon of an augmented entrepreneurial ecosystem has been mainly linked to the appearance of new technology (Brush, Carter, Gatewood, Greene, & Hart, 2006, p. 3). Technology start-ups are potential high-growth organisations that utilise innovation in the technology sector.

Nevertheless, the flourishing technology start-up ecosystem is lacking female representation, possibly hindering it reaching its full potential (Abouzahr, Taplett, Krentz, & Harthorne, 2018, pp. 3–4; Berger & Kuckertz, 2016, p. 5163). The topic of women as entrepreneurs is still greatly unexplored in theory and practice (Kariv, 2013, p. 9). Existing literature predominantly focuses on gender equality, portraying the difference between men and women. Overall growth of the entrepreneurial ecosystem implies economic and social benefits regardless of gender. This independence from a gender perspective is, to date, vastly lacking from current theoretical insight. Based on the supposition that entrepreneurship is essential for economic growth and women can function as an additional, not yet fully utilised, source of growth; it would be essential to understand their incentives and challenges in different environments. Concurrently, research has revealed that opportunities for women looking to start their own business frequently depends on geographic location (Brush et al., 2006, p. 3). Little to no comprehensive research exists on potential differences in the characteristics and developmental approach of female-founded technology start-ups between countries. Data from the Global Entrepreneurship Monitor (GEM) and Global Entrepreneurship and Development Institution (GEDI) show that female entrepreneurship is “*more prevalent in liberal market economies*” (Thébaud, 2010, p. 19), such as Australia; rather than in countries with highly

bureaucratic labour systems, like Germany (Terjesen & Lloyd, 2015, p. 11; Kelley et al., 2017, p. 17). Germany and Australia are both innovation-driven countries with a strong economy (Kelley et al., 2017, p. 17). These two countries are of interest for this thesis, as they both lack existing theoretical entrepreneurship research with regards to women and the technology sector. The topical issue of women and the progressive feature of the technology industry offers a more cross-cultural interest in terms of female entrepreneurial opportunities in different countries. Hence, analysing the activity of female entrepreneurship and their different practices can be highly significant for future economic outlooks.

The purpose of this thesis is to fill this gap and offer a clear understanding of women's entrepreneurial activity in Germany and Australia within the technology sector. The main objective of this paper is to investigate similarities and differences of the two countries, in order to understand behavioural and cultural influences of female entrepreneurship. Furthermore, the research aims to answer the following three research questions (RQ):

RQ1: *Is there a difference in female entrepreneurship within the technology industry of both Germany and Australia?*

RQ2: *What are the key factors that influence women's attitude towards new venture creation in technology in the two countries?*

RQ3: *How can future female founders be better supported in the German and Australian technology industry?*

The research is structured into seven chapters, visualised in Figure 1. Following this introduction, Chapter 2 continues with an overview of key definitions and the status quo of female entrepreneurship. Additionally, general influencing factors will be determined that are further applied in Chapter 3 with the example of the selected countries. The third chapter exclusively focuses on the German and Australian case of female-founded technology start-ups. The comparison is organised into a micro, meso, and macro-level perspective (Brush, Bruin, & Welter, 2009; Berger & Kuckertz, 2016, p. 5163). In order to grasp a deeper understanding of the challenges that nascent female entrepreneurs face, theoretical foundations will be combined with an empirical study. Chapter 4 presents the qualitative approach of conducting semi-structured in-depth interviews. A total number of seven female founders in the technology industry were interviewed, providing personal insight. This number is made up of three representatives from Australia and four from Germany. The discussion in Chapter 5 analyses parallels between theory and empirical findings and answers the given research questions. Limitations and an outlook for future research will be suggested in Chapter 6, concluding with a final synopsis in Chapter 7.

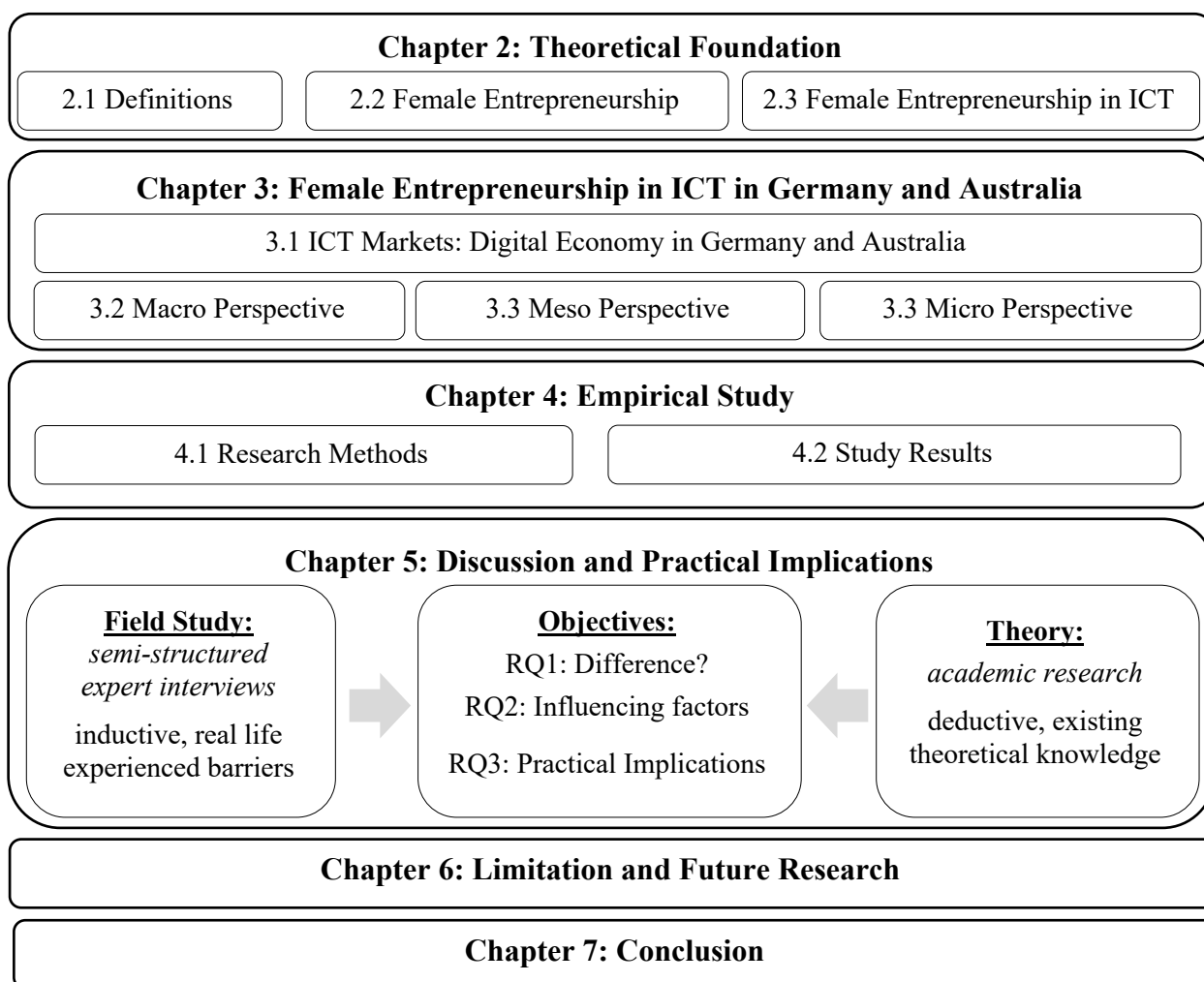


Figure 1: Structure of research paper (own illustration)

2 Theoretical Foundations

2.1 Definitions

2.1.1 Entrepreneurship

The term entrepreneurship has gained wide attention in today's economy. Its omnipresence and economic stimulus in generating competition has shaped contemporary business. Despite its perpetual presence, the notion itself remains enigmatic. There are numerous publications on entrepreneurship and its growing economic significance, yet recent literature does not provide a coherent definition, presenting unique challenges from a research perspective (Acs et al., 2017, p. 2; Shane & Venkataraman, 2000, p. 218). Finding a universally accepted definition is often difficult due to the varying contextual situations it is used in (Adams, Wiebe, & Scherer, 1989, p. 17). Historically, Joseph Schumpeter revolutionised the importance of innovation and entrepreneurship. He introduced entrepreneurship as a phenomenon of economic development (Schumpeter, 1987, p. 110). Moreover, Schumpeter (1987, pp. 100-101) defines entrepreneurship as a new

way of combining existing resources in order to create a completely new economic value. This delineation can hence be used as a basis for all modern definitions. Recent literature defines entrepreneurship as the “[...] *activity that involves the discovery, evaluation and exploitation of opportunities to introduce new goods and services [...] through organizing efforts that previously had not existed*” (Uzunidis & Laperche, 2013, p. 624). Agreeing with Schumpeter’s view, this statement can furthermore be explained as a process of organising new resources and inventions that, being applied, become innovation as an initial output that entails economic value (Feldman, Link, & Siegel, 2002, pp. 3–4; Schumpeter, 1987, p. 111). Significant challenges from interpreting entrepreneurship derive from the different shapes and forms it comes in. It ranges from new venture creation to intra-organisational entrepreneurial behaviour, better known as corporate entrepreneurship (Barringer & Ireland, 2016, p. 28). Entrepreneurship can exhibit productive, unproductive or destructive features. Solely productive entrepreneurship creates an economic and societal value (Baumol, 1990, p. 894; Acs et al., 2017, p. 5). While productive entrepreneurship aspires to enhance and improve economic growth and has a positive effect on society (Lucas & Fuller, 2017, p. 45), unproductive and destructive entrepreneurship can be potentially harmful to the economy (Baumol, 1990, p. 894).

One key issue when scrutinising entrepreneurship is the distinction of ‘business ownership’ from ‘self-employment’ (Galindo Martín, Guzman Cuevas, & Ribeiro Soriano, 2009 p. 297). The Encyclopedia of Business in Today’s World defines entrepreneurship as “*the practice of starting a business [...] by exploring and pursuing new business initiatives that have the potential to make the organization grow*” (Wankel, 2009, p. 599). Moore (1986, p. 66) builds on Schumpeter’s notion on the importance of innovation for economic growth, defining an entrepreneur as “*an individual with an innovative business idea who takes the risks necessary to establish the production [...] of the associated product or service, expecting the venture to grow*”. Hence, growth is fundamental for venture creation that is not automatically implied in the notion of self-employment.

This study exclusively deals with entrepreneurship in the sense of the creation of business ownership and considers only productive entrepreneurship in its research. To summarise the term entrepreneurship as it is used for the purpose of this paper, the following activities and characteristics apply:

- Creation and implementation of a new business idea (Schumpeter, 1987, pp. 100–101; Uzunidis & Laperche, 2013, p. 624)

- Business ownership with growth incentives (Galindo Martín et al., 2009; Wankel, 2009, p. 599)
- Innovative-based productive entrepreneurship (Baumol, 1990, p. 894; Lucas & Fuller, 2017, p. 45)

A further distinction can be made when analysing which productive entrepreneurial activities score highest in productivity and value creation for economic purposes due to strong contributions to innovation and research and development (R&D) (Audretsch et al., 2002, p. 157). These types of productive entrepreneurship are referred to as *start-up*.

2.1.2 Start-up

Start-ups are a sub-group of entrepreneurship characterised by youth and high innovative capacity, able to transform an entire industry and even build an entirely new business model (Hirschfeld, Mütze, & Gilde, 2019, p. 9). Following the definition by Ries (2011, p. 27) “[a] *startup is a human institution designed to create a new product or service under conditions of extreme uncertainty*”. Start-ups can hence be considered as the outcome of strong entrepreneurial incentives despite a certain degree of risk. This definition, though insightful, lacks comprehensive delineation of endogenous start-up characteristics. Further research describes start-ups as “*agents of change that bring in innovations and find solutions to problems at various scales*” (Devadiga, 2017, p. 192). This definition includes the integral notion of innovation and problem-solving that characterise a key objective of business start-ups. In order to clearly distinguish start-ups from other businesses, a further distinction is necessary. Adapting a commonly used approach of defining start-ups, this research requires at least one of the below criteria to be true for a business for it to be considered a start-up:

- Younger than 10 years. High degree of innovation regarding technology and scalable business model
- Younger than 10 years. Imply a significant growth of company and employees in the first year.

Source: (Kollmann, 2016, p. 101; Kollmann, Hensellek, Jung, & Kleine-Stegemann, 2018, p. 18; Hirschfeld et al., 2019, p. 9; startup muster, 2018, p. 4)

Entrepreneurship¹ has gained increasing awareness in several business sectors. More and more start-ups have been created in the digital economy, remodelling the fast-growing technology sector (Kollmann, 2016, p. 5). Technology (*tech*) start-ups have the potential

¹ For the purpose of this research, the term *entrepreneurship* refers to start-ups only.

to be significant contributors to economic growth (Dautzenberg, 2012, p. 79), marking an important part of the economically valuable and fast-growing industry.

2.1.3 Information and Communication Technologies

In recent years the development of technology is growing at a remarkable speed. Technology plays a fundamental part in business and is widely regarded as a significant enabler of economic growth (Feldman et al., 2002, p. 1). Technologies influence the pace of globalisation and trigger competitiveness and productivity between small and medium-sized enterprises and multinational firms internationally (Wankel, 2009, p. 1555; Kariv, 2013, p. 6). Continuing technological changes, thus, spark innovation, justifying the high importance of technology in start-ups (Hirschfeld et al., 2019, pp. 35–36).

In order to continue examining technology start-ups more thoroughly, it is helpful to retrieve a suitable image of the ever-growing new technology sector, known as Information and Communication Technology (ICT) sector. Similarly to entrepreneurship, there is no universal definition of the ICT sector. One reason for this is the everchanging development of technology, that is continually including new subsectors (EPO, n.d.). The European Patent Office (EPO, n.d.) recognises the ICT sector as “*a highly innovative and rapidly changing area*” with “*technologies [that] include computing and telecommunications and encompass new developments in emerging technologies*”. According to the International Standard Industrial Classification of All Economic Activities (ISIC), ICTs must comply with the following principles:

- *all goods and services in ICT sector must intend to provide the enablement of “information processing and communication by electronic means”.*
- *three major subindustries of the ICT sector are manufacturing industries, ICT trade industries and ICT services industries.*

Source: (ISIC, 2008, p. 278)

New ICTs, such as artificial intelligence, and big data, shape today’s digital economy (OECD, 2017, p. 13). Therefore, ICT, as an industry serves as a modern extension of the IT sector. This paper uses the terms ICT sector and ICT industry interchangeably. The allocated significance of this sector stems from its high potential of innovativeness and profitability that is essential for the regional development of a country, hence of high interest to stakeholders, such as investors and governments (Dautzenberg, 2012, p. 79).

To conclude, new tech start-ups often imply a higher level of innovation than start-ups in other sectors, with a strong correlation to R&D promising high growth potential to

stimulate the economy (Dautzenberg, 2012, pp. 79, 83). Internet and technology, in particular, define a new evolution of a megatrend that creates instability in the financial and employment market (Kariv, 2013, p. 6). Kariv (2013, p. 6) suggests that entrepreneurship subsequently plays an essential role in managing stability, following trends and adjusting business to fit economic market challenges. Women are still a scarcity in the ICT and entrepreneurial environment (Martin, Wright, Beaven, & Matlay, 2015, p. 543; OECD, 2017, pp. 13–14). To fully understand their entrepreneurial activity in technology and thus increase their potential participation in tech start-ups, it is central to generate a full synopsis of female entrepreneurship and its influential factors.

2.2 Female Entrepreneurship

2.2.1 Status Quo on Female Entrepreneurship

While research on female entrepreneurship still lacks its comprehensiveness, the development of women in entrepreneurship has been of high interest for researchers in years past (Galindo Martín et al., 2009, p. 291). Although the gender gap is visibly decreasing, females still represent a minority when examining global entrepreneurial shares (Galindo Martín et al., 2009, p. 291; Shinnar, Giacomini, & Janssen, 2012, p. 465). The majority of female entrepreneurs start their businesses out of necessity and at lower growth rates than male-founded businesses (Birkner, Ettl, Welter, & Ebbers, 2018, p. 4; Cabrera & Mauricio, 2017, p. 31).

Despite an obvious significance in enhancing entrepreneurial ecosystems, little research has been conducted for developing a clear understanding of women's contribution to entrepreneurship (Birkner et al., 2018, p. 4; Iffländer, Sinell, & Schraudner, 2018, p. 66). Entrepreneurial ecosystems often do not fulfil their full potential (Berger & Kuckertz, 2016, p. 5163). Berger and Kuckertz (2016, p. 5163) stress the importance of entrepreneurship for the economy's development and state the requirement for a positive attitude towards entrepreneurial spirits in every aspect. Identifying female entrepreneurship as a contributing factor for economic growth gives reason for the significance of removing existing barriers that women still face in today's society (Galindo Martín et al., 2009, p. 297; Kariv, 2013, p. 42; Cabrera & Mauricio, 2017, p. 31). Current literature acknowledges that “[i]ncreased levels of female entrepreneurship can contribute to a higher quality of entrepreneurship through conferring greater diversity [...]” (Berger & Kuckertz, 2016, p. 5163). Consequently, in terms of entrepreneurship, there is a direct correlation between economic growth and diversity. How the entrepreneurial ecosystem is shaped,

and women's attitude towards entrepreneurship, perceptibly affects women's decision-making. Several factors can influence this process.

2.2.2 Incentives: Push- and Pull Factors

Motivations to practise new venture creation have different origins. Entrepreneurial drive can be classified into push and pull-based, expressing distinctive patterns and features (Langowitz & Minniti, 2007, pp. 345–346; Kirkwood, 2009, p. 346). Table 1 provides a visual summary of entrepreneurial intentions women recurrently encounter in form of push and pull factors. In general, entrepreneurship is triggered by motives that emerge out of opportunity or necessity (Barrett, 2006, pp. 38–39; Cabrera & Mauricio, 2017, p. 31; Birkner et al., 2018, p. 4).

Opportunity Entrepreneurship: Women who actively choose to pursue an opportunity despite one or several alternative employment choices in the '*corporate mainstream*' are called opportunity entrepreneurs (Heilman & Chen, 2003, pp. 348–349). They are usually characterised as highly educated professionals with previous technical training and adequate employment history (Heilman & Chen, 2003, p. 349). Accordingly, they can join the entrepreneurial ecosystem utilising their skills and networks acquired through previous experience and wealth accumulation that serves as starting capital (Marlow, 2002, pp. 87–88). Opportunity entrepreneurs recognise a challenge or opportunity that **pulls** them into the practice of entrepreneurship, in order to increase their levels of autonomy and execute an impact on society (Heilman & Chen, 2003, p. 349). This type of entrepreneurship is hence characterised by pull factors, as illustrated in Table 1. Opportunity, or pull-based venture creation tends to come from positive association and internal motivators (Iffländer et al., 2018, p. 69), including opportunity recognition, independence, indulgence for autonomy and power; and financial incentives (Heilman & Chen, 2003, p. 349; Kirkwood, 2009, p. 348; Sunandha, 2015, p. 78). Since they typically derive from opportunity, pull-based start-ups are often found to have high rates of (financial) success and are frequently associated with high growth (Amit & Muller, 1995, pp. 77–78; Kirkwood, 2009, p. 346).

Necessity Entrepreneurship: Some women, however, are being **pushed** into entrepreneurship due to social barriers, unemployment or dissatisfaction in their current employment (Heilman & Chen, 2003, pp. 348–349; Thébaud, 2010, p. 32). Individuals who face these obstacles are usually characterised by low income, inconsistent employment

history, and lower levels of human capital (Heilman & Chen, 2003, p. 349). Women whose business formation derives from necessity-driven entrepreneurship are often influenced by external, less positive motivators (Iffländer et al., 2018, p. 69). Most necessity-based entrepreneurs experience recent unemployment or frustration in their job (Marlow, 2002, p. 84; Iffländer et al., 2018, p. 71). The latter counting amongst one of the most common indicators for women to become an entrepreneur (Kirkwood, 2009, p. 349). Lifestyle issues and lack of career prospects are most commonly associated with job dissatisfaction (Heilman & Chen, 2003, pp. 350–353; Kirkwood, 2009, p. 349). Subordination of women within the workplace is still visible and drives women to escape the disadvantages in terms of wage and position (Marlow, 2002, p. 85; Heilman & Chen, 2003, p. 351; Galindo Martín et al., 2009, p. 293). Socially embedded perceptions about women being more devoted to family than to employment affect women's work-life balance negatively (Heilman & Chen, 2003, p. 350). Hence, perceived discrimination within corporate hierarchies prevents female employees from career advancement (Heilman & Chen, 2003, p. 351; Thébaud, 2010, p. 31). Entrepreneurship proposes a solution for many women to escape this corporate glass ceiling phenomena (Barrett, 2006, pp. 38–39; Galindo Martín et al., 2009, p. 293). Since push stimuli usually derive from negative causes, necessity-driven ventures frequently carry characteristics such as low equity and slow growth potential (Heilman & Chen, 2003, p. 349).

| Pull Factors (Opportunity Entrepreneurship) | Push Factors (Necessity Entrepreneurship) |
|--------------------------------------------------------|------------------------------------------------------|
| Opportunity recognition | Unemployment |
| Obtainment of independence | Job Dissatisfaction |
| Income generation | - <i>unhealthy work-life balance</i> |
| Pursuit of autonomy, power and higher social status | - <i>corporate hierarchy (glass ceiling)</i> |
| | - <i>lack of recognition</i> |

Table 1: Push and Pull Entrepreneurship (own work, based on Heilman & Chen, 2003, p. 349; Sunandha, 2015, p. 78; Kirkwood, 2009, pp. 348–352)

Regularly, reasons for women to start their own business develop from a combination of push and pull factors. Definitions of opportunity or necessity-based character can be assigned to the weight of the influencing push and pull factors. Despite high potentials of business ideas and possible successful contribution to society and economy, women's incentives for venture creation are highly shaped by existing barriers that go beyond those that entrepreneurs face in general (Shinnar et al., 2012, p. 473).

2.2.3 Disincentives: Hindrance Factors

Although entrepreneurship is considered an area that is frequently associated with multiple hurdles, women often face additional challenges (Galindo Martín et al., 2009, p. 291; Kariv, 2013, p. 9; Shinnar et al., 2012, p. 469). Both psychology and economics play an important role when assessing information on a group that remains a minority (Langowitz & Minniti, 2007, p. 342). In order to hence understand not only what drives women towards, but also what keeps them away from new venture creation, it is useful to approach entrepreneurship on a behavioural level. Langowitz & Minniti (2007, p. 343) thereby suggest an analysis of sociodemographic and subjective perceptual variables in comparison to each other. This theory builds on Ajzen's (1991, p. 181) *Theory of Planned Behavior*, which emphasises the importance of personality traits and social attitude in behavioural studies. Besides actual behavioural control, implying previously discussed motivations and resources, perceived behavioural control proposes an essential contribution to the decision making process (Ajzen, 1991, p. 183). Literature on female entrepreneurship commonly analyses three core hindrance factors influencing women's perceived entrepreneurial control and entrepreneurial behaviour: fear of failure, lack of competency, and lack of support, as visualised in Figure 2 (Ajzen, 1991; Shinnar et al., 2012, p. 466).

Fear of Failure: According to Langowitz & Minniti (2007, pp. 341-342), fear of failure has the most significant negative influence on the share of women entrepreneurs. Their research on female entrepreneurship specifically emphasises micro-level barriers that are affected by the individual's perception (Langowitz & Minniti, 2007, p. 356). High levels of risk aversion and low self-confidence are amongst the main reasons that discourage women from starting a business (Langowitz & Minniti, 2007, pp. 354-355). Central connections to the priorly observed association with sociodemographic characteristics are central to this study. From an economic perspective, women tend to score lower in terms of income, previous employment experience, and social capital (Langowitz & Minniti, 2007, p. 343). This breeds uncertainty and low self-esteem and increases the possibility of fear of failure. Socially embedded roots of women as caretakers of the family potentially reduce risk tolerance, which again increases fears of failing when pursuing an entrepreneurial role (Marlow, 2002, p. 88). Further research, however, is needed to assess possible hindrance factors, stimulated by external causes.

Lack of Support: Initiatives and public policies to support women in their establishing phase are still scarce (Heilman & Chen, 2003, p. 358). Lack of support can usually be

found on an exogeneous level that still prevails in many different areas. Even though both governments and organisations now increase launching programmes and initiatives in order for women to be better included into the ecosystem, females maintain to have little opportunities particularly regarding mentorship and social network development (Heilman & Chen, 2003, pp. 357–358). Lower wages and positions in corporate employment leads to smaller financial and human capital, as well as restricted opportunities in social capital – especially concerning professional networks (Marlow, 2002, p. 88). Subsequently, females are constrained in their access to mentor and expert support, which is a prerequisite for nascent founders (Heilman & Chen, 2003, p. 359).

Perceived Lack of Competency: Additionally, women oftentimes encounter credibility issues during their venture creation (Thébaud, 2010, p. 62; Malmström, Johansson, & Wincent, 2017, p. 4). Thébaud (2010, p. 65) states that female competency is frequently associated with considerably low expectations in a professional work context. Consequently, women encounter issues when signalling the legitimacy of their business idea (Alsos & Ljunggren, 2017, p. 572). Communication problems seem to particularly occur at the stage of securing financial support (Galindo Martín et al., 2009, pp. 297–299; Malmström et al., 2017, p. 2). Gender beliefs and social norms tend to create biased evaluations of women’s competency (Thébaud, 2010, p. 63). While research on biased financial backing against female entrepreneurs is accepted by many researchers; others disagree with disadvantages for women seeking financial support. They ascribe lower levels of starting capital to calculated personal choice rather than rejected applications (Alsos & Ljunggren, 2017, p. 567; Galindo Martín et al., 2009, pp. 297–299). Despite ambiguous evidence of direct discrimination of female’s competency on an institutional level, social beliefs about their role in society coherently affect women’s self-assessment of their ability in becoming an entrepreneur. This perceived lack of competency commonly prevents women in attempting entrepreneurial activities or accumulating venture capital.

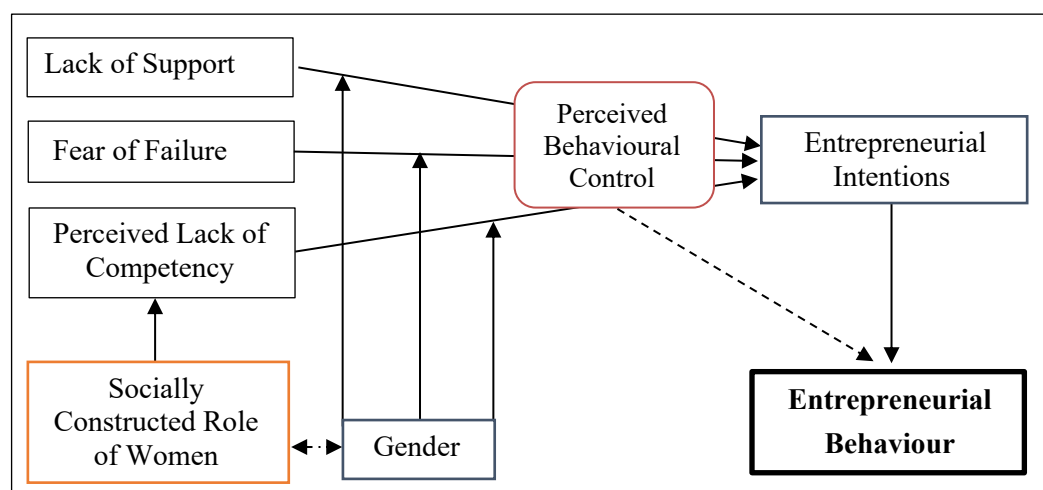


Figure 2: Central hindrance factors for women entrepreneurs (own illustration, based on Ajzen, 1991, p. 182; Shinnar et al., 2012, p. 473)

Fear of failure, lack of support and perceived lack of competency are factors that hinder women in pursuing entrepreneurship as they perceive themselves and their venture as less desirable (Langowitz & Minniti, 2007, p. 356). These hindrance factors highlight that women's intentions to business ownership often depend on their present and past employment opportunities and their coherent level of social, human and financial capital. Furthermore, socially shaped perceptions still play a major role when discussing barriers that nascent women entrepreneurs face. The *Theory of Planned Behavior* acknowledges that women's perceptions and attitudes towards their entrepreneurial ability are strongly influenced by social pressure and subjective norms (Ajzen, 1991, p. 188). These barriers – viewed from the entrepreneur or external actors – are derived from social norms and expectations raising the issue of stereotyping and unconscious bias (Heilman & Chen, 2003, p. 359; Malmström et al., 2017, p. 4).

2.2.4 Role Congruity: Gender Stereotyping in Entrepreneurship

Gender is commonly affected by psychological and behavioural characteristics that stem from social experience (Malmström et al., 2017, p. 5). Despite current efforts of gaining a common sense of equality, roles and positions in society still appear to be gender stereotyped (Heilman & Chen, 2003, p. 353; Malmström et al., 2017, p. 6; Alsos & Ljunggren, 2017, p. 585). Heilman and Chen (2003, p. 353) define stereotyping as “*generalizations about groups of people, [that] result from the ordinary cognitive process of categorization*”. Gender bias and stereotyping are not always consciously enacted, but can emerge unintentionally. This is referred to as unconscious bias (Jahn, 2017, p. 9). The tendency to classify people from specific social groups as ‘the same’ is also visible in the

entrepreneurial ecosystem (Heilman & Chen, 2003, p. 353). Many societies are still affected by masculine characteristics that shape cultural norms, “*with other forms of behaviour deemed either inferior, non-conformist or pathological*” (Marlow, 2002, pp. 84–85). This appearance of ‘*masculinist hegemony*’ makes certain behaviours and attitudes seem more fitting for a social group and consequently leads to some form of bias (Marlow, 2002, p. 84; Heilman & Chen, 2003, p. 353; Malmström et al., 2017, p. 6).

Holmquist and Sundin (1989) argue that “*theories of entrepreneurship are created by men, for men and applied to men*” (Holmquist and Sundin as cited by Marlow, 2002, p. 87). This statement highlights the typical role of an entrepreneur to carry male-oriented characteristics (Galindo Martín et al., 2009, p. 296). Socially constructed attributes of an ideal and presumed successful entrepreneur are illuminated in Figure 3. Respective traits, such as independence, aggressiveness, competitiveness and risk orientation, are masculine associated features (Marlow, 2002, p. 87; Shinnar et al., 2012, p. 467). Existing research explains the inconsistency between the female role, constructed by society, and the male attributes associated with entrepreneurship that has been established over the years (Alsos & Ljunggren, 2017, p. 585; Malmström et al., 2017, pp. 6–7; Martin et al., 2015, p. 541). Malmström et al. (2017, p. 7) rationalise the fact that “[*b*]ehaviour that does not conform to expectations may be negatively evaluated or not evaluated at all”. Hence, unconscious bias vindicates that individuals that infringe “*stereotyped-deprived expectations*” (Heilman & Chen, 2003, p. 356) are perceived as less likely to succeed (Heilman & Chen, 2003, p. 356; Jahn, 2017, p. 24; Malmström et al., 2017, pp. 6–7). The theory of desired consistency of attributes and behaviours of an individual aligning with the suitable socially constructed group is also known as *Role Congruity Theory*. Multiple scholars confirm that male attributes align with entrepreneurial characteristics, explaining the gendering of entrepreneurship (Thébaud, 2010, p. 65; Shinnar et al., 2012; Malmström et al., 2017, p. 6). In certain situations during the start-up process, women are being evaluated differently than men.

A typical example is the process of raising financial capital. The majority of investors, typically responsible for providing necessary financial support to start-ups, are male (Abouzahr et al., 2018, p. 4). In general, women-owned businesses are less favourable to investors (Malmström et al., 2017, pp. 6–7). Aligning with the theory of role congruity expected by society, Alsos and Ljunggren (2017) believe that in the situation of raising finance, this phenomenon is most frequently observed. The *Signaling Theory* emerged to reduce information asymmetry between sender and receiver during an exchange of

knowledge (Connelly, Certo, Ireland, & Reutzel, 2011, pp. 41–42). This theory can be applied to entrepreneurship during investment pitches, as entrepreneurs (signaller) and investor (receiver) do not share the same information about the venture. Demographic dissimilarities between signaller and receiver could present an additional challenge to women entrepreneurs (Alsos & Ljunggren, 2017, p. 585). According to Connelly et al. (2011, pp. 54–55), the translation and interpretation of the received signal are possibly influenced by social context, aligning with the *Role Congruity Theory*. Hence, investors perceive attributes of the signaller that do not align with known ‘ideal’ characteristics of a successful entrepreneur (see Figure 3). This potentially generates unconscious bias distorting the signal of the business value, as it is more difficult for signaller and receiver to relate to one another. Alsos and Ljunggren (2017, p. 572) explain this relationship between entrepreneur and investor as gendered, as “*women may have a greater need to signal their own and their ventures’ legitimacy to compensate for the lower legitimacy associated with being a woman*”.

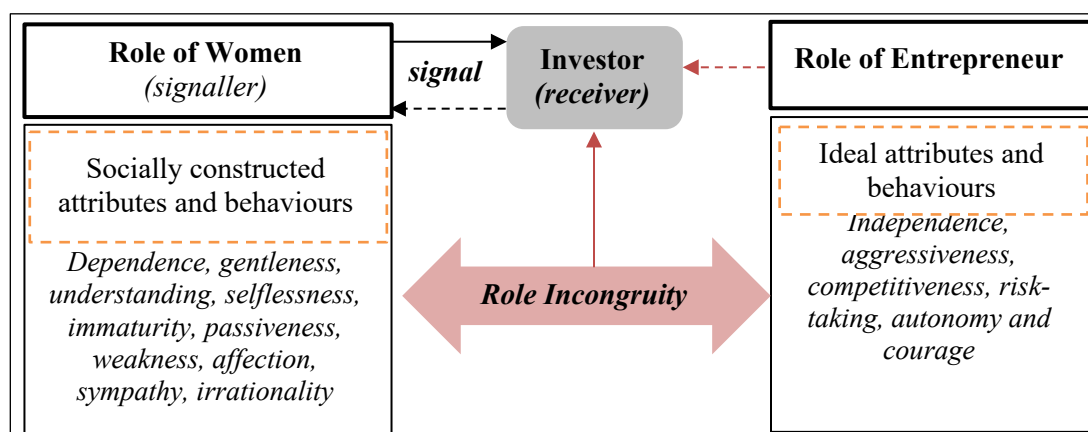


Figure 3: Effect of role incongruity on signalling procedure (own illustration, based on Marlow, 2002; Heilman & J. Chen, 2003; Shinnar et al., 2012; Alsos & Ljunggren, 2017; Malmström et al., 2017)

Role incongruity can be equally observed in the gendering of language in female entrepreneurship. Early adapted statements of entrepreneurship being created by and for men, prove that the notion entrepreneurship itself is not gender-neutral by language. The word ‘female’ needs to be attached for it to be associated with women (Malmström et al., 2017, p. 6). Brush, Bruin, and Welter (2009, p. 18) argue that in general:

“[...] a separate theory on women’s entrepreneurship may not be required if existing theoretical concepts are expanded to incorporate explanations for the distinctiveness of women’s entrepreneurship and give due recognition to the social context and embedded nature of gender”.

Adapting social views may, therefore, have a positive effect on the signalling between entrepreneur and investor (Alsos & Ljunggren, 2017, p. 567).

In summary, both theories, *Role Congruity Theory* and *Signaling Theory*, rationalise how the entrepreneurial character is still less expected for women than for men due to belongings to social groups with deviated characteristics. Commonly, stereotyping or unconscious bias make it difficult for women to identify themselves as entrepreneurs. Tillmar, (2007, p. 95) summarises that “[w]omen as business owners are just as heterogeneous a group as male business owners, but have in common the fact that they also encounter disadvantages originating from the gender-system in society”. A stereotypical basis for women in male-dominated fields can also be applied to certain industries. Especially low participation in the tech industry forces women to prove their credibility more convincingly (Alsos & Ljunggren, 2017, p. 585).

2.3 Female Entrepreneurship in the ICT Sector

Similarly to entrepreneurship, technology is repeatedly associated with masculinity (Dautzenberg, 2012, p. 82). Technological affinities, often connected to male characteristics, construct possible bias towards women in this field (Martin et al., 2015, p. 542). Dautzenberg (2012, p. 82) contemplates this bias originating from traditional roots of men taking up occupations in technological areas. The emergence of ICTs in the mid-20th century presented new opportunities for women to enter a market, that has been predominantly occupied by their male counterpart (Wynarczyk & Ranga, 2017, p. 4). Yet, female entrepreneurs continue to be underrepresented in the technology industry (McGowan, Cooper, & Hampton, 2011, p. 588).

Technology is fundamental for economic and social development, as it is expected to become the most influential sector for the economy (Acs, Szerb, & Autio, 2017, p. 11). Wynarczyk and Ranga (2017, p. 1) confirm this statement by explaining that innovative technology generates a primary source of economic growth, global competitiveness and social prosperity. Nonetheless, new technologies are rarely connected to female entrepreneurial accomplishments. Most entrepreneurial role models associated with major technological innovations appear to be male, such as Steve Jobs, Marc Zuckerberg and Bill Gates. Subsequently, a lack of important role models and corresponding little credibility in this field can be uninspiring to nascent female entrepreneurs in this sector (Wynarczyk & Ranga, 2017, p. 7). Current literature on this matter demonstrates a key research gap for women in the technology sector and the reasons for their underrepresentation (Birkner et al., 2018, p. 4; Marlow & McAdam, 2012, p. 2; McGowan et al., 2011, p. 589; Wynarczyk, 2006, p. 661).

Despite a growing significance in economy and society, there is neither a universal code nor are there coherent characteristics for female entrepreneurship in the tech sector (Kariv, 2013 p. 42). How the entrepreneurial ecosystem is shaped, and women's attitude towards entrepreneurship perceptibly affect females in their decision-making. Influencing factors are usually dependent on a country's environment and its socially embedded perceptions (Kariv, 2013, p. 42; Lindberg & Johansson, 2017, p. 147). Even though female entrepreneurship in ICT now comprises an actual field of theoretical research (Birkner et al., 2018 p. 5), there appears to be a remaining lack of a cross-cultural analyses. Highlighting women's attitude towards venture creation in different countries could provide a clearer picture of what makes female entrepreneurship so underexplored (Kariv, 2013, pp. 9, 42). A country-comparison may furthermore improve detecting necessary measures needed to adapt the tech start-up environment to embrace women and hence reshape both the entrepreneurial ecosystem and the technology sector.

3 Female Entrepreneurship in ICT: A Comparative Analysis of Germany and Australia

3.1 ICT Markets: Digital Economy in Germany and Australia

The digital economy is thriving, and with it the ICT sector. To understand female participation in ICT start-ups in Germany and Australia, it is integral to describe the ICT market and how the tech start-up market is shaped in the two countries. As of 2018, Germany's population density reached 82.89 million, whereas approximately 24.99 million people live in Australia (DESTATIS, 2018a; World Bank, 2018a). Germany and Australia are high-income countries with a respective gross national income of \$43,660 and \$54,420 (World Bank, 2018b, p. 28,90).

Compared to the global ICT pioneer United States with 22% of global market value, Germany and Australia both still aggregate a low involvement in the ICT industry (OECD, 2017, p. 52). According to the Organisation for Economic Cooperation and Development (OECD, 2017), Germany accounts for approximately 4.7% of ICT value added to the world's digital economy, whereas Australia only contributes 2.2% to the global ICT value. A regional insight of the ICT market value in comparison to all industries in the two regions reveals similar outcomes for Germany and Australia, respectively 5.0% and 4.5% of total industry value added (ACS, 2018, p. 75). Demographically speaking, women underrepresent the ICT sector. German women make up 33% of the ICT

workforce, while Australia merely supplies 28% of female workforce in ICT (ACS, 2018, p. 19; DESTATIS, 2018b). In terms of international competition, both countries are positioned closely together amongst the top tier international performers, as illustrated in Figure 4 (ACS, 2018, p. 33).

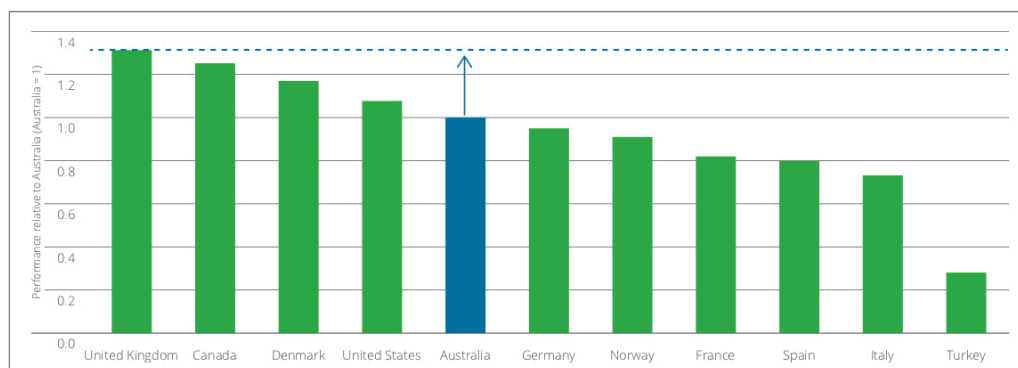


Figure 4: ICT performance relative to Australia (ACS, 2018, p. 33)

Competition, however, is vital for sparking innovation – a driving force in the development of the digital economy. The Global Innovation Index (GII) describes the economic position of both countries regarding their status on innovation. Results relevant to this study are located in Appendix 1. Though Germany is still performing better than Australia in the overall GII, results relevant to new venture creation are in favour of the Australian economy. Australia ranks 4th in its involvement in ICTs, while Germany could only score 18th place (GII, 2018, pp. 222, 257). This subsequently confirms Australia’s higher relative performance outcomes depicted in Figure 4. Additionally, the GII (2018, pp. 222, 257) rates Australia as a much easier place to start a business, ranking Australia in 7th place (Germany 87th). High scores in *ease of starting a business* correlate positively with the establishment of tech start-ups and the economic development of the ICT sector. Nurturing start-ups in the ICT sector and expanding opportunities for success is essential for economic and social well-being. Germany and Australia presently show similar proportions, respectively 31.6% and 34.1%, of start-ups founded in the ICT sector (Kollmann et al., 2018, p. 25; Steffens & Omarova, 2017, pp. 24–25).

Altogether, Germany and Australia provide a similar picture of their economic performance in the ICT sector. Kariv (2013, p. 45) states “*countries with similar levels of per capita GDP tend to exhibit broadly similar gender gaps*”. According to the International Monetary Fund (IMF), Germany and Australia display similar per capita GDP levels of respectively \$52,559 and \$52,373 (IMF, 2019). The following multi-level analysis of female entrepreneurship in the two countries will examine whether Kariv’s statement can be confirmed or needs to be questioned.

The entrepreneurial ecosystem can be approached on three levels: macro, meso and micro. Following Brush et al. (2009, p. 11) the macro level describes regulatory systems, cultural influence and national economy. These level categories are considered to be exogenous and hence potentially difficult to change. Unlike the macro perspective, the meso perspective can be adjusted to some extent, even if not easily done so, being affected by factors from both micro and meso levels (Brush et al., 2009, p. 12). Examples for this study include initiatives and the allocation of human capital for women entrepreneurs in the ICT sector. The micro level examines internal aspects; like motivations, money, and networking behaviour (Brush et al., 2009, p. 19; Berger & Kuckertz, 2016, p. 5164).

3.2 Macro Perspective: Economic Level

3.2.1 Women in Start-up Industry

Even though women make up a fundamental part of the start-up ecosystem, female founders remain underrepresented on a global scale. Table 2 depicts women's participation in the German and Australian workforce, as well as female entrepreneurship shares in the two countries. Out of all employed people, women constitute little under half of the workforce (Welter, 2006, p. 128). Germany and Australia barely differ in their workforce share with a German female workforce participation of 46.8% and Australia accounting for 47.3%. (ABS - Labour Force, 2019; DESTATIS, 2018c). Despite similar representations in the workforce, their participation in the start-up industry differs substantially. According to Gender-GEDI (2015) rankings, Australian women entrepreneurs outnumber those in Germany, ranking 2nd with their German counterpart placing 15th (Terjesen & Lloyd, 2015, p. 11). Altogether, female start-up founders in Germany make up 15.1% of all German start-ups, while 22.3% of all Australian start-ups were founded by women up to this date (Kollmann et al., 2018, p. 33; startup muster, 2018, p. 6).

| | Germany | Australia |
|-------------------------------------------|------------------------------------|--------------------------------------------|
| Female Workforce Share (age 15-64) | 46.8% women of all employed in GER | 47.3 % women of all employed people in AUS |
| Female Entrepreneurs in General | 15.1% women start-up founders | 22.3% female start-up founders |

Table 2: Women's position in German and Australian workforce and participation in the entrepreneurial ecosystem (own illustration, based on DESTATIS, 2018c; ABS - Labour Force, 2019; Kollmann et al., 2018, p. 33; startup muster, 2018, p. 6)

As the emergence of the ICT sector is relatively new, the Gender-GEDI is the only organisation that has yet conducted comparative research on women entrepreneur's

participation in the technology sector. The Gender-GEDI (2014, p. 68) assigns the highest score in female entrepreneurial participation in the tech sector business to Australia, assigning Germany with less than half that share. This study has a particular interest in fully female-founded start-ups and does not consider mixed teams in order to avoid inconsistencies. Individual country reports display approximately 1.25%² of all German ICT founders to be female-founded (Hirschfeld et al., 2019, p. 35), Australia exhibiting 4% (McCauley, Kinner, & Gruszka, 2017, p. 25). While these numbers seem to be moderately low, they clearly show Australia to be more successful in promoting female entrepreneurs in the ICT industry, as percentages for female-only founded business in Australia are more than double that of Germany.

3.2.2 Culture and Society

Many different factors could explain the discrepancy of female entrepreneurial propensity. Cultural beliefs and norms are important aspects that shape entrepreneurial intentions (Shinnar et al., 2012, p. 465). They can support entrepreneurial activities or impede entrepreneurial behaviour (Radziszewska, 2014, p. 42). Existing literature has documented cultural influences on entrepreneurship, whilst research also exists on social and cultural norms affecting women in business. Nonetheless, Shinnar et al. (2012, p. 465) emphasise that, yet, there is little information about cultural effects on attitude and intentions towards female entrepreneurship on a cross-cultural level.

The *Global Leadership and Organizational Behavior Effectiveness* (GLOBE) study provides widely accepted insight into national cultures. It complements and enhances cultural analyses, such as Hofstede (2001), developing a broader insight (Radziszewska, 2014, p. 39). The cultural analysis of Germany and Australia will thus focus on GLOBE study scores of societal practices. A descriptive overview of scores and their characteristics can be found in Appendix 2. Results for Germany and Australia on cultural dimension and their variance are summarised in Table 3 and furthermore visualised in Figure 5. Most significant differences between Germany and Australia are identified on the dimensions; Institutional Collectivism, Humane Orientation, Power Distance, and Uncertainty Avoidance (House, Dorfman, Gupta, Hanges, & Javidan, 2004, pp. 245–618), and could contribute to differing entrepreneurial activity.

² this number was determined by taking the number of all female founders that start in the ICT business in Germany (8.3%) and multiplying it by the total amount of female founders (15.1%) to calculate the share of all female tech start-up founders (8.3% x 15.1% = 1.25%).

High levels of in-group collectivism have been negatively correlated with entrepreneurship, whereas Radziszewska, (2014, pp. 42–42) argues high results on institutional collectivism to nurture entrepreneurial activities. Reasons for this include support and resources provided by collectivist cultures. Germany displays highly individualistic results in both levels. In-group individualistic characteristics, like creativity and activity engagement alone are typically associated with a successful entrepreneur. Nonetheless, low-level institutional collectivism offers little support and resources from society, implying an aggravating factor for female entrepreneurs. Results for Australia show substantial low levels of in-group collectivism, while simultaneously scoring high in institutional collectivism, indicating the significance of support from family and friends for entrepreneurs (House et al., 2004, pp. 468, 536, 570).

Humane orientation is closely tied to institutional collectivism in the sense that it values compassion and support from immediate communities (House et al., 2004, p. 570). Regarding entrepreneurship, high levels of humane orientation allow more room for errors, as support and resources will be made available in events of complications (Radziszewska, 2014, p. 43). Fear of failure being one of the main barriers for women, high scores in human orientation offer security that may be a convincing factor for women to start a business. Therefore, humane orientation positively affects entrepreneurial behaviour. Australia scores relatively high in humane orientation, while Germany exhibits much lower results (House et al., 2004, p. 573). With a variance of almost 1.00, Australian women are potentially provided with preeminent support, particularly in the competitive ICT sector where fear of failure may be most present.

According to House et al. (2004, p. 559), low amounts of power distance are “*expected to facilitate entrepreneurial innovation*”. Being amongst the ten countries with the lowest score in power distance, while scoring high on humane orientation, Australian female founders will have more opportunities to break out of their socially embedded roles and start their own business. Germany’s high levels of power distance disclose residual value on traditional divisions of roles that can be disadvantageous for women.

Cultures with high levels of uncertainty avoidance are evasive towards risk and change, preserving the importance of tradition, social norms and bureaucratic practices (House et al., 2004, p. 603). Consequently, high levels of uncertainty avoidance tend to decelerate entrepreneurial behaviour. Germany and Australia display a tendency towards risk aversion, scoring high on uncertainty avoidance (House et al., 2004, p. 622). Nevertheless,

they display a variance of 0.8, concluding Germany to be more risk-averse than Australia, with high levels of bureaucracy (House et al., 2004, p. 618). A Bitkom study of 2018 on German technology start-ups confirms that German founders believe bureaucracy to be one of the main barriers in entrepreneurship (Bitkom, 2018, pp. 29, 35).

| | Performance Orientation | Assertiveness | Future Orientation | Humane Orientation | Institutional Collectivism | In-group Collectivism | Gender Egalitarianism | Power Distance | Uncertainty Avoidance |
|----------------------|-------------------------|---------------|--------------------|--------------------|----------------------------|-----------------------|-----------------------|----------------|-----------------------|
| Germany ³ | 4.17 | 4.64 | 4.11 | 3.29 | 3.67 | 4.27 | 3.08 | 5.40 | 5.19 |
| Australia | 4.36 | 4.28 | 4.09 | 4.28 | 4.29 | 4.17 | 3.40 | 4.74 | 4.39 |
| Variance | -0.19 | 0.36 | 0.02 | -0.99 | -0.62 | 0.1 | -0.32 | 0.66 | 0.8 |

Table 3: GLOBE study scores for Germany and Australia and corresponding variance factors (House et al., 2004)

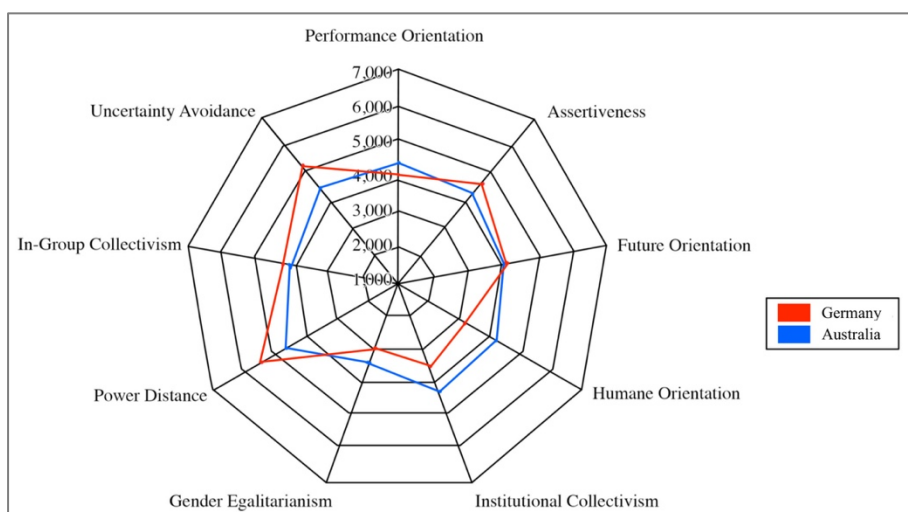


Figure 5: Cultural dimension of Germany and Australia according to GLOBE study (own illustration, based on House et al., 2004)

From a cultural stance, it can be concluded that Germany appears to be less open toward (female) entrepreneurship than Australia, with more traditional views on the distribution of power and less sensitivity for discrimination. Furthermore, Germany appears to be slightly more risk-averse than Australia. These factors highly influence female entrepreneurs and shape their entrepreneurial activity. Next to already discussed incompatibility of bureaucracy and entrepreneurship, regulatory environments occasionally happen to be confronted with the difficulty of being more open to start-up activities (Lucas & Fuller, 2017, p. 46), also called public policies.

³ mean of West-Germany and East-Germany

3.2.3 Public Policies

In countries where public policies exist to support a positive work-life balance, women tend to develop fewer intentions towards entrepreneurship, as they receive opportunity and support to combine family and work (Thébaud, 2010, p. 7). In opposition, some public policies push women into entrepreneurship due to the lack of family-friendly regulations (Thébaud, 2010, p. 30). Regarding organisational regulations on maternity leave, for instance, Thébaud (2010, p. 36) presumes “*the gender gap in entrepreneurship [to] be larger in countries with longer paid leave [...]*”. Germany introduced first acts of maternity leave in 1883, developing an established system for women to combine work and family (WGEA, 2017, p. 3). Public policies on maternity leave did not exist in Australia until the first national *Paid Parental Leave Act 2010* was introduced, offering paid leave options for some employed mothers-to-be, effective from 2011 (Thébaud, 2010, p. 44; WGEA, 2017, p. 5). Nonetheless, policies in the two countries still differ substantially. As of 2018, full-rate paid leave⁴ for eligible mothers in Australia was as low as 7.7 weeks, whereas German mothers benefit from 42.6 weeks (OECD, 2019, p. 3). This could indicate why more Australian women start their own business in order to set their own terms for a work-life balance. When public policies push for entrepreneurial behaviours, regional initiatives potentially help to bridge resource gaps that frequently emerge at the beginning of the start-up journey, such as lack of human, financial and social capital.

3.3 Meso Perspective: Institutional Analysis

3.3.1 Initiatives

Governmental and institutional support potentially helps even out numbers between male and female-founded start-ups. Especially in an industry where women represent a considerable minority, external finance and networking support help to boost the number of female founders. Although Germany offers some initiatives for women business owners, the amount of regional support is considerably low (firma.de, 2018; SHEworks, 2019). Contrarily, the group *Australia-Israel Chamber of Commerce (AICC)* (see Appendix 3) offers a list of several initiatives for female entrepreneurs in the tech sector, categorised by state of venture creation and type of support (AICC, 2018). Consequently, though

⁴ amount of weeks that are fully paid according to salary. Full-rate equivalent total paid leave available for mothers is made up of rights for maternity and parental leave and measured against average payment rate.

regulations sometimes steer Australian women into pursuing entrepreneurship, the country also offers a variety of initiatives to support them along the way.

Initiatives and regulations encouraging or discouraging entrepreneurship can be traced back to educational systems. The readiness of women to pursue entrepreneurship and the stability of their new venture is often influenced by national attitudes and contributions that can be traced back to education and training, also known as human capital (Maritz, Jones, & Shwetzzer, 2015, p. 1020).

3.3.2 Human Capital: Education and Training

Human capital plays an essential role in entrepreneurship as higher activity increases the likelihood of creating innovative high-growth ventures (Acs et al., 2017, pp. 67–68). Especially in ICT, many countries still lack support in educating women in the field of science, technology, engineering and mathematics (STEM), in order to lead high-growth tech businesses (Galindo Martín et al., 2009, p. 293). Both the GII (see Appendix 1) and numbers from the Global Entrepreneurship Index (GEI) affirm Australia's top performance in human capital levels promoting entrepreneurship; whereas Germany is still lagging in this department (Acs, Szerb, & Lloyd, 2018, p. 41; GII, 2018, pp. 222, 257).

Germany experiences a high gender gap in education, particularly on a post-university level (Martin et al., 2015, p. 541). According to Welter (2006, p. 135), lack in human capital is one reason for Germany's lower rates of female entrepreneurs. About 23.1% of German female founders have received an educational background in STEM subjects, however, only 5.6% of those in the high-tech areas, such as science, IT or mathematics (Hirschfeld et al., 2019, p. 19). Moreover, the effectiveness of German entrepreneurship education is in question, as research on tech start-ups confirms 83% of all tech start-up founders believe education did not help them prepare in becoming an entrepreneur (Bitkom, 2018, p. 12). In Australia, on the other hand, entrepreneurship education is generally recognised as one of the most critical requirements for a stable and successful entrepreneurial ecosystem (Maritz et al., 2015, p. 1020). Even though Australia values education and is known for its highly rated entrepreneurship education system (Barrett, 2006, pp. 35–36), women's level of participation in secondary or tertiary STEM education is substantially lower than that of men (Australian Government, 2019, pp. 6–7). One major factor that influences women in their choice of industry is unconscious bias that supposedly goes back to early education.

Although Australia makes efforts to provide entrepreneurship-oriented education; both countries show a lack in women's participation in STEM studies. Of those women that do participate, however, it stands to reason that they will be better prepared for an entrepreneurial career in Australia than in Germany.

3.4 Micro Perspective: Individual Level

3.4.1 Financial Capital: Supply and Demand

The supply of financial capital is a subject most commonly associated with unconscious bias, however, also often disputed in research. In recent years, female founders have raised substantially lower external funds than male start-up founders (Teare & Desmond, 2015). Research on the presumed 'finance gap' shows divergent outcomes. An interesting observation identifies that research finding in social market economies, such as Germany, are supporting the existence of a gender finance gap; though research in neoliberalist countries, such as the UK, US and Australia, do not conclude a prevailing finance gap or gender discrimination (Watson, Newby, & Mahuka, 2009, p. 45). A study on Australian female founders discovered the underrepresentation of successful women-led start-ups arose from a "*lack of initial investment and not from managerial or strategic failures [often] associated with gender*" (Carter, 2008, p. 24). Furthermore, Jahn (2017) conducted qualitative research on the presence of unconscious bias towards female entrepreneurs in Europe, particularly Germany. Her findings illuminated the existence of unconscious bias in venture capital (VC) funding (Jahn, 2017, p. 31). This could suggest that gender discrimination hinders potential female entrepreneurs in Germany.

Other researchers, however, do not assume that low numbers of external financing have discriminatory motives. Furthermore, they explain women's underrepresentation in VC deals in reasons of personal choice. Galindo Martín et al. (2009, pp. 297–299), for instance, emphasise that venture capitalists typically choose to invest their money into promising, innovative business ideas in the high-growth technology sector. Since shares of female founders in this sector are extremely low, namely 1.25% and 4%, this would imply a relatively lower amount of investments going to female-founded businesses. Abouzahr et al. (2018, p. 3) declare reasons for fewer VC deals going to women in behavioural differences as women are more risk-averse and less convinced of their business idea. Hence they actively choose not to be involved with VC investments, or seeking smaller amounts. Despite the apparent generalisation of women being categorised into one group, personal choice is one possible explanation. Alsos and Ljunggren (2017, p.

573) agree by ascribing women's lower involvement with external funding to the possibility that female entrepreneurs do not place such an importance on business angels and venture capitalists. Research indicates no significant difference of Australian women and men being denied finance, neither do numbers in applications differ substantially in gender (Hulten, 2012, p. 276; Watson et al., 2009, p. 53). No research has been found for the refutation of gender bias in Germany.

While opinion is divided on this topic, existing literature does acknowledge a strong correlation between growth aspirations and financial capital (Watson et al., 2009, p. 43). From demand perspectives, German women entrepreneurs are more restrained towards growth, instead concentrating on a stable development of their venture (Hirschfeld et al., 2019, p. 34). Similarly, Australian female founders are less growth-oriented (Hulten, 2012, p. 274). Nevertheless, empirical studies on female entrepreneurs in Australia suggests no gender differences in the demand for external finance, as well as no significant behavioural signs that could assume discouragement (Watson et al., 2009, pp. 47–49; Hulten, 2012, pp. 274–276). Furthermore, Watson et al. (2009, p. 49) justify lower numbers of external funding applications by female business owners in higher risk aversion and desired levels of control contradicting a 'finance gap' in Australia.

Researchers predominantly focus on the supply side of VC funding in order to detect whether the investment gap has discriminative derivations, thereby neglecting an analysis of financial demand (Watson et al., 2009, p. 43; Hulten, 2012, p. 269). Assuming the validity of findings of German female founders being more affected by gender stereotyping when collecting financial capital than Australian women; this could explain possible differences in the two countries. Nevertheless, more research is required to make such assumptions. Hence, for this study, financial capital has an ambiguous effect on women entrepreneurs in the ICT sector.

3.4.2 Networking: Importance of Social Capital

Along with financial capital, social capital is a fundamental resource every entrepreneur must obtain when aiming for entrepreneurial success. In the start-up environment, resources tend to be limited as new ventures are often created in areas that are yet rarely or not at all explored. Social and business networks can provide access to necessary resources (Sharafizad & Coetzer, 2016, p. 1). They can be especially helpful in high-

technology ventures that require many resources for potential growth (McGowan et al., 2011, pp. 588–589).

Female social networking characteristics differ from male ones; as networks are generally small, homogeneous, and comprise more personal ties than professional networks (Sharafizad & Coetzer, 2016, p. 4). While these characteristics apply to both countries, Australian female founders highly value the depth of their networks, actively investing resources in relationship management ab initio (Sharafizad & Coetzer, 2016, p. 8). On the other hand, German research reports female entrepreneurs to be less actively engaged in networking, realising the importance of networking rather at a later stage of the venture creation (Welter, 2006, p. 141). Hence, women entrepreneurs in Germany seem to apprehend the importance of social and business networks to a lesser extent than female founders in Australia. This statement can be confirmed by the GEI, where networking capabilities for Australian founders are described to be considerably higher than those for German entrepreneurs (Acs et al., 2018, p. 40).

3.4.3 Entrepreneurial Intentions

Entrepreneurial intention initially triggers an individual's behaviour towards new venture creation. Shinnar et al. (2012) criticise that despite a lack of consistency across cultures and genders in entrepreneurial intentions, few comparisons have been conducted cross-culturally, generalising motives across genders and blurring the specifics. Recapitulating Ajzen's *Theory of Planned Behavior* (1991), it can be concluded that different influences affect the antecedents for entrepreneurial intentions, described as attitudes, subjective norms and perceived behavioural control. Figure 6 rationalises how all previously examined influencing factors play an important role in the development of entrepreneurial intention. This study will conduct an analysis of these factors by involving the aforementioned indicators for the two countries to reveal possible differences in entrepreneurial intentions in Germany and Australia. The *Theory of Planned Behavior* seems most fitting, as it was found to predict consistent results on behavioural intentions (Krueger, Reilly, & Carsrud, 2000, pp. 415–416).

According to Krueger et al. (2000, p. 416), **attitude** influences the variance of intentions by approximately 50%, making it one of the most important factors when analysing motives. Entrepreneurial attitude can be influenced by economic welfare and public policies (Krueger et al., 2000, p. 429). Even though both, Germany and Australia, are

economically strong; a higher number of female entrepreneurs, as well as better support, may have a positive effect on women's attitude towards entrepreneurship in Australia. Moreover, attitudes toward entrepreneurship are shaped by community benefits, which increase with high cultural levels of humane orientation (Krueger et al., 2000, p. 417). Australian female entrepreneurs possibly benefit from this cultural environment.

Additionally, **perceived behavioural control** is closely related to self-efficacy. High levels of self-efficacy explain high opportunity recognition despite the presence of uncertainty (Ajzen, 1991, p. 184). Consequently, perceived behavioural control can be predicted by outcomes of GLOBE's cultural dimension Uncertainty Avoidance. Germany scores relatively low compared to Australia, which could explain lower levels of entrepreneurial intentions, thus less entrepreneurial activity for German women in the ICT sector. Moreover, locus of control is influenced by resources that can be brought into the new venture creation, such as human capital, social capital and financial capital (Ajzen, 1991, p. 182). As visualised in Figure 6, this thesis derives only little influence from financial capital, assuming there is missing conclusive data on its effect on the entrepreneurial intention process. Australian women appear to be better prepared regarding their level of social capital, resulting in a slightly more positive effect on their perceived behavioural control.

Subjective norms refer to cultural stereotypes and unconscious bias that may affect women's intentions. Interestingly, research uncovered that subjective norms would be less likely to affect entrepreneurial motivations if perceived levels of control and risk tolerance were relatively high (Ajzen, 1991, p. 189,196; Krueger et al., 2000, p. 417), which is the case for Australia, but not for Germany. Consequently, unconscious bias and gender discrimination may affect German female founders substantially more.

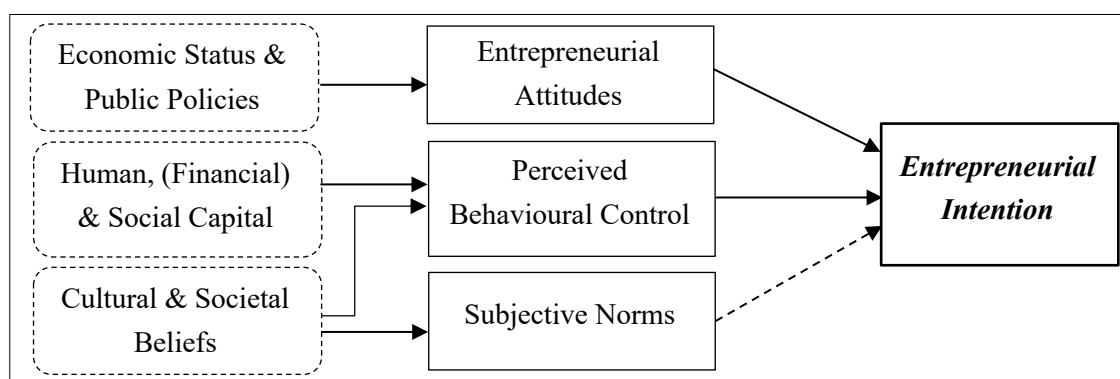


Figure 6: Theory of Planned Behaviour in entrepreneurial ecosystems (own illustration, based on Ajzen, 1991; Liñán & Chen, 2009)

Consequently, the *Theory of Planned Behavior*, combined with all reviewed influential factors, helps to justify a higher percentage of female entrepreneurs in Australia than in Germany, due to higher stimulated incentives.

Recapitulating Kariv's statement at the beginning of Chapter 3, broadly speaking, literature assumes countries with similar levels of GDP show a similarity in shares of female entrepreneurship. The Australia-Germany comparison selected for this research paper, however, seems to directly refute this assumption. As priorly outlined, the two countries have similar outcomes in terms of GDP per capita, but cultural and regulatory differences shape entrepreneurial opportunities for women differently. Higher opportunities in government programmes, educational incentives, networking approaches, and cultural attitudes reason Australia's higher involvement of female entrepreneurs.

4 Empirical Study

4.1 Research Method

4.1.1 Research Design

Following a thoroughly conducted analysis of existing literature on entrepreneurial women, the key objective of this thesis is to provide a study that looks beyond existing theoretical research on female entrepreneurship. Qualitative research is employed to ascertain a subjective understanding of complex, social circumstances that are influenced by, or influential to, the matter of the research paper (Ritchie & Lewis, 2003, p. 2; Kruse, 2007, p. 11). Qualitative research approaches are predominantly utilised in instances of lacking theoretical records (Edmondson & Mcmanus, 2007, pp. 1160–1165). Despite mature existing research on entrepreneurship, missing data and research on female entrepreneurship in the proposed countries prove the nascent nature of the subject. In-depth interviews count among key qualitative research design. The focus on the individual and their context in society regarding the matter of the paper “[...] *offers detailed investigation on personal perspectives*” (Ritchie & Lewis, 2003, p. 4). As this thesis aims to offer an overview of different female founders in the two analysed countries and examine country-specific influencing factors, it would be useful to apply a combination of structured and unstructured in-depth interview methods, called semi-structured interviews (Saunders, Lewis, & Thornhill, 2009, p. 320). A moderately structured approach is essential to understand how similar themes affected female entrepreneurs differently during their venture creation in order to measure the answers against each other. Nevertheless, flexibility is fundamental to allow interviewees the freedom to tailor responses to their personal

experience. Hence, this paper aims to adopt an interpretivist epistemology, where individual scenarios can be associated with a set phenomenon (Saunders et al., 2009, p. 324). Expert interviews account for a specific type of semi-structured interviews, where the interviewee functions as an individual that is characterised by “[...] *knowledge, [...] which is not accessible to anybody in the field of action under study*” (A. Bogner, Littig, & Menz, 2009, p. 18). Female founders in Germany and Australia are considered experts for the purpose of this research, as they are well-established in the ICT industry and can provide invaluable insights from past and continuing experiences as entrepreneurs.

4.1.2 Data Selection and Expert Selection Process

In order to precisely identify which data and experts to select, the research interest needs to be clearly justified and all research questions reviewed (Kruse, 2007, pp. 27–28). Qualitative research aims to develop an empirical understanding of female entrepreneurship in ICT in Germany and Australia; and to further confirm or refute behavioural differences established throughout the theoretical evaluation.

The interview guideline comprises of 14 questions and functions as orientation. The order of the open-answer questions was occasionally adjusted, depending on the length and content of the responses. The guideline is available in the English and German language, to fit the expert’s native language and can be found in Appendices 4-5. All interviews commenced with an ice-breaker question for the female entrepreneurs to ‘settle in’ to the interview. Questions 2-12 provide open answer questions, structured by the multi-level analysis approach used in the theoretical analysis. The interviews will likely reveal micro and meso perspective outcomes, as female entrepreneurs are expected to recount their personal experiences and external influences and do not have full knowledge of their country’s macro-level environment. Question 13 explains current research outcomes and asks for the female entrepreneur’s opinion on the particular topic. This question is intentionally asked at the end of the interview to avoid potential influence on open answer questions (Kruse, 2007, p. 11). The final question features an open concluding question to stimulate any untouched topics or further comments that experts might wish to add.

The sampling process aimed to approach German and Australian women from similar entrepreneurial ICT environments. It was fundamental to choose a sample of female entrepreneurs with a minimal variation of their background, in order to assess possible similarities within one country, and differences across countries (Kruse, 2007, p. 43). This

prerequisite aims to ensure a higher validity of the empirical study and thus prove or question theoretical findings and statistics. All experts were recruited by a targeted contacting method (Kruse, 2007, p. 44). The main tools of approach were *LinkedIn* and Email. The response rate was reasonably high. Out of 36 contacted female founders in Germany and Australia, thirteen replied. A total of seven participants comprised of four tech founders from Germany and three from Australia. The interviews were conducted one-on-one and lasted between 20 and 50 minutes. The accumulated interviewing time amounted to 3:25:05. Appendices 6-12 explain background information on the time, the manner and the place of each interview. The experts were either interviewed in person (4) or via telephone (3) between June 26 and September 4, 2019. This study refers to the interviewees as I.1, I.2, etcetera. All conversations were recorded. Terms of agreement, outlined in Appendices 4-5, were acknowledged and signed following the four personal interviews. Due to geographic restraints, experts who were interviewed via phone could merely provide a verbal declaration of consent.

4.1.3 Data Analysis

Following Kruse (2007, p. 29), a content analysis method is an accepted approach to evaluate expert interviews. Data for this study was thus analysed according to the six-step model developed by Meuser and Nagel (Meuser & Nagel, 2009, pp. 35–36). All interviews were transcribed verbatim with limited exceptions. For an improved reading experience, conversation fillers and hesitation sounds were not included, and non-relevant information summarised. Additional words were added in brackets for clarification and to indicate significant pauses. The next step encompassed the paraphrasing and reduction of sequences to understand the true sense of the paragraph. Simultaneously, different codes were assigned to the interviews. Moreover, the interviews were then compared and clustered according to the codes. Due to the importance of country-specific knowledge distinction, a two-step method was required. Firstly, results from each country were reviewed separately and categorised into groups. This was followed by the method of comparing outcomes from both countries and determining similarities and differences. The process of categorisation did not follow theoretically derived codes but remained on a practical level in order to attempt inductive qualitative research. A designation of categories was therefore established on empirical prerequisites. All categories, codes and sub-codes are illustrated in Appendix 14. Trends for the corresponding code or sub-code were developed with the appearance of significant differences between country practices.

4.2 Study Results

4.2.1 External Barriers: A Matter of Country Attitude

Altogether four different categories were identified. The first category describes the analysis of the country's attitude towards entrepreneurship and women, separately. These factors influence the share of female founders in ICT indirectly, as they shape a society's perception of the role of women and people's attitude towards entrepreneurship as an employment choice. Consequently, this has a subtle effect on whether a country's society and women themselves, see females as potential entrepreneurs and might highlight barriers to female entrepreneurship.

4.2.1.1 Entrepreneurial Ecosystem

“Deutschland hat ein Problem, einen kompletten systematischen Fehler. [...] die Anmeldungen von neuen Firmen sind rückläufig“ (I.7, ll.288-290)

Public Policies & Migration:

Governmental decisions and policies regarding their country's support for entrepreneurship have been mentioned by interviewees 2-7. All three Australian female founders (I.4-I.6) believe that there has generally been a push towards entrepreneurship and innovation in the past years in Australia. I.4, for example, suggests *“[...] the government is really supportive around entrepreneurs and business [...] and a lot of agencies are trying to push for that.* (ll.224-226). I.5 explicitly acknowledges that rapid increase of entrepreneurship can be explained by high numbers of immigration and need for new job creation:

“The thing is Australia did not use to have much entrepreneurship. The reason being that jobs were so well-paid. [...] Two and a half years ago Australia cancelled out a lot of the skilled visa applications. That is what Australia is literally telling you: 'Don't work [but] create work'. The country needs to create more work for people so people [migrants] actually can stay in Australia” (I.5, ll.277-285).

I.5 hence explains the issue of immigration in Australia as an increasing amount of people intend to live and work there, providing high growth opportunities to the entrepreneurial ecosystem. Although the interview guide did not include any question that might suggest so, I.5-I.7 commented on the significance of migrant workers for entrepreneurship in Australia, introducing a noteworthy trend that has not been acknowledged in theoretical findings. I.6 agrees with I.5, explaining that Australia leverages on the advantage of skilled immigrants from geographical neighbours, who potentially *“bring technology and technical background that they want to utilise and open their own start[-]up”* (I.6, ll.171-172). A greater push for innovation and entrepreneurship thus implies that the Australian country supports entrepreneurial behaviour, reducing barriers for potential entrepreneurs.

From a German perspective, I.7 explains that current migration is displaying a contrary trend. She criticises that previously explained cultural and regulatory barriers motivate entrepreneurs to seek their location of venture creation elsewhere:

“Deutschland hat ein MIgrations Problem, kein IMmigration Problem. Ich bin jetzt das beste Beispiel, ich habe acht Jahre lang versucht in Deutschland eine Firma aufzubauen. [...] Und ich bin wie gesagt ein gutes Beispiel dafür dass ich gesagt habe ‘[...]es ist jetzt nicht mein Job ein komplettes System umzukrempeln [...], ich kremeple gerade eine komplette Industrie um, die aber nicht in einem Land gefangen ist und [...] das Leben ist sowieso schon schwer genug als Entrepreneur, wo kann man es denn einfacher machen. Portugal macht jetzt gerade einfacher weil die Steuervorteile geben, weil sie bessere Unterstützung geben, billiger, nette Leute, tolles Essen [...]“ (I.7, ll.290-302).

Trend 1 accordingly suggests the German system could be the reason why potential entrepreneurs migrate to countries with lower barriers, similar to Australia – explaining a difference in overall entrepreneurial activity between countries.

Trend 1: Germany faces a loss of potential entrepreneurs through emigration, while Australia experiences an abundance of immigrants.

Furthermore, as I.7 (ll.273-275) states, disregarding industry or gender, it is tough to start a new business in Germany. She even denounces it as being *“das blödeste was du eigentlich machen kannst in Deutschland zu gründen”* (I.7, ll.274-275). I.2 and I.7 criticise the German bureaucracy that functions with a lack of transparency desired by start-ups to flourish, which inhibits the process of creating new business:

„Grundsätzlich [ist]das deutsche System [...] nicht gebildet für kleine destruktive Firmen. Das deutsche System ist gebaut für große Unternehmen [...]. Das Steuersystem, wenn du Leute anstellst, [...] [ist] einfach für schnell wachsende Unternehmen nicht gemacht. Also das hindert erstmal [...]“ (I.7, ll.273-282).

I.2 gives an example of how this bureaucracy impedes entrepreneurial thrive:

„Das sind jetzt hauptsächlich Europäische Fördergelder wo mir das besonders negativ aufgefallen ist dass man dann halt schon irgendwie drei Monate im Bewerbungsprozess steckt [...] Also vom Staat, [...] diese Prozesse ein bisschen vereinfachen [...]. Das Ganze transparent gestaltet und ein bisschen undemokratischer machen“ (I.2, ll.122-130).

Therefore, it can be concluded that public policies in Germany clash with the required agility needed to foster entrepreneurship, making it harder for nascent entrepreneurs in general to start their own business. The outcomes evaluated for the two countries can be summarised into the following trend:

Trend 2: Public policies nurture entrepreneurial ecosystems in Australia, whereas German bureaucratic policies inhibit fast-growing start-ups to thrive.

Evidentially, the empirical research regarding public policies demonstrates the Australian attitude to be more in favour of entrepreneurial behaviour than that of Germany.

Culture and Society:

In addition to public policies, six out of seven interviewees addressed the influence of culture on entrepreneurship. From a German perspective, I.3 and I.7 characterise the German culture as conservative and “*spießig*” (I.3, 1.228). Subsequently, they believe that this cultural trait induces high levels of risk aversion that does not foster entrepreneurship. Two cultural characteristics have been described by I.3, I.5 and I.7 for Australia. Interestingly, the majority of insights on the Australian culture occurs from German female founders (I.3, I.7) with networks to Australian entrepreneurs, such as I.7, who stated that:

"[...] der Vorteil in Australien ist [...] 'everything goes' und auch 'wurde noch nie gemacht? [egal] machen wir einfach'. Das hat mich sehr beeindruckt, das hat mir sehr geholfen auch in meinem entrepreneurship Weg" (I.7, 11.243-245).

This statement describes the rather easy-going and risk-tolerant culture that could potentially be helpful for women in their journey of becoming an entrepreneur.

Nevertheless, a second description of the Australian culture and society was mentioned by some participants. I.7 (1.200), for instance, describes the Australian culture as “*blokey*”, an expression for a highly masculine culture. This notion is also reflected in the interview statement by I.5 depicting the Australian “*bro culture*” (I.5, 1.94) that is particularly prominent in the ICT sector. Furthermore, they express that this consequently is not a female-friendly culture. In general, however, a loose and risk-tolerant Australian culture appears to suit the entrepreneurial ecosystem; contrary to the German experience. With regards to entrepreneurship in general, the difference of cultural attributes suggests Australia a more auspicious country for entrepreneurship.

Trend 3: A more risk-tolerant culture supports the Australian entrepreneurial ecosystem. Germany’s risk aversive and conservative culture hinders entrepreneurial activity in general.

An additional sub-trend that was discovered throughout the interviews is the association of a shift in global work trends with entrepreneurship. I.1, I.4 and I.5 collectively agree that business requires more flexibility, innovation and technology. An example of their response expresses that:

"[...] if we think about [...] where we are in society, people don't go to jobs they hold for thirty years and retire anymore it's very different. I think it's definitely (-) very much about technology and innovation and start-ups and businesses and side hustles and that's growing in Australia at a rapid rate." (I.4, 11.216-219)

The entrepreneurial mindset seemingly approves of this shift of the “*work culture with bean bags and beers every day. [I]t becomes [...] prominent and it fits the Australian culture*” (I.5, 11.295-296).

Trend 4: New work trends of innovation, flexibility, and focus on laidback start-ups stimulate the entrepreneurial ecosystem and particularly fit the Australian culture.

Germany, however, may be struggling with this change, as it is a departure from the traditional cultural values of order and resistance to change.

Education:

Five out of the seven participants agree that their country's attitude towards entrepreneurship is contingent on education systems. This code comprises of two parts; **early education**, which includes childhood education from parents, as well as primary and secondary education; and **higher education** implying tertiary education and professional training. I.3 (ll.238-241) acknowledges that German children are not raised with an entrepreneurial mindset, whereas it is more frequent in Australia. This statement is confirmed by I.5 and I.6, who reveal to "*have always had the urge to do [entrepreneurship]*" (I.5, l.43). This entrepreneurial attitude is also reflected in Australian high school systems, where according to I.5 "*high school kids run boot camps [...], Hackathons, to try to have a taste of the flavour of what entrepreneurship is going to be*" (ll.298-302).

Business knowledge and technical skills are substantial for developing a successful start-up in ICT. More than 70% of all participants accentuate the importance of technical skills and education. All Australian participants (I.4-I.6) believe that tertiary education helped them prepare for their start-up in some way. More particularly, I.5 and I.6 hold a technical degree directly correlating with technology and start-ups. Such study programmes include entrepreneurship and innovation (I.5) and IT (I.6). Additionally, I.7 – though being a German entrepreneur – attended her Bachelor of Arts in Software Engineering in Australia. She praises the Australian university system for its advanced technological standards and further boasts that it was part of an international education system (I.7, ll.258-261). Australian universities appear to be well-equipped to prepare students for an entrepreneurial career. By contrast, I.7 experienced the German universities as non-progressive and old-fashioned, attributes that did not help her in becoming a founder. She had experienced the differences of universities as a reverse culture shock:

“Das war auch so ein bisschen mein Culture Shock als ich dann von Australien zurück nach Deutschland gegangen bin dort meinen MBA gemacht hatte in Berlin [...] ein rückwirkender Culture Shock es war alles veraltet, [...] mit Case Studies von vor zehn Jahren und deswegen habe ich auch meinen MBA abgebrochen weil ich meinte 'Leute das hilft mir nichts, ich bin hier um die Realität kennen zu lernen'” (I.7, ll.263-269).

I.1 agrees with the fact that tertiary education did not promote entrepreneurship as a viable option for her (I.1, ll.113-122). Thus, the German education system does seemingly not

contain significant support to encourage students towards entrepreneurship. A lack of women in technical study programmes is furthermore pointed out by I.1:

“[W]as natürlich halt auf jeden Fall eine Rolle spielt, dass Frauen in Deutschland immer noch weniger technische Studiengänge wählen“ (I.1, ll.141-142).

I.7 reasons the lack of female STEM graduates in Germany in teaching methods that are *“Männer fokussiert”* (I.184) and women are not encouraged to study technical subjects (I.7, ll.249-259). In return, I.6 suggests Australia experiences an increase in the number of females graduating from university with technical degrees (I.6, ll.128-130). Disregarding current contingent adjustments to the German education system, Trend 5 suggests a difference in educational quality relevant to a later employment choice of new venture creation in Germany and Australia.

Trend 5: While female founders in Germany did not find education helpful in becoming an entrepreneur, Australian female founders claimed that early education assisted them in developing an entrepreneurial mindset and tertiary education enhanced their mindset through courses closely linked to entrepreneurship or STEM.

4.2.1.2 Role Ideology – Traditional Role of Women

“[I]ch bin dazu erzogen worden Hausfrau zu werden und keiner in meiner Familie irgendwann mal gesagt 'Hey du kannst auch Entrepreneur werden'“ (I.7, ll.31-33)

Historically women served a different function in society. Traditional roles of women in domestic responsibilities contradicts modern attitudes of an emancipated businesswoman. A country’s particular view on the role of women – be it traditional or modern - is shaped by its society (I.2, I.4, I.7). Societal acceptance, on the other hand, shapes female’s perceptions of their capabilities as entrepreneurs. I.2, I.3 and I.7 are convinced that the traditional role of women as a *“Hausfrau”* (I.7, l.31) remains an issue for women in business, as this example expressed by I.3 displays:

“Weil [...] immer noch viele denken, die Frauen kriegen die Kinder und bleiben zu Hause am Herd und die Männer gehen arbeiten“ (I.3, ll.63-65).

I.7 expands this theory, that the German state encourages this role ideology, by issuing financial advantages for women that stay at home:

“[...] du bist ja als Frau in Deutschland eigentlich immer noch in den 50er Jahren vor allem wenn du sagst du willst Kinder und Arbeit gleichzeitig, dann gibt es da ein Steuersystemen, du wirst doppelt besteuert wenn du verheiratet bist und eigentlich zahlt dir der Staat viel mehr Geld wenn du daheim bleibst und dich um die Kinder kümmerst. Like the system sets you up for failure from day one” (I.7, ll.239-244).

She implies that the German system does not explicitly have a supportive stance on women in business as they do not fit the traditional role. From an Australian perspective, I.4 similarly believes the masculinity of business bears challenges for women to adapt

(I.4, 97-110). Nevertheless, she correspondingly acknowledges the increasing awareness of equal rights in business and leadership in Australia. I.5, too, assumes that the traditional social structure has transformed, and perceptions are shifting towards more liberate and modern views of females in business (I.5, ll.133-135).

These results indicate that the German society is characterised by stronger remaining clustering of females as a traditional group than the Australian one. Nonetheless, business and entrepreneurship are ultimately characterised as masculine. The incongruity of role affiliations makes it difficult for women to identify with entrepreneurship.

Trend 6: The attribution of the traditional role of women still shapes societal norms in Germany, whereas Australia appears to avert beliefs on role distribution in business.

4.2.2 Internal Challenges: Perceived or Real?

The third category incorporates all codes that discuss factors directly and exclusively influencing the female entrepreneur. While considering the previously discussed category, it accentuates the start-up industry and women's position and challenges as entrepreneurs in the ICT sector.

4.2.2.1 Characteristics of Female Entrepreneurs

“[...] when another person looks at you as [a] business woman versus[...] women in business, [t]hat's two different things and [...] the latter one appears a lot” (I.5, ll.118-120)

Opportunity Motives:

Entrepreneurial intentions can be sparked by pull and push factors which initially sorted the interviewees into two categories. The main pull factor experienced by the interviewees being the creation of something new (I.1, I.6), recognition of a gap and need in the market (I.2, I.3, I.4, I.5, I.7); and the establishment of a social impact (I.4, I.5). Key push factors for the sample group included dissatisfaction with their job (I.2, I.3) or with societal practices (I.5, I.7), such as the struggles highly skilled graduates face in Australia when looking for an internship, outlined in examples by I.3 and I.5:

“Wenn du angestellt bist es ja auch immer so du hast so deine Limits. Du kannst eigentlich nur das machen was sie dir vorgeben. Du kannst dich nicht, [...] ausspannen und wirklich dich entfalten und das hat mich damals [...] gestört.” (I.3, ll.89-92) and *“[...]I saw in my cohort and the students interact with [...] so much talent. But they are rarely finding a really great opportunity and it's a lot of unpaid internship programmes, a lot of coffee making and copy jobs” (I.5, ll.15-17).*

Additionally, the need for flexibility and a healthy work-life balance was considered as a factor that pushed the interviewees towards entrepreneurship (I.5, I.6). An overview of the mix of influencing push and pull factors in the two countries is outlined in Table 4.

| Category | I.1 | I.2 | I.3 | I.7 | Total (GER) | I.4 | I.5 | I.6 | Total (AUS) | Total |
|--------------------------|-----|-----|-----|-----|-------------|-----|-----|-----|-------------|-----------|
| Pull-factors | 1 | 1 | 2 | 1 | 5 | 3 | 4 | 3 | 10 | 15 |
| Push-factors | 0 | 3 | 1 | 1 | 5 | 0 | 2 | 1 | 3 | 8 |
| Trend⁵ | + | (-) | (+) | +/- | +/- | + | (+) | (+) | (+) | (+) |

Table 4: Number of entrepreneurial motives categorised into push and pull factors for German and Australian respondents (own illustration based on data from empirical study)

When the number of pull factors outweighs the amount of push factors, an entrepreneur is considered to be starting a business out of opportunity. Concurrently, if the amount of push factors dominates, she is characterised as a necessity entrepreneur. Altogether ten motivational factors were discovered for German entrepreneurs, displaying an equal distribution of pull and push factors. Australian founders are mainly driven by pull factors, totalling thirteen factors out of which ten are pull factors. Consequently, a difference can be detected, assuming a new trend.

Trend 7: Entrepreneurial motives of tested tech-founders are predominantly opportunity-based, yet, female entrepreneurs in Germany regularly struggle with dissatisfaction or frustration (push factors).

Fear of Failure:

Risk tolerance is another characteristic that has been a subject of discussion by multiple interview partners (I.1, I.2, I.3, I.5, I.6). They assume higher levels of risk aversity hinders women in starting a venture, commenting:

„[I]ch kann mir vorstellen, dass Frauen [in Deutschland] generell [...] Risiken und Aussichten mehr abwägen [...] ich meine je länger man über eine Idee nachdenkt, wird man immer zu dem Schluss kommen dass es eigentlich unmöglich ist, das zum Erfolg zu führen“ (I.1, ll.87-90).

Moreover, I.5 and I.6 believe that a lower risk tolerance of women entrepreneurs compared to their male counterpart, for example, can be traced back to origins of being a mother. “You [...] consider more factors, you perceive more information and you tend to be a little bit more risk averse” (I.5, ll.168-170). Female entrepreneurs in both countries characterise founders in general as more conservative (I.2, I.3, I.5, I.7). Fear of failure thus derives from features like conservativeness and risk aversion, as pronounced by I.2: “Und das führt dann [...] schon zu ganz dezenten Versagensängsten ab und an“ (I.2, ll.155-157). Moreover, I.3 considers Australian women to be less “spießig” (ll.232-235), compared to the German equivalent. High risk aversion is mentioned to be a focal hindrance factor for women in Germany, as I.2 wonders: “[I]ch weiß nicht wie das mit den [Personality] Traits ist. [...] Vielleicht dass der Risikofaktor noch ein bisschen höher ist“

⁵ + = fully opportunity based; - = fully necessity based; (-) = mostly necessity based, (+) = predominantly opportunity based, +/- = equal distribution

(I.2, ll.244-248). Generally, I.5 and I.7 agree that the difference in personality traits of female entrepreneurs to male entrepreneurs can be advantageous to the entrepreneurial ecosystem. They insist that a different structure of work and a higher emphasis on the impact rather than recognition is beneficial for entrepreneurship (I.5, ll.99-102; I.7, ll.137-140); and that fear of failure and a sound risk assessment possibly indicate a lower “*likelihood to fail in your business*” (I.5, ll.174-175). Even though in both countries, female founders are characterised to be risk averse, the empirical study suggests that Australian founders have a higher risk tolerance than German ones.

Trend 8: In general, female founders appear to be less tolerant to risk, inducing higher levels of fear of failing. This trait is more emphasised for founders with a German cultural background.

Perceived (Lack of) Competency:

Besides personality traits of risk avoidance, the issue of self-judgement was highlighted during the interviews. Whether someone is competent enough to do the job or not, usually implies two different concepts: *How do people see my competency?* (external perceived competency) And; *how do I see my own competency?* (internal perceived competency). From an external standpoint, I.2, I.3, and I.7 have not perceived any lack of competency, particularly concerning their expertise. I.7 gives the example of a tech meeting she had recently attended, explaining that:

“[...]ich war in einem Techniker Meeting gewesen [...] war natürlich die einzige Frau im Raum und wurde ich gefragt wo mein CTO [Chief Technical Officer] ist, und ich so, ich habe keinen ich bin die Technikerin‘ und fünf Minuten später war das vom Tisch. Später haben sie mir technische Fragen gestellt und haben gemerkt, dass ich eine Ahnung davon habe“ (I.7, ll.121-125).

Furthermore, it appears to be a question of attitude and self-perception. Self-perception typically indicates an internal lack of competency (I.2, I.4, I.5). According to I.5, women entrepreneurs tend to “*undervalue the skills they have*” (ll.170-171), and there are times when lack of knowledge interferes with their perceived competence, as for I.4 outlining:

“You know we think about the strategy of [business] the operation and the marketing the technology, so you're getting involved in a lot of different things and there are days where I'm just like I have no idea what I'm doing, I don't even know where to ask, is this for me?” (I.4, ll.118-121).

Altogether, perceived lack of competency is more commonly triggered internally, demonstrating a potential barrier in the venture creation process. Interestingly, despite their apparent fear of failure, among all interviewees, the German founders showed to be more aware of their competency and skills than the Australian ones. Therefore, the following trend can be theorised:

Trend 9: Despite higher risk aversion, German female founders that are already established in their business express higher awareness of their own competency; whereas Australian founders tend to undervalue their skills.

4.2.2.2 (*Lack of*) *Support*

“Every time I go on LinkedIn I hear [...] there's a new event and new groups supporting specifically female entrepreneurs [...]” (I.4, ll.190-191)

Concerning the issue of support and lack thereof, I.7 (ll.59-63) divided the notion into four different classifications, which are subsequently used as sub-codes for the thesis.

Moral Support:

All seven interviewees indicate that moral support affected them in some way. The term includes support from family members and friends that do not have expertise in nor are they directly influenced by entrepreneurship. Family support was a central source of support for five out of seven participants (I.3-I.7). Nevertheless, I.1 and I.5 expressed a lack of support from their parents. Examples of their responses included:

“[...] zum Beispiel meine Eltern, wenn wir sehr persönlich werden [...]. Meine Mutter ist Lehrerin und Risikoavers und mein Vater ist [...] selbstständig - aber nicht sehr erfolgreich. Selbständigkeit ist halt nicht gleich Startup und das zu verstehen ist für meine Eltern [...] gar nicht einfach, und genauso sind sie nicht sehr begeistert“ (I.1, ll.52-56).

Some participants experienced strong moral support stretching beyond immediate friends and family. This support derives from professional and educational networks, like previous employers (I.1, I.5) and professors from university (I.2). All things considered, in terms of moral support, there is no noteworthy difference in the two countries.

Expert Support:

Expert support is the kind of support that originates from people that are familiar with the entrepreneurial ecosystem and hence able to provide expert advice (I.7). *Experts* habitually appear in the form of direct mentors who are experienced and have coached entrepreneurs before; or role models and other entrepreneurs who can share firsthand experience of the challenges of new venture creation (I.7, ll.78-80). Interestingly, though the majority of interviewees were aware of the importance of expert support; almost exclusively Australian founders experienced experts as an essential source of support (I.4-I.7).

“[W]e got the opportunity to go to a social enterprise Hackathon [...]so that accelerator [...] provided us with [...] a business mentor that really helped us navigate [...] in terms of things we need to think about putting in place a business plan. So that was the key support system for us” (I.4, ll.23-24, ll.53-56).

Most of the German participants (I.2, I.3) criticise a lack of expert support. I.2, for instance, describes her supposed mentors in the *Gründernetzwerk* to lack necessary expertise and trustworthiness:

“Aber beim Gründernetzwerk habe ich den Eindruck, [...] ich glaube ich habe gewartet auf die Rückmeldung oder auf irgendwas [...] darauf kam dann nichts von meiner Gründungsberaterin und dann [...] eine Frage, die gezeigt hat, sie hat nicht zugehört. Es war [...] irgendwie ein bisschen seltsam, weil das war so [...] viel Lärm um nichts. Manchmal habe ich das Gefühl, dass vereinzelt Gründernetzwerke das fast schon schulisch aufbauen, [...]. Ich glaube das hat mich gestört, dass ich das Gefühl hatte, dass sie nicht so richtig vom Fach war und ich kein Vertrauen hatte, dass ich jetzt da weitergehen will“ (I.2, ll.91-102).

Australia, consequently, has a more established expert network for female entrepreneurs. Germany has been slow to realise the significance of those networks for the entrepreneurial ecosystem (I.2, I.3). Expert support can also be shown through the provision of initiatives. Although mentioned by experts from both countries, Australian experiences suggest the availability of more programmes that support entrepreneurs, such as university programmes and government initiatives (I.4, I.5, I.6). A synopsis attests that Germany and Australia differ in their supply of expert support and initiatives, generating Trend 10.

Trend 10: Australia offers a wide variety of expert support and initiatives for potential female entrepreneurs. Germany offers limited offers in this area, and expert support was criticised in its low competency.

Financial Support:

Support does not necessarily take on exclusively intangible shapes. Financial support is of evident importance to increase entrepreneurs' possibilities. Nevertheless, results from the interviews indicate this support to be highly neglected for women entrepreneurs (I.4, I.6, I.7). Despite the acknowledgement of existing government grants for female founders in Australia (I.6, ll. 161-163), I.6 criticises the scarcity of smaller grants for newly founded businesses, like *“5,000 or 10,000 [dollars] to encourage more start-ups especially in a technology-based area”* (I.46). According to I.7, there is generally a lack of financial support for sole founders who are not part of a team:

“Also ich - Frau - dann alleinige Gründerin [...] Investoren investieren nur in mehrköpfige Gründungsteams. [...] mir hätte auch damals ganz ehrlich überhaupt keiner Geld gegeben. [...] Das heißt eine Frau, die in der Intersection Fashion und Technologie eine Firma gründet [...] IN DEUtschland auch noch [...]“ (I.7, ll.91-100).

Reasons for this could be Germany's previously discovered low tolerance for risk that is most likely to be amplified when there is only one expert functioning as an entrepreneur. This, however, seems to be viewed as a problem that is linked to being a woman. It is unclear if she deliberately expresses signs of discrimination from a venture capital side, but the issue is also touched on by I.4 (ll.183-187). She points out the lack of financial

support through funding and explains that, though there is increasing recognition of this issue in Australia, it is still lagging. This suggests possible discrimination of women towards financial support, which will be covered in the following section.

4.2.2.3 Stereotyping

“When they are looking for funding and the investor may look down to them and may have some kind of judgement on them” (I.6, ll.53-54)

Whether the participants have felt that they were in some way disadvantaged because of their gender has predominantly received the most extended and diverse responses from the interviewees. Altogether two tendencies regarding gender-stereotyping appeared throughout the conversations. Responses linked to some gender bias were thematically connected to either the general ICT sector in general or associated with VC financing. The latter one being the more frequent. Table 5 below depicts the participants’ position on discriminative experiences.

ICT:

I.3 describes that the ICT industry is falsely projected as male-dominated. She explains:

“[...] hinsichtlich Stereotypen, dass man nicht immer nur die Männer sieht; vor allem auch im Tech Bereich denkt man wirklich immer nur Männer regieren die Tech Welt. Was nicht stimmt.“ (I.3, ll.185-189).

Consequently, she does not believe that stereotyping in the German ICT sector is present, but that this sector possibly triggers perceived stereotypes for women that hinder them starting their business in this industry. Hence, it seems that once established in the industry, German female founders do not experience stereotypical behaviour (I.1, I.7).

“Mittlerweile bin ich die [] Queen bei den Technikern. [Sie hatte vor kurzem ein großes Techniker Meeting mit high-end Technikern]. Kein Unterschied. Ich bin NICHT danach gefragt worden ob ich den Kaffee servieren soll; Ich bin NICHT [nach Technischen Fragen geprüft worden][...]. Und wenn du reingeht und die wissen sofort, dass du eine Ahnung hast dann sind wir alle gleich” (I.7, ll.143-148).

According to I.7 (ll.16-17), the technology start-up industry in Australia is a male domain. I.5 agrees that forms of unconscious bias happen especially in the tech sector, where women are still a minority: *“So that’s [...] the one thing a lot of females in this [tech] space [...] come across [...] we are expected to be louder and very assertive” (I.5, ll.98-99).* She explains that different, non-female behaviours are expected from her.

Financing:

I.1, I.4 and I.6 are positive that they have not felt any stereotyping regarding external financial capital evaluations.

Furthermore, I.4 believes that the reasons for unsuccessful applications for VC are due to a lack of experience and the early stage of the business.

“Yeah, I mean we have applied for a number of grants and just have not been successful. I wouldn't say that that's because I'm a female. [...] I think it's mainly because we're quite new as business people we're not as established as other people that get grants are” (I.4, ll.86-90).

While interviewees I.4 and I.6 have not felt gender disadvantages as an entrepreneur, they recount conversations of fellow female founders being discriminated in the surroundings of venture capitalists. In particular, I.6 stated that some women entrepreneurs told her they were being *“harassed [...] [w]hen looking for funding”* (I.6, l.53). A subsequent presence of conscious bias from investors indicates that, occasionally, women are restricted in their choice of external financial resources. Three experts commented on inappropriate behaviour when applying for VC funds (I.2, I.5, I.7). Such behaviour was displayed differently, for example, in investors being *“very flirty even when you are being super professional”* (I.5, ll.121-122). I.2 gives an example of her own experience of female underestimation at a pitching conference for a fund:

“Oder ein Erlebnis als wir auf so einem Pitch Contest waren. Da haben wir den dritten Platz gemacht [...] dann kommt einer auf uns zu und sagt: [...]’schon, cool was ihr macht, aber ihr braucht noch so einen Mann. Dann würde euer Projekt so richtig laufen.’ So etwas finde ich richtig unangenehm“ (I.2, ll.145-150).

Some answers, however, denote a more unintended form of stereotyping (I.3, I.4, I.5, I.7), also known as unconscious bias. I.7 recognises this fact by stating that in female entrepreneurship, there is *“sehr viel Chauvinismus. Das traurige an der Sache ist, dass das vielen Männern gar nicht bewusst ist“* (I.7, ll.174-175). Following I.5 (ll.117-118), unconscious bias happens a lot during investment decisions. She refers to diminishing perceptions of household roles in the Australian society, claiming that:

“[t]he mentality [...] still sticks with people [in VC]. It's a huge challenge for female entrepreneurs to actually prove to [investors] that we are worth the investment, that we can just do as good a job as men can and the world of entrepreneurship actually needs us” (I.5, ll.136-138).

This indicates that in the field of venture capital funds the experts believe they are still not being taken seriously at times, and unconscious or conscious bias shapes the decision making of potential investors.

| | no stereotyping | unconscious bias | conscious bias/ stereotyping |
|-----|-----------------|----------------------|------------------------------|
| VC | I.1, I.4, I.6 | I.3, I.4*, I.5, I.7* | I.2, I.5, I.6*, I.7* |
| ICT | I.1, I.7, I.6 | I.3, I.5 | - |

Table 5: Sub-Codes - Types of stereotyping female entrepreneurs face in the ICT industry (own illustration based on data from empirical study); *not experienced by themselves but heard from conversations with other entrepreneurs.

Although its presence cannot be generalised, gender-based biased behaviours and perceptions absorbed throughout the empirical research, most likely affect female entrepreneurs in their decision-making and their opportunities to acquire external financing. Five out of the seven tech start-ups analysed for this research paper were fully self-funded (I.1, I.2, I.4, I.5, I.6) and the majority have not applied for external funds. Even though stereotyping is a current issue in the world of female entrepreneurship, especially regarding the ICT industry; the matter does not significantly differ in Germany and Australia. Therefore, no trend will be determined.

4.2.3 Theory of Negative Awareness

“Wir können Exklusivität nicht mit Exklusivität kurieren” (I.7, ll.181-182).

Throughout the conduction of the interviews, a thought-provoking trend has emerged inductively, that does not align with existing theoretical grounds. Despite the omnipresence of the term ‘female entrepreneurship’ and thematic involvement in gender diversity and the reduction of stereotypes, some entrepreneurs have exhibited a surprising amount of antipathy towards the notion (I.2, I.3, I.5, I.7), as I.2 expresses:

“[...] jedes Mal, wenn ich Female Founderin genannt werde, ist es für mich eine dezente Ohrfeige [...]” (I.2, ll.175-176).

This thesis comprehends this view more thoroughly and introduces a theory of the negative impact deriving from female entrepreneurship awareness. The overpromotion of *female* entrepreneurs inadvertently becomes an issue for women to be accepted as simply ‘entrepreneurs’ in society. Moreover, three aspects are considered for this theory: Media issues, the aspect of gendered language, and the victim-role generation.

Media Issue:

Institutions are mindful of projecting a reputation for diversity. Should a business or industry be perceived to be masculine in nature, in the way that the interviewees described the ICT industry, media may put pressure on these institutions. Media, in this sense, applies to the means of communication promoting female entrepreneurship in the ICT sector (I.5, I.7). I.5 confirms that *“[i]t is about reputation, because the media never lets you go, especially regarding the tech industry that there are not enough women”* (I.5, ll.264-265). Interview partners I.2, and I.7 share their opinion that overpromotion of female entrepreneurs in technology provokes pressure on institutions. In order to maintain a good reputation, female entrepreneurship becomes unnaturally compulsory:

“It becomes a norm in terms of ‘We need the females in the mix’. [...] in Australia [...] it becomes kind of compulsory. If we don't have the mix, we're going to get judged on [...] I believe it is just not a particularly healthy measurement [female entrepreneurship] being overly advertised.” (I.5, ll.261-264, ll.156-157).

The effect of media on the experts concluded various critically acclaimed consequences. I.7, for instance, claims that the media constantly tries to pull dramatic stories on the suffering and challenging experience as a female entrepreneur in a male dominant culture (I.7, ll.126-130). Consequently, I.5 supplies the fact that *“[o]nce it gets overly promoted it becomes an issue to separate [...] [female entrepreneurs] from male entrepreneurs”* (I.5, ll.141-142). Another respondent shares her concern over how her personal position is viewed in the society of entrepreneurs as being ‘only’ a female quota (I.2). She states:

“[...] wenn man dann irgendwo mal gewinnt [...] wo es dann so bewusst eine Männerdomäne [...] ist. Und dann stehen wir da als zwei weibliche Gründerinnen [...] da fragt man sich auch immer so ein bisschen; ‘Bin ich jetzt die Quotenfrau?’ Das ist so schade, weil das schmälert [...] den Erfolg [...]. Haben die das jetzt gemacht damit sie zeigen können wir unterstützen auch weibliche Gründerinnen?” (I.2, ll.158-165).

Gendering of Language:

The term female entrepreneur increases the amount of clarification in a language that is otherwise predominantly gender-neutral (I.7). Compared to other languages such as German, where endings indicate genders, the English interpretation remains ambiguous. Precisely this gendering of the notion is viewed as dangerous and infringing by some interviewees (I.2, I.3, I.5, I.7). According to I.5 *“[e]ntrepreneurs are entrepreneurs”* (I.5, ll.148-149). Likewise, the terminology of *female* entrepreneurship was highly questioned by I.2 and I.7 that in general, they disapprove of the gendering add-on ‘female’:

“[W]eil ich mir denke, wir haben keinen Female Chancellor, wir haben Chancellor Angela Merkel. Wir haben keine Male Founders in diesem Haus, wir haben andere Gründer” (I.2, ll.176-178); and “ich bin auch keine Female Entrepreneur, ich bin ein [] Entrepreneur” (I.7, ll.130-131).

To entertain the notion to add gender to a title suggests an abnormality that needs to be clarified and, unintentionally or not, induces (perceived) stereotyping itself (I.2, I.5, I.7).

Role of Victim:

Making women an abnormality in the start-up industry and overpromoting the need of equality contradicts the sense of equality, which following the opinion of I.5 *“[...] means you do not overly promote a sort of group and try to represent your gender”* (ll.140-141). Respondents I.2 and I.7 justify this by explaining how the differentiation changes perspectives of women entrepreneurs, as well. I.2 recalls a situation that arose during a VC pitch event:

“Da habe ich eine andere Gründerin kennengelernt [...] und immer wieder ist sie sie auf diese Schiene gegangen. [...] immer wieder hat sie gefragt zum Beispiel die VC [Venture Capitalists]; 'Ja (...) Würden Sie denn eine Frau fragen ob sie schwanger ist? Ist das für Sie ein Faktor, wenn Sie investieren?' [...] natürlich ein VC Fund ist einfach eine Risikoanalyse und wenn du [...] alleinerziehender Vater bist, dann ist das genauso ein minus eigentlich. Das mir da halt immer wieder auffällt [...] dass sie sich schon automatisch in die Opferrolle [...] begeben“ (I.2, ll.194-209).

She explains how this assumption of being different, puts women at a disadvantage by automatically identifying themselves as a *victim*. Similar opinions were given by I.7, who contemplates she has always refused to play this victim and show her expertise instead (I.7, ll.162-164). Finding a solution for this theory and the gendering of language is challenging. Sometimes language has to be gendered to understand the content (I.3, ll.195-197), such as for the purpose of this thesis. On the other hand, an overly emphasised differentiation of women in the tech start-up sphere as an initiative could conceivably create a barrier as a side effect. Of the entrepreneurs questioned, interestingly only those who have been in business for more than a year, have expressed this particular issue to be disruptive rather than supportive.

5 Discussion and Practical Implication

Empirical results generated four key categories that describe the relationship between active female founders in the tech industry in Germany and Australia. This chapter aims at answering the research questions by aligning theoretical findings with empirical results and define differences and similarities. A detailed overview of empirical-theoretical concurrence is situated in Appendix 15. Empirical findings agree with existing theory that the two countries differ in entrepreneurial shares and behaviours, which subsequently confirms the first research question:

RQ1: Is there a difference in female entrepreneurship within the technology industry of both Germany and Australia?

Beyond differences in actual ratios of women in the German and Australian ICT sector, distinctive influencing factors potentially explains disparities in entrepreneurial activities and behaviours. Figure 7 provides a visual synopsis of those influencing factors, combining both existing research and empirical finding to deliver a more profound picture of what affects women's entrepreneurial attitudes in the technology industry, hence addressing the second research question:

RQ2: What are the key factors that influence women's attitude towards new venture creation in technology in the two countries?

Higher weights of negative stimuli, such as low gender differentiation and stereotyping, could negatively influence entrepreneurial decision-making. Positive incentives, including high levels of resources and positive country attitudes, nurture entrepreneurial behaviours towards new venture creation.

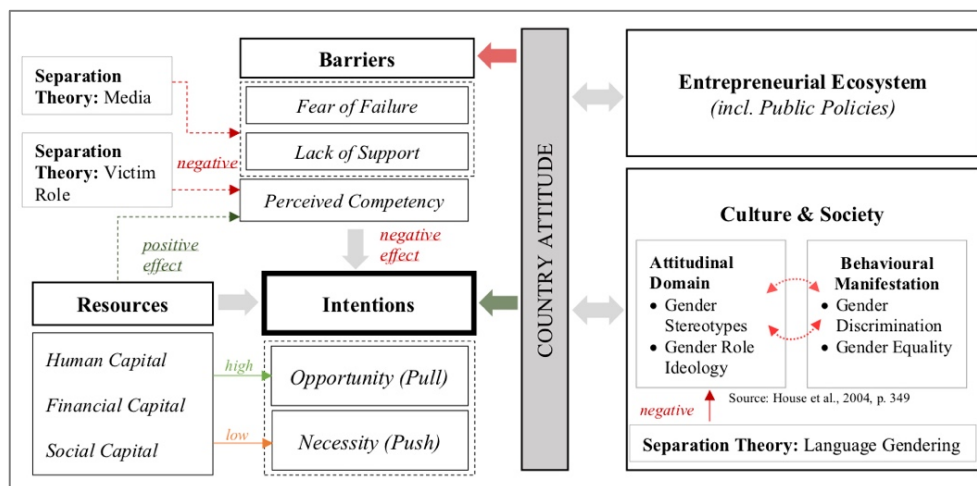


Figure 7: Influential factors based on theory and field study (own illustration)

Appendix 15 compares theoretical and empirical parallels based on the 10 Trends discovered through qualitative research. In terms of this country comparison, empirical findings support previous research regarding the influencing determinants; public policies, cultural differences, fear of failure and expert support. Both studies confirm a clear difference in these factors in Germany and Australia, the results suggesting a healthier entrepreneurial ecosystem in Australia. Empirically developed contributing factors on education, perceived competency, moral and financial support, however, conflict with theoretical findings. Existing theory does not clearly define entrepreneurship education to have a positive effect on women's entrepreneurial intentions in either country. By contrast, empirical results do confirm that in Australia's case, education systems together with positive attitudes in parenting, have guided women towards entrepreneurial careers in ICT. The *Theory of Planned Behavior* positively associates high levels of resources with perceived competency (Ajzen, 1991, p. 182). While this is also confirmed in Figure 7 and therefore leads to higher numbers of opportunity-based entrepreneurial intentions in Australia (I.4-I.5; Sharafizad & Coetzer, 2016, p. 8), German interviewees interestingly exhibited higher levels of perceived competency (Trend 9). Cultural and perceptive indicators could explain this inconsistency, however this level requires more research. Theoretical findings expect moral and financial support to be lower in Germany than in Australia due to lower levels in humane orientation and supposed stereotyping in VC funding (House et al., 2004, p. 573; Hulten, 2012, pp. 274–276). Nevertheless, empirical outcomes could

not detect any differences in the effect of moral and financial support on female founders in the two countries. Altogether, five statements explain key influences for female entrepreneurs in ICT in Germany and Australia, illustrated in Table 6.

| | |
|---|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | Bureaucracy is an impediment for the entrepreneurial ecosystem (<i>drives migration</i>) (I.2, I.5, I.7; Ries, 2011, p. 15; Bitkom, 2018, p. 29) |
| 2 | Socially embedded norms and traditional views of women are exogenous variables that breed little means of change (<i>adaptation phase</i>) (I.3, ll.194-207; Brush et al., 2009, p. 11) |
| 3 | Entrepreneurship education and female participation in technical degrees shape a positive view of entrepreneurship as an employment choice (I.5, I.6, I.7; Maritz et al., 2015, p. 1020) |
| 4 | Expert support and initiatives form critical resources for start-ups with low resource availability and smaller networks (I.4, I.6, I.6, I.7) |
| 5 | Female personality traits are affected by cultural characteristics (I.1-I.7; Ajzen, 1991, pp. 181–185) |

Table 6: Key elements that shape entrepreneurial behaviour for women (own illustration, based on theoretical foundation and empirical study)

These key elements appear to be more successfully initiated in Australia than in Germany. Nonetheless, in order to facilitate growth in the entrepreneurial ecosystem and increase female participation in ICT, there remains considerable room for improvement in supporting nascent female founders better.

RQ3 explores the direct relationship of practical implications between countries. It aims to provide multi-level advice for Germany and Australia to increase female entrepreneurial activity in the ICT sector, illuminated in Figure 8.

RQ3: How can future female founders be better supported in the German and Australian technology industry?

Individual-level suggestions for future women entrepreneurs provided by the experts did not significantly differ in tone across the two countries. Respondents encourage women to be more resilient and shape own perceptions of the entrepreneurial ecosystem (I.2, I.3, I.5, I.6, I.7). Due to differences in expert network abilities in the two countries, Australian respondents advised nascent entrepreneurs to make use of mentors and role models (I.4, I.6), while German participants focused their advice on the development of female networks (I.3). On the one hand, German female founders could benefit from role models and mentors in Australia (Trend 10). On the other hand, Australian women may learn to be more confident about their skills from German female founders (Trend 9). Consequently, expert knowledge transfer of female founders across countries could potentially provide missing resources to both countries.

Due to differences in overall country performance, suggestions for institutional implications require a country-specific analysis. A decrease in bureaucratic measures and an

increase in initiatives could be beneficial for German entrepreneurs. Furthermore, women in Germany need to be more encouraged to study technical fields in order to increase their participation in ICT. Dated and traditional views of women's role in society do not suit the tech-sector and need to be revised for the industry to become less masculine (I.7). This could be enforced through early education influence, emphasised by I.1: “[I]ch glaube was man dagegen tun kann, halt wirklich in der Schule mehr Mädchen auch für technische Berufe zu interessieren“ (I.1, ll.144-145). For Australia, increasing efforts of awareness and existing support, as well as femineity inclusion in the transformation of new work cultures could improve numbers of female entrepreneurs further.

Beyond this and concerning both levels and both countries culturally, considering new developments of the *Theory of Negative Awareness*, experts aspire to make it their mission to generally increase normality of entrepreneurs being women (I.2, I.3, I.5, I.7):

“[...]ich fühle das wie meine Mission, wenn ich irgendwo spreche [...] sage ich immer 'Hört auf mit diesem Begriff,[...] für die nachfolgende Generation (...) was denken denn kleine Mädchen?[...]Wow, das muss etwas Besonderes sein, wenn man eine Frau ist und gründet. Da muss man schon besonders gut sein. Wahrscheinlich kann ich das nicht.' [...] im Grunde muss man einfach eine Normalität reinbringen, dass jeder der sich ein bisschen Größenwahn besitzt das halt auch versucht“ (I.2, ll.182-189).

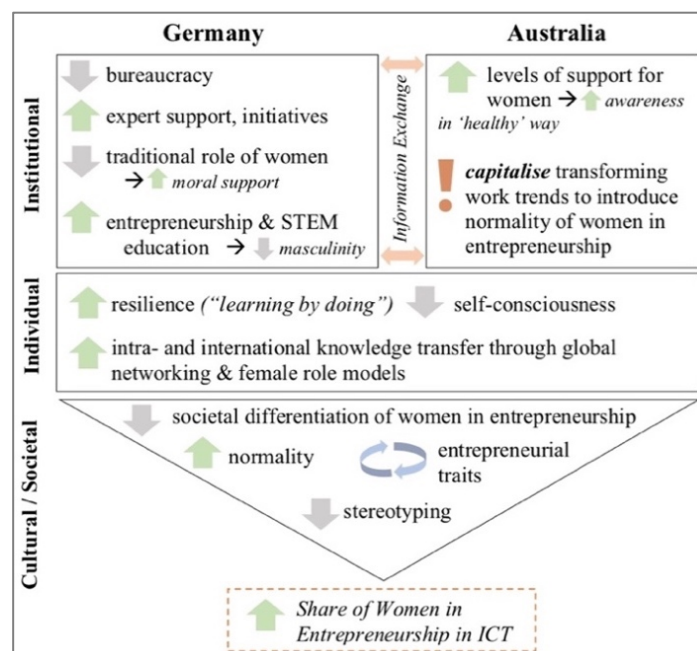


Figure 8: Three-level cross cultural strategies for solving female underrepresentation in entrepreneurship (own illustration, based on data from empirical study)

As Ries (2011, p. 3) acknowledges, entrepreneurship requires management of resources. Intracultural and intercultural exchange of information and knowledge can potentially aid women to enhance their entrepreneurial ability and attitude.

6 Limitations and Future Research

Some research outcomes were restricted and posed limitations. Further investigation is needed in order to expand research areas in this field. Overall, there seem to be discrepancies in total entrepreneurial opportunity in Germany and Australia. Therefore, it would be interesting to analyse entrepreneurial behaviour in the two countries on a gender-neutral basis.

Additionally, from an existing research position, an analysis of the share of female entrepreneurs in the ICT sector in Germany and Australia was difficult to fully grasp, due to the presence of co-ownership in mixed teams. Not all founder teams are exclusively homogeneous in gender. On the grounds that conclusive results could not have been conducted by including mixed-gender founder teams, the thesis excluded them from the analysis, inevitably reducing total counted amounts of female entrepreneurs in both countries. It would be interesting to acquire insight of women's perception of their position in the entrepreneurial ecosystem from the perspective of females that started their business in mixed teams.

Another limitation arose on a macro-perspective analysis of the empirical study. With an increasing micro-perspective, personal experiences from experts decreased sufficient validity. For future studies, it will be interesting to collect results that represent experts on a macro level. This requires an additional target group of experts that have the knowledge of the ICT industry in the two countries, to be able to set economic and technological expert information on top of personal perspectives of female entrepreneurs in the sector. Preliminary attempts to contact institutions for macro-level insight for this study were unsuccessful. For future research orientation, organisations that could be considered as experts for the macro level include *Bitkom* for the German perspective and the *Australian Digital & Telecommunication Industry Association* for Australia, as well as *crunchbase* for an over-arching view of technology start-up environments.

Finally, the introduction of the *Theory of Negative Awareness* indicates a starting point for future research to critically review current measures of gender equality awareness. It would be interesting to investigate the potential adverse effect of overpromotion on women and improve messaging to convey gender-bias awareness through means that do not necessarily imply a specific differentiation.

7 Conclusion

This thesis aimed to identify potential differences and similarities of entrepreneurial behaviour in the German and Australian technology industry. A combined approach of theoretical study and qualitative research was used to understand the tech start-up ecosystem by analysing growth potentials for females in the selected countries. Existing literature on female entrepreneurship research and women in the ICT sector was collected. The combination of both was thereafter applied to the German-Australian case.

The literature review offered an overview of the current status of female entrepreneurship research and motivational factors. As female entrepreneurs are globally underrepresented, a thorough synopsis of influencing elements that deter women from new venture creation was conducted. Overall, the thesis explored the topic from a multifaceted angle. Thus, influencing factors appear on a micro, meso and micro level. Theoretical foundations applied to the cross-country case were supported by country-specific statistics. Theoretical knowledge was subsequently enhanced with a qualitative contribution from firsthand experience of female founders of technology start-ups in Germany and Australia. A total of seven in-depth interviews were conducted and results were measured against each other.

The work furthermore declared research outcomes from both theory and field study and analysed them in concurrence. Positive influences included factors such as high levels of human, social and financial capital, and a positive country attitude. These indicators are potential motivators for women to pursue an entrepreneurial career. Negative stimuli characterise hindrance factors for women. Influencing factors included lack of support, fear of failure, and an adverse country mind-set. Increased amounts of negative stimuli pose barriers to potential entrepreneurs. RQ1 could only fully be answered by means of defining which of the influencing factors from RQ2 have a different effect on the two countries. Trends were developed that identify significant cross-country variances in entrepreneurial activity within the tech industry, confirming RQ1. The following factors describe the key differences in the German-Australian ICT sector:

Country Attitude:

1. Migration
2. Public policies
3. Culture
4. Transforming Work Cultures
5. Education
6. Role Congruity

Female Entrepreneurship:

7. Incentives
8. Risk Tolerance
9. Perceived Competency
10. Expert Support /
Initiatives

Finally, RQ3 proposed practical suggestion on an institutional and individual level. Due to confirmed dissimilarities in entrepreneurial behaviour in tech start-up environments in the particular countries, these implications required a country-specific approach. Furthermore, conducting a cross-country analysis could prove to be mutually beneficial for the two countries, as one country can adopt measures that the respective opposite country already demonstrates to be successful.

Some barriers are easily removed, while others may simply require time for cultural and societal transformation to be truly implemented. Despite their differences, actual numbers of female-only founded start-ups remain considerably low in both countries. Stereotypical issues maintain a topic of dispute as women are not consistently viewed as fitting the entrepreneurial mould. Media and society continuously separate female entrepreneurs from male entrepreneurs, a trend that developed through empirical findings: *Theory of Negative Awareness*. The controversial issue of gender differentiation is open to potential criticism, explaining a need to normalise the notion of women as entrepreneurs and making it gender-neutral. For future outlook, this thesis proposes the following question: Does differentiation and overpromotion of women in entrepreneurship support or harm potential entrepreneurs in their decision-making to become an entrepreneur?

References

- Abouzahr, K., Taplett, F. B., Krentz, M., & Harthorne, J. (2018, June 6). *Why Women-Owned Startups Are a Better Bet*. Retrieved from <https://www.bcg.com/de-de/publications/2018/why-women-owned-startups-are-better-bet.aspx>
- ABS - Labour Force. (2019, July 25). 6291.0.55.001—Labour Force, Australia [Statistics]. Retrieved 1 August 2019, from Australian Bureau of Statistics website: <https://www.abs.gov.au/AUSSTATS/abs@.nsf/DetailsPage/6291.0.55.001Jun%202019?OpenDocument>
- ACS. (2018). *ACS Australia's Digital Pulse 2018—Driving Australia's international ICT competitiveness and digital growth*. Retrieved from Deloitte Access Economics website: <https://www.acs.org.au/insightsandpublications/reports-publications/digital-pulse-2018.html>
- Acs, Z., Szerb, L., & Autio, E. (2017). *Global Entrepreneurship and Development Index 2016*. Washington DC: Springer International Publishing.
- Acs, Z., Szerb, L., & Lloyd, A. (2018). *The Global Entrepreneurship Index 2018*. Retrieved from GEDI website: <https://thegedi.org/2018-global-entrepreneurship-index/>
- Adams, J. S., Wiebe, F. A., & Scherer, R. F. (1989). Developing Entrepreneurial Behaviours: A Social Learning Theory Perspective. *Journal of Organizational Change Management*, 2(3), 16–27. <https://doi.org/10.1108/EUM0000000001186>
- AICC. (2018, November 21). AICC NSW Female Founders Map. Retrieved 18 August 2019, from Australia Israel Chamber of Commerce website: https://www.aicc-nsw.org.au/Public/News/Female-Founders-Map/Public/Insights/AICC_NSW_Female_Founders_Map.aspx?hkey=88646f0c-cbee-4d48-bbf8-12e1fc8c8cf1
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Alsos, G. A., & Ljunggren, E. (2017). The Role of Gender in Entrepreneur–Investor Relationships: A Signaling Theory Approach. *Entrepreneurship Theory and Practice*, 41(4), 567–590. <https://doi.org/10.1111/etp.12226>
- Amit, R., & Muller, E. (1995). “Push” and “Pull” Entrepreneurship. *Journal of Small Business & Entrepreneurship*, 12(4), 64–80. <https://doi.org/10.1080/08276331.1995.10600505>

- Audretsch, D. B., Bozeman, B., Combs, K. L., Feldman, M., Link, A. N., Siegel, D. S., ... Wessner, C. (2002). The Economics of Science and Technology. *The Journal of Technology Transfer*, 27(2), 155–203. <https://doi.org/10.1023/A:1014382532639>
- Australian Government. (2019). *Advancing women in STEM*. Retrieved from Australian Government: Department of Industry, Innovation and Science website: <https://www.industry.gov.au/data-and-publications/advancing-women-in-stem>
- Barrett, M. (2006). Women's Entrepreneurship in Australia: Present and Their Future. In C. Brush, N. Carter, E. Gatewood, P. Greene, & M. Hart, *Growth-oriented Women Entrepreneurs and their Businesses* (pp. 23–52). Cheltenham, UK ; Northampton, MA: Edward Elgar Publishing.
- Barringer, B. R., & Ireland, R. D. (2016). *Entrepreneurship: Successfully launching new ventures* (5 (Global Edition)). Essex, England: Pearson Education Inc.
- Baumol, W. J. (1990). Entrepreneurship: Productive, Unproductive, and Destructive. *Journal of Political Economy*, 98(5), 893–921. <https://www.jstor.org/stable/2937617>
- Berger, E. S. C., & Kuckertz, A. (2016). Female entrepreneurship in startup ecosystems worldwide. *Journal of Business Research Journal of Business Research*, 69(11), 5163–5168. <http://dx.doi.org/10.1016/j.jbusres.2016.04.098>
- Birkner, S., Ettl, K., Welter, F., & Ebbers, I. (2018). Women's Entrepreneurship in Europe: Research Facets and Educational Foci. In S. Birkner, K. Ettl, F. Welter, & I. Ebbers (Eds.), *Women's Entrepreneurship in Europe: Multidimensional Research and Case Study Insights* (pp. 3–13). Cham, Switzerland: Springer International Publishing.
- Bitkom. (2018). *Bitkom Startup Report 2018*. Retrieved from <https://www.bitkom.org/Bitkom/Publikationen/Bitkom-Startup-Report-2018.html>
- Bogner, A., Littig, B., & Menz, W. (2009). *Interviewing Experts*. Basingstoke [England]; New York: Palgrave Macmillan.
- Brush, C. G., Bruin, A. de, & Welter, F. (2009). A gender-aware framework for women's entrepreneurship. *International Journal of Gender and Entrepreneurship*, 1(1), 8–24. <https://doi.org/10.1108/17566260910942318>
- Brush, C. G., Carter, N. M., Gatewood, E. J., Greene, P. G., & Hart, M. M. (2006). *Growth-oriented women entrepreneurs and their businesses: A global research perspective*. Cheltenham: Edward Elgar.

- Cabrera, E. M., & Mauricio, D. (2017). Factors affecting the success of women's entrepreneurship: A review of literature. *International Journal of Gender and Entrepreneurship*, 9(1), 31–65. <https://doi.org/10.1108/IJGE-01-2016-0001>
- Carter, N. (2008). *Female entrepreneurship: Implications for education, training and policy*. London: Routledge.
- Connelly, B. L., Certo, S. T., Ireland, R. D., & Reutzel, C. R. (2011). Signaling Theory: A Review and Assessment. *Journal of Management*, 37(1), 39–67. <https://doi.org/10.1177/0149206310388419>
- Dautzenberg, K. (2012). Gender differences of business owners in technology-based firms. *International Journal of Gender and Entrepreneurship*, 4(1), 79–98. <https://doi.org/10.1108/17566261211202990>
- DESTATIS. (2018a). Population based on the 2011 Census. Retrieved 16 August 2019, from Federal Statistical Office website: <https://www.destatis.de/EN/Themes/Society-Environment/Population/Current-Population/Tables/census-sex-and-citizenship-2018.html>
- DESTATIS. (2018b). Statistisches Bundesamt Deutschland—Erwerbstätige: Deutschland, Jahre, Wirtschaftszweige (WZ2008), Geschlecht [Statistics]. Retrieved 1 August 2019, from DESTATIS - Statistisches Bundesamt website: <https://www-genesis.destatis.de/genesis/online/link/tabelleErgebnis/12211-0009>
- DESTATIS. (2018c). Statistisches Bundesamt—Erwerbsbeteiligung in Deutschland [Statistics]. Retrieved 1 August 2019, from Statistisches Bundesamt website: <https://www.destatis.de/DE/Themen/Arbeit/Arbeitsmarkt/Erwerbstaetigkeit/Tabellen/erwerbstaetige-erwerbstaetigenquote.html>
- Devadiga, N. M. (2017). Software Engineering Education: Converging with the Startup Industry. *2017 IEEE 30th Conference on Software Engineering Education and Training (CSEET)*, 192–196. <https://doi.org/10.1109/CSEET.2017.38>
- Edmondson, A. C., & Mcmanus, S. E. (2007). Methodological fit in management field research. *Academy of Management Review*, 32(4), 1246–1264. <https://doi.org/10.5465/amr.2007.26586086>
- EPO. (n.d.). Information and Communications Technology patents at the EPO. Retrieved 28 July 2019, from European Patent Office website: <https://www.epo.org/news-issues/issues/ict/about-ict.html>
- Feldman, M. P., Link, A. N., & Siegel, D. S. (2002). *The economics of science and technology: An overview of initiatives to foster innovation, entrepreneurship, and economic growth*. Boston: Kluwer Academic Publishers.

- firma.de. (2018, September 24). Förderung: Selbständigkeit von Frauen – Kontaktverzeichnis & Tipps. Retrieved 18 August 2019, from Firma.de website: <https://www.firma.de/unternehmensfuehrung/foerderung-der-selbstaendigkeit-von-frauen-tipps-fuer-gruenderinnen/>
- Galindo Martín, M.-Á., Guzman Cuevas, J., & Ribeiro Soriano, D. (2009). *Entrepreneurship and business: A regional perspective* (1st ed.). Berlin, Heidelberg: Springer.
- Gender-GEDI. (2014). *The Gender Global Entrepreneurship and Development Index (GEDI)*. Retrieved from GEDI website: <https://www.dell.com/learn/us/en/uscorp1/corporate~secure~en/documents~gender-gedi-full-report-2014.pdf>
- GII. (2018). *Global innovation index 2018: Energizing the world with innovation*. (11th ed.). Geneva, Switzerland: WORLD INTELLECTUAL PROPERTY ORGANIZATION.
- Heilman, M., & Chen, J. (2003). Entrepreneurship as a Solution: The Allure of Self-Employment for Women and Minorities. *Human Resource Management Review*, 13, 347–364. [https://doi.org/10.1016/S1053-4822\(03\)00021-4](https://doi.org/10.1016/S1053-4822(03)00021-4)
- Hirschfeld, A., Mütze, J., & Gilde, J. (2019). *Female Founders Monitor 2019* (No. 978-3-9819968-3-8). Retrieved from Bundesverband Deutsche Startups e.V. website: https://deutscherstartupmonitor.de/fileadmin/ffm/ffm_2019/studie_ffm_2019.pdf
- Hofstede, G. H. (2001). *Culture's Consequences: Comparing Values, Behaviors, Institutions and Organizations Across Nations*. SAGE.
- House, R. J., Dorfman, P. W., Gupta, V., Hanges, P. J., & Javidan, M. (2004). *Culture, leadership and organizations: The GLOBE studies of 62 societies*. Thousand Oaks: Sage Publications.
- Hulten, A. van. (2012). Women's access to SME finance in Australia. *International Journal of Gender and Entrepreneurship*, 4(3), 266–288. <https://doi.org/10.1108/17566261211264154>
- Iffländer, V., Sinell, A., & Schraudner, M. (2018). Does Gender Make a Difference? Gender Differences in the Motivations and Strategies of Female and Male Academic Entrepreneurs. In *Women's Entrepreneurship in Europe: Multidimensional Research and Case Study Insights* (pp. 65–82). Cham, Switzerland: Springer International Publishing.
- IMF. (2019). International Monetary Fund—World Economic Outlook database, April 2019. Retrieved 5 August 2019, from <https://www.imf.org/external/pubs/ft/weo/2019/01/weodata/download.aspx>

- ISIC. (2008). *International Standard Industrial Classification of all economic activities (ISIC)*. New York: United Nations.
- Jahn, C. (2017). "The female funding gap" -A qualitative analysis of biases in venture funding and how it impacts funding of female entrepreneurs (Unpublished master's dissertation). London School of Economics and Political Science.
- Kariv, D. (2013). *Female Entrepreneurship and the New Venture Creation: An International Overview* (1st ed.). New York: Routledge.
- Kelley, D. J., Baumer, B. S., Brush, C., Greene, P. G., Mahdavi, M., Majbouri, M., ... Heavlow, R. (2017). *Global Entrepreneurship Monitor—Women's entrepreneurship 2016/2017 Report* (No. 978-1-939242-09-9). Retrieved from GEM website: <https://www.gemconsortium.org/report/gem-20162017-womens-entrepreneurship-report>
- Kirkwood, J. (2009). Motivational factors in a push-pull theory of entrepreneurship. *Gender in Management: An International Journal*, 24(5), 346–364. <https://doi.org/10.1108/17542410910968805>
- Kollmann, T. (2016). *E-Entrepreneurship Grundlagen der Unternehmensgründung in der Digitalen Wirtschaft*. Springer Fachmedien Wiesbaden GmbH.
- Kollmann, T., Hensellek, S., Jung, P. B., & Kleine-Stegemann, L. (2018). *Deutscher Startup Monitor 2018* (No. 978-3-9819968-1-4). Retrieved from Partner KPMG website: <https://deutscherstartupmonitor.de/dsm/dsm-18>
- Krueger, N. F., Reilly, M. D., & Carsrud, A. L. (2000). Competing models of entrepreneurial intentions. *Journal of Business Venturing*, 15(5), 411–432. [https://doi.org/10.1016/S0883-9026\(98\)00033-0](https://doi.org/10.1016/S0883-9026(98)00033-0)
- Kruse, J. (2007). *Reader: Einführung in die Qualitative Interviewforschung*. Universität Freiburg: Institut für Soziologie.
- Langowitz, N., & Minniti, M. (2007). The Entrepreneurial Propensity of Women. *Entrepreneurship Theory and Practice*, 31(3), 341–364. <https://doi.org/10.1111/j.1540-6520.2007.00177.x>
- Liñán, F., & Chen, Y.-W. (2009). Development and Cross-Cultural Application of a Specific Instrument to Measure Entrepreneurial Intentions. *ETAP Entrepreneurship Theory and Practice*, 33(3), 593–617.
- Lindberg, M., & Johansson, A. W. (2017). Gender-Sensitive Business Counselling: Changing the Gendered Pattern and Understanding of Entrepreneurship. In *Technology, Commercialization and Gender: A Global Perspective* (1st ed., pp. 141–

- 176). Newcastle; Seville: Palgrave Macmillan.
- Lucas, D. S., & Fuller, C. S. (2017). Entrepreneurship: Productive, unproductive, and destructive—Relative to what? *Journal of Business Venturing Insights*, 7, 45–49. <https://doi.org/10.1016/j.jbvi.2017.03.001>
- Malmström, M., Johansson, J., & Wincent, J. (2017). Gender Stereotypes and Venture Support Decisions: How Governmental Venture Capitalists Socially Construct Entrepreneurs' Potential. *Entrepreneurship Theory and Practice*, 41(5), 833–860. <https://doi.org/10.1111/etap.12275>
- Maritz, A., Jones, C., & Shwetter, C. (2015). The status of entrepreneurship education in Australian universities. *Education + Training*, 57(8/9), 1020–1035. <https://doi.org/10.1108/ET-04-2015-0026>
- Marlow, S. (2002). Women and Self-Employment: A Part of or Apart from Theoretical Construct? *The International Journal of Entrepreneurship and Innovation*, 3(2), 83–91. <https://doi.org/10.5367/000000002101299088>
- Marlow, S., & McAdam, M. (2012). Analyzing the Influence of Gender upon High–Technology Venturing within the Context of Business Incubation. *Entrepreneurship Theory and Practice*, 36(4), 655–676. <https://doi.org/10.1111/j.1540-6520.2010.00431.x>
- Martin, L., Wright, L., Beaven, Z., & Matlay, H. (2015). An unusual job for a woman? Female entrepreneurs in scientific, engineering and technology sectors. *International Journal of Entrepreneurial Behavior & Research*, 21(4), 539–556. <https://doi.org/10.1108/IJEER-08-2011-0095>
- McCauley, A., Kinner, C., & Gruszka, A. (2017). *2017 Crossroads—An action plan to develop a world-leading tech startup ecosystem in Australia*. Retrieved from StartupAUS website: <https://startupaus.org/document/crossroads-2017/>
- McGowan, P., Cooper, S., & Hampton, A. (2011). Developing quality in female high-technology entrepreneurs' networks. *International Journal of Entrepreneurial Behavior & Research*, 17(6), 588–606. <https://doi.org/10.1108/13552551111174684>
- Meuser, M., & Nagel, U. (2009). The Expert Interview and Changes in Knowledge Production. In Alexander Bogner, B. Littig, & W. Menz (Eds.), *Interviewing Experts* (pp. 17–42). Basingstoke [England]; New York: Palgrave Macmillan.
- Moore, C. F. (1986). Understanding Entrepreneurial Behavior: A Definition and Model. *Academy of Management Proceedings*. <https://doi.org/10.5465/ambpp.1986.4978712>

- OECD. (2017). *OECD Science, Technology and Industry Scoreboard 2017—The digital transformation*. Retrieved from https://read.oecd-ilibrary.org/science-and-technology/oecd-science-technology-and-industry-scoreboard-2017_9789264268821-en
- OECD. (2019). *OECD- Parental leave systems* [OECD Database Report]. Retrieved from OECD website: <http://www.oecd.org/els/family/database.htm>
- Radziszewska, A. (2014). Intercultural dimensions of entrepreneurship. *Journal of Intercultural Management.*, 6, 35–47.
- Ries, E. (2011). *The lean startup: How today's entrepreneurs use continuous innovation to create radically successful business*. New York: Crown Business.
- Ritchie, J., & Lewis, J. (2003). *Qualitative Research Practice: A Guide for Social Science Students and Researchers*. SAGE.
- Saunders, M., Lewis, P., & Thornhill, A. (2009). *Research Methods for Business Students* (5th ed.). Essex, England: Pearson Education Limited.
- Schumpeter, J. A. (1987). *Theorie der wirtschaftlichen Entwicklung eine Untersuchung über Unternehmergeinn, Kapital, Kredit, Zins und den Konjunkturzyklus* (seven). Berlin: Duncker & Humblot.
- Shane, S., & Venkataraman, S. (2000). The Promise of Entrepreneurship as a Field of Research. *Academy of Management Review*, 25(1), 217–226. <https://doi.org/10.5465/amr.2000.2791611>
- Sharafizad, J., & Coetzer, A. (2016). The networking interactions of Australian women small business owners. *Small Enterprise Research*, 23(2), 135–150. <https://doi.org/10.1080/13215906.2016.1221362>
- SHEworks. (2019, July). Förderprogramme für Gründerinnen. Retrieved 18 August 2019, from SHE works! website: <https://www.she-works.de/beraten-lassen/foerderprogramme/>
- Shinnar, R. S., Giacomini, O., & Janssen, F. (2012). Entrepreneurial Perceptions and Intentions: The Role of Gender and Culture. *Entrepreneurship Theory and Practice*, 36(3), 465–493. <https://doi.org/10.1111/j.1540-6520.2012.00509.x>
- startup muster. (2018). *2018- Startup Muster Annual Report* [Annual Report]. Retrieved from Startup Muster website: <https://www.startupmuster.com/reports>
- Steffens, P., & Omarova, A. (2017). *Global Entrepreneurship Monitor (GEM) 2017/18—Australian National Report*. Retrieved from Global Entrepreneurship Monitor website: <https://www.gemconsortium.org/report/gem-australia-201718-report>

- Sunandha, K. (2015). Pull and Push Factors for Women Entrepreneurship in Thrissur District of Kerala. *Journal of Krishi Vigyan*, 3(Special Issue), 75–83. <https://doi.org/10.5958/2349-4433.2015.00041.0>
- Teare, G., & Desmond, N. (2015, Ma). Female Founders On An Upward Trend, According To CrunchBase. Retrieved 19 August 2019, from TechCrunch website: <http://social.techcrunch.com/2015/05/26/female-founders-on-an-upward-trend-according-to-crunchbase/>
- Terjesen, S., & Lloyd, A. (2015). *Female Entrepreneurship Index: An analysis of the conditions that foster high-potential female entrepreneurship*. Retrieved from GEDI website: <https://thegedi.org/research/womens-entrepreneurship-index/>
- Thébaud, S. (2010). *Institutions, Cultural Beliefs and the Maintenance of Gender Inequality in Entrepreneurship Across Industrialized Nations* (Doctoral dissertation, Cornell University). <https://doi.org/10.2139/ssrn.1664554>
- Tillmar, M. (2007). Gendered small-business assistance: Lessons from a Swedish project. *Journal of European Industrial Training*. <https://doi.org/10.1108/03090590710734327>
- Uzunidis, D., & Laperche, B. (2013). Innovation Systems and Entrepreneurship. In E. G. Carayannis (Ed.), *Encyclopedia of Creativity, Invention, Innovation and Entrepreneurship* (pp. 1008–1019). New York, NY: Springer New York.
- Wankel, C. (2009). *Encyclopedia of business in today's world* (1st ed., Vols 1–4). Los Angeles: SAGE Publications.
- Watson, J., Newby, R., & Mahuka, A. (2009). Gender and the SME “finance gap”. *Int Jrnal of Gen and Ent International Journal of Gender and Entrepreneurship*, 1(1), 42–56.
- Welter, F. (2006). Women’s Entrepreneurship in Germany: Progress in a Still Traditional Environment. In C. Brush, N. Carter, E. Gatewood, P. Greene, & M. Hart, *Growth-oriented Women Entrepreneurs and their Businesses* (pp. 128–153). Cheltenham, UK ; Northampton, MA: Edward Elgar Publishing.
- WGEA. (2017). *Towards gender balanced parental leave—Workplace Gender Equality Agency* [Insight Paper]. Retrieved from Commonwealth Government of Australia 2018 website: <https://www.wgea.gov.au/data/wgea-research/towards-gender-balanced-parental-leave>
- World Bank. (2018a). Population Australia. Retrieved 16 August 2019, from The World Bank Data website: <https://data.worldbank.org/indicator/SP.POP.TOTL?locations=AU>

- World Bank. (2018b). *The Little Data Book on Information and Communication Technology 2018*. Washington, D.C.: World Bank.
- Wynarczyk, P. (2006). *International investigation into 'gender inequality' in science, technology, engineering and mathematics (STEM)* (8th ed., Vol. 25). Bradford, England: Emerald Group Pub.
- Wynarczyk, P., & Ranga, M. (2017). Introduction Setting the Scene: An Insight into the “Gender Divide” in Science and Technological Advancement. In *Technology, Commercialization and Gender—A Global Perspective* (pp. 1–16). Newcastle; Seville: Palgrave Macmillan.

Appendices

Appendix 1: Innovation Index comparing Germany and Australia

| Indicator | Germany | Australia |
|------------------------------------|-------------------------------|-------------------------------|
| Political Stability | Rank 29 Score 82.23 | Rank 18 Score 86.94 |
| Regulatory Quality | Rank 9 Score 90.68 | Rank 6 Score 92.73 |
| Ease of Starting a Business | Rank 87 Score 83.46 | Rank 7 Score 96.47 |
| Education | Rank 35 Score 55.80 | Rank 3 Score 74.61 |
| <i>Tertiary Education</i> | Rank 22 Score 46.37 | Rank 7 Score 58.26 |
| Involvement in ICTs | Rank 18 Score 81.83 | Rank 4 Score 88.96 |
| Ease of Getting Credit | Rank 38 Score 70.00 | Rank 6 Score 90.00 |

Source: Cornell University, INSEAD, and WIPO (2018): The Global Innovation Index 2018: Energizing the World with Innovation. Ithaca, Fontainebleau, and Geneva; pp. 222, 257.

Appendix 2: Project GLOBE Cultural Dimensions and Characteristics

| Dimension | Definition | Values | |
|----------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | <i>High Scores</i> | <i>Low Scores</i> |
| Performance Orientation (PO) | The degree to which a collective encourages and rewards group members for performance improvement and excellence. | <ul style="list-style-type: none"> • <i>innovation</i> • <i>competition</i> • <i>can-do, anyone can succeed</i> | <ul style="list-style-type: none"> • <i>tradition</i> • <i>seniority and experience</i> |
| Assertiveness (A) | The degree to which individuals are assertive, confrontational, and aggressive in their relationships with others. | <ul style="list-style-type: none"> • <i>emphasise results over relationships</i> • <i>value taking initiatives</i> • <i>aggression positive connotation</i> | <ul style="list-style-type: none"> • <i>have sympathy for the weak</i> • <i>value equality</i> • <i>negative connotations with aggression</i> |
| Future Orientation (FO) | The extent to which individuals engage in future-oriented behaviors such as delaying gratification, planning, and investing in the future. | <ul style="list-style-type: none"> • <i>propensity to save for future</i> • <i>long-term strategic orientation</i> | <ul style="list-style-type: none"> • <i>spend immediately</i> • <i>short-term strategic orientation</i> |
| Humane Orientation (HO) | The degree to which a collective encourages and rewards individuals for being fair, altruistic, generous, caring, and kind to others. | <ul style="list-style-type: none"> • <i>financial and social support (community)</i> • <i>sensitivity towards discrimination</i> | <ul style="list-style-type: none"> • <i>self-interest in focus</i> • <i>independence from family and other forms of support</i> |
| Institutional Collectivism (CC) | The degree to which organizational and societal institutional practices encourage and reward collective distribution of resources and collective action. | <ul style="list-style-type: none"> • <i>high levels of community support (group loyalty)</i> • <i>high focus on interdependence</i> | <ul style="list-style-type: none"> • <i>low support from direct community (expense of loyalty)</i> • <i>high focus on independence</i> • <i>decisions in critical situations are made individually</i> |

| | | | |
|-----------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| In-Group Collectivism (SC) | The degree to which individuals express pride, loyalty, and cohesiveness in their organizations or families. | <ul style="list-style-type: none"> • <i>strong distinction between being in a group and outside</i> • <i>relating of societal groups</i> • <i>slow pace of life</i> | <ul style="list-style-type: none"> • <i>attitudes are fundamental</i> • <i>rational behaviour is important</i> • <i>fast pace of life</i> |
| Gender Egalitarianism (GE) | The degree to which a collective minimizes gender inequality. | <ul style="list-style-type: none"> • <i>more women in positions of authority</i> • <i>higher status in society</i> | <ul style="list-style-type: none"> • <i>few women in high positions</i> • <i>Occupational sex segregation</i> • <i>lower status in society</i> |
| Power Distance (PD) | The degree to which members of a collective expect power to be distributed equally. | <ul style="list-style-type: none"> • <i>differentiation of many social classes</i> • <i>limited mobility in social level</i> • <i>limited equal opportunities for minorities</i> | <ul style="list-style-type: none"> • <i>high middle class</i> • <i>high upwards social mobility</i> • <i>equal involvement of all groups; parity in opportunities</i> |
| Uncertainty Avoidance (UA) | The extent to which a society, organization, or group relies on social norms, rules, and procedures to alleviate unpredictability of future events. | <ul style="list-style-type: none"> • <i>little tolerance for risk</i> • <i>strong resistance to change</i> • <i>high bureaucratic levels</i> | <ul style="list-style-type: none"> • <i>risk tolerant</i> • <i>less resistant to change</i> • <i>informal bureaucracy</i> |

Source: House R., Hanges P., Javidan M., Dorfman P. (2004), Culture, Leadership and Organizations: the GLOBE Study of 62 Societies, Thousand Oaks: Sage Publications.

Appendix 3: Expert Support and Initiatives for Australian Female Tech Founders (AICC)

Support for Australian Female Tech Founders

Women launching tech start up businesses in Australia can look to these organisations for education, mentoring, investment and inspiration. Check out these links.



1

Pre-Seed (Education/Accelerators)

CEA Bumper Girls (QLD)
A pre-accelerator to educate future female founders with the skills needed to succeed.
queens.com.bumper

Code like a Girl
Coding camps, workshops, job platform and internships for young women seeking a career in STEAM.
codekickstart.org

Elevacao Foundation (Sydney, Melbourne, San Francisco, New York)
A global not for profit organisation empowering women tech founders to get pitch ready and secure investment funding in different stages globally, including a 1:1 mentoring program.
elevacao.org

Girl Geek Academy
A range of education programs and hackathons to support young women learning to code and STEM education.
launchvic.githubacks
girlgeekacademy.com

Girls Invent (VIC)
Workshops for secondary school female students (150 schools; yrs 7-10) to inspire them to innovate, invent and ideate through to commercialisation and market entry.
girlsinvent.com.au

Pulse Collective (QLD)
A 12-week program offered live online enabling participation from diverse locations. Weekly group sessions and focused monthly individual mentoring.

SBE Australia E3: Empower, Evolve, Escalate
The SBE E3 program is designed specifically for women-led businesses, ready and wanting to take the next leap towards growth. SBE Australia takes no equity in companies and works in partnership with US-based Springboard Enterprises.
sbeaustralia.org

2

Seed (Support /Funding)

Support
Elevacao Foundation (Sydney, Melbourne, San Francisco, New York)
A global not for profit organisation empowering women tech founders to get pitch ready and secure investment funding in different stages globally, including a 1:1 mentoring program.
elevacao.org

Accelerators
Flair (QLD)
A regionally-based 4-month program for cohort of early stage companies with industry mentors. Hybrid of face-to-face intensive and learning. Pilot to launch in early 2019.

SBE Australia
SBE Australia runs the US-based Springboard Enterprises Tech Program and Springboard Enterprises Life Science Program, providing women-led companies access to a suite of relevant experts and resources to assist them in building scalable, sustainable businesses. SBE Australia takes no equity in companies and works in partnership with US-based Springboard Enterprises.
sbeaustralia.org

Scale Investors
Angel investor focused on investing in female-led businesses at Seed and Series A.
scaleinvestors.com.au

Support
SheEO #RadicalGenerosity (USA)
500 Women (called Activators) contribute \$100 to the SheEO fund. They select 5 ventures to receive a 0% interest loan paid back over 9 years creating a perpetual fund.
sheeo.world

SheEO #RadicalGenerosity (USA)
500 Women (called Activators) contribute \$100 to the SheEO fund. They select 5 ventures to receive a 0% interest loan paid back over 9 years creating a perpetual fund.
sheeo.world

Post-Seed (Support /Funding)
Support
Elevacao Foundation (Sydney, Melbourne, San Francisco, New York)
A global not for profit organisation empowering women tech founders to get pitch ready and secure investment funding in different stages globally, including a 1:1 mentoring program.
elevacao.org

Accelerators
Flair (QLD)
A regionally-based 4-month program for cohort of early stage companies with industry mentors. Hybrid of face-to-face intensive and learning. Pilot to launch in early 2019.

SBE Australia
SBE Australia runs the US-based Springboard Enterprises Tech Program and Springboard Enterprises Life Science Program, providing women-led companies access to a suite of relevant experts and resources to assist them in building scalable, sustainable businesses. SBE Australia takes no equity in companies and works in partnership with US-based Springboard Enterprises.
sbeaustralia.org

Scale Investors
Angel investor focused on investing in female-led businesses at Seed and Series A.
scaleinvestors.com.au

Overseas Programs for Scaling
FD Global - Female Founder mission (NYC)
Program to assist female-led businesses looking to specifically scale into the US.
fdglobal.com/australia-scaling-up-program/

3

Post-Seed (Support /Funding)

Funding
Scale Investors
Angel investor focused on investing in female-led businesses at Seed and Series A.
scaleinvestors.com.au

SheEO #RadicalGenerosity (USA)
500 Women (called Activators) contribute \$100 to the SheEO fund. They select 5 ventures to receive a 0% interest loan paid back over 9 years creating a perpetual fund.
sheeo.world

Support
Elevacao Foundation (Sydney, Melbourne, San Francisco, New York)
A global not for profit organisation empowering women tech founders to get pitch ready and secure investment funding in different stages globally, including a 1:1 mentoring program.
elevacao.org

Accelerators
Flair (QLD)
A regionally-based 4-month program for cohort of early stage companies with industry mentors. Hybrid of face-to-face intensive and learning. Pilot to launch in early 2019.

SBE Australia
SBE Australia runs the US-based Springboard Enterprises Tech Program and Springboard Enterprises Life Science Program, providing women-led companies access to a suite of relevant experts and resources to assist them in building scalable, sustainable businesses. SBE Australia takes no equity in companies and works in partnership with US-based Springboard Enterprises.
sbeaustralia.org

Scale Investors
Angel investor focused on investing in female-led businesses at Seed and Series A.
scaleinvestors.com.au

Overseas Programs for Scaling
FD Global - Female Founder mission (NYC)
Program to assist female-led businesses looking to specifically scale into the US.
fdglobal.com/australia-scaling-up-program/

4

Overseas Programs for Scaling

FD Global - Female Founder mission (NYC)
Program to assist female-led businesses looking to specifically scale into the US.
fdglobal.com/australia-scaling-up-program/

5

Community/Networking Initiatives

Female Founders Startup Catalyst (London/NYC)
Sector agnostic female founder mission to learn and connect to markets of interest.
startcatalyst.com.au

LaunchVic - RMIT University's Bright Sparks Program (USA)
Interactive workshops over 4 months for female founders (Melbourne, San Francisco)
launchvic.org/programs/rmit-bright-sparks

Springboard (NSW)
US parent of SBE Australia and supports entrepreneurs wanting to 'springboard' internationally.
springboard.com

Community/Networking Initiatives
Business in Heels
Community that connects women locally and globally. Links to podcasts, videos, events for female entrepreneurs.
businessinheels.com

Chooks SA (SA)
Movement to address the gender investment gap and a community of entrepreneurs and female founders.
chooksau.com

FIT
Not-for-profit industry association for females in IT and Telco.
fit.org.au

Franklin Dinners (VIC)
Small, intimate dinners for female entrepreneurs and mentors. Facilitates connection and meaningful discussion.
themap.co/female-founders

Guideworld (VIC)
Community that runs an annual summit to empower girls in tech and entrepreneurship.
guideworld.com

Girls in Tech Melbourne (VIC)
A not-for-profit focused on empowering girls in tech including bootcamps, hackathons and competitions.
melbourne.girlsin.tech

Inspiring Rare Birds
Community with access to mentoring events.
inspiringrarebirds.com

Mums & Bubs Long Morning Tea (QLD)
A monthly event co-ordinated by RiverCity Labs to facilitate networking for parents establishing their own business.
rivercitylabs.com/mums-and-bubs-in-business

6

Co-working Spaces

BubDesk (QLD, NSW, WA, TAS)
Child-friendly co-working space for parents.
bubdesk.com.au

Canvas Co-working: Mumpreneur Mondays (QLD)
canvasco-working.com.au

Happy Hub Bub
Co-working space with childcare
happyhubbub.com.au

One Roof (VIC)
Co-working space for female entrepreneurs. Includes community, mentoring and other programs.
oneroofwomen.com

Source: Australia-Israel Chamber of Commerce AICC. (2018, November 21). AICC NSW Female Founders Map. Retrieved 18 August 2019.



Appendix 4: Semi-Structured Interview Guide (English)

Background Information:

Name: I. _____ Country: AUS GER Age of Company: _____

of founders: _____ # of employees: _____ Industry Details: _____

Prior experience in ICT: YES NO Highest level of education: _____

Married: YES NO N/I Children: YES NO N/I

Interview Guide:

| Key Question: | Contextual Aspects | Probing Questions |
|------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|
| Start: | | |
| (1) Could you please briefly introduce yourself and describe your venture? | <ul style="list-style-type: none"> • introduction • work and education • emergence of start-up | — |
| Motives: | | |
| (2) What were your main motives for starting [business]? | <ul style="list-style-type: none"> • necessity vs. opportunity-based motives • background of venture creation • positive/ negative aspects | — |
| Support/ Initiatives: | | |
| (3) Who supported you the most during the early phases of your venture creation? | <ul style="list-style-type: none"> • personal support (e.g. family) • financial support • communal/ social support (e.g. government) | <i>for explanation e.g. from family, government, etc.?</i> |
| (4) Where would you have expected/wished for more support? | | |
| Stereotyping/ Unconscious Bias: | | |
| (5) Did you ever feel like you were disadvantaged because of your gender? <i>If yes, please elaborate.</i> | <ul style="list-style-type: none"> • stereotyping/ (unconscious) bias • societal/ cultural indications • comments • venture capital funding • negative experiences | <i>for explanation e.g. regarding financing or from society?</i> |
| General Hindrance Factors: | | |
| (6) Which do you believe are the most significant barriers or challenges for women in Australia when starting their venture? | <ul style="list-style-type: none"> • hindrance factors (e.g. fear of failure, lack of support, lack of competency) • additional barriers • country-specific indicators | — |

| | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| (7) Was there a moment when you had doubts in yourself and/or your company? | <ul style="list-style-type: none"> • risk aversion • reasons for doubts | — |
| Resources: | | |
| (8) How did you obtain resources for your start-up? | <ul style="list-style-type: none"> • personal preferences • resources include: financing, networking, marketing, ... • importance of networking clear? • self-funded or external financing | <p><i>How did you access credits?</i></p> <p><i>How do you network?</i></p> <p><i>What role does networking play for you?</i></p> <p><i>Are you planning on accessing external finances?</i></p> <p><i>Which obstacles did you stumble across when allocating those resources?</i></p> |
| Education: | | |
| (9) In what way did your education help you prepare becoming an entrepreneur? | <ul style="list-style-type: none"> • technical and entrepreneurial education • education and training • experience with quality of university • country-specific offerings | <p><i>At which level did you feel most supported (primary, secondary, tertiary school)?</i></p> <p><i>Technical studies:</i></p> |
| Advice / Future Outlook: | | |
| (10) Which advice would you like to give potential female founders? | <ul style="list-style-type: none"> • learning effects from own venture creation • positive/ negative influences • incentives for more women to start up | <p><i>If you could do it all again, what would you have done differently?</i></p> |
| Attitude towards entrepreneurship/ Initiatives: | | |
| (11) Do you believe Australia is supportive towards entrepreneurship? (12) How would you rate Australia's initiatives for female entrepreneurs? | <ul style="list-style-type: none"> • country's attitude towards entrepreneurship • initiatives and support from government • scope and quality of initiatives • public policies | <p><i>What kind of support do you believe Australia still lacks regarding supporting women entrepreneurs?</i></p> |

ADDITIONAL:

| Country Question | | |
|----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|
| (13) [<i>Position in of both countries according to theory</i>] What do you believe might be the reasons for this? | <ul style="list-style-type: none"> • reactions: surprised or not? • confirms or refuses? • rational and sensible explanatory approach • additional insights | — |
| Additional Comments: | | |
| (14) Is there anything else you would like to mention? | <ul style="list-style-type: none"> • additional aspects • remaining questions • questions on research paper | — |

Terms of Agreement:

I agree that all information that has been provided during the interview may be used for the purpose of Paulina Girke's Bachelor's Thesis on "Female Entrepreneurship in Technology Start-ups: A Comparison between Germany and Australia".

All recordings will be handled confidentially.

 Place, Date

 Interviewee

 Paulina Girke (Interviewer)

Appendix 5: Semi-Structured Interview Guide (German)

Hintergrundinformationen:

Name: I. _____ Country: AUS GER Age of Company: _____

of founders: _____ # of employees: _____ Industry Details: _____

Prior experience in ICT: YES NO Highest level of education: _____

Married: YES NO N/I Children: YES NO N/I

Interviewleitfaden:

| Leitfrage: | Inhaltliche Aspekte: | Aufrechterhaltungsfragen: |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|
| Start: | | |
| (1) Stell Dich doch gerne kurz vor und erzähl mir von Deinem Unternehmen. | <ul style="list-style-type: none"> • Einleitung • Arbeit und Bildung • Entstehung des Startups | – |
| Motives: | | |
| (2) Was waren Deine Hauptgründe [Unternehmen] zu gründen? | <ul style="list-style-type: none"> • necessity vs opportunity entrepreneurship • Hintergrund der Gründung • Positive und negative Aspekte | – |
| Support/ Initiatives: | | |
| (3) Von wem hast Du die meiste Unterstützung bekommen? | <ul style="list-style-type: none"> • Private Unterstützung (z.B. Familie) • Finanzielle Unterstützung • Gemeinschaftliche und soziale Unterstützung | zur Erklärung z.B. von Familie, Staat, etc.? |
| (4) Wo hottest Du Dir mehr Unterstützung gewünscht? | | |
| Stereotyping/ Unconscious Bias: | | |
| (5) Gab es eine Situation, in der Du dich aufgrund Deines Geschlechts benachteiligt gefühlt hast? <i>Könntest du mir mehr darüber erzählen?</i> | <ul style="list-style-type: none"> • <i>Stereotyping/ (unconscious) bias</i> • Soziale und kulturelle Kommentare • Venture Capital Förderung • Negative Erfahrungen | zur Erklärung z.B. bezüglich der Finanzierung oder Diskriminierung vom Staat? |
| General Hindrance Factors: | | |
| (6) Was glaubst Du ist das/sind die größte(n) Hindernis(se) für viele | <ul style="list-style-type: none"> • Hemmungsfaktoren (z.B. <i>fear of failure</i>, | |

| | | |
|-------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Gründerinnen in Deutschland? | <i>lack of support, lack of competency)</i> <ul style="list-style-type: none"> • Zusätzliche Hindernisse • Landesspezifische Indikatoren | — |
| (7) Hast Du jemals an Dir oder Deinem Unternehmen gezweifelt? | <ul style="list-style-type: none"> • Risikoaversion • Zweifel und Gründe | — |
| Resources: | | |
| (8) Wie hast Du Dir die Ressourcen für dein Startup erschaffen? | <ul style="list-style-type: none"> • Persönliche Vorzüge • Ressourcen beinhalten: Finanzierung, Networking, Marketing, etc. • Wichtigkeit des Networking klar? | <i>Wie finanzierst du dein Startup?</i> <i>Welche Rolle spielt Networking für dich?</i> <i>Planst du in Zukunft dich für externe finanzielle Förderung zu bewerben?</i> <i>Welche Probleme entstanden bei der Erschaffung von Ressourcen?</i> |
| Education: | | |
| (9) Inwiefern hat Deine Ausbildung Dich gut auf das Gründersein vorbereitet? | <ul style="list-style-type: none"> • Technische und Gründerorientierte (Weiter-)Bildung • Schulbildung und Weiterbildung • Qualität der Institute (meist Universität) • Länderspezifische Angebote | <i>Wann hast du die größte Vorbereitung bekommen?</i> <i>Wie schätzt du die Weiterbildungsmöglichkeiten für Frauen im Tech ein in Deutschland?</i> |
| Advice / Future Outlook: | | |
| (10) Welchen Rat würdest Du gerne zukünftigen Gründerinnen geben? | <ul style="list-style-type: none"> • Lerneffekte aus der eigenen Gründung • Positive und negative Eindrücke und Ratschläge • Gründe für Frauen zu gründen | <i>Wenn du alles nochmal von vorne machen würdest, was würdest du anders machen?</i> |
| Attitude towards entrepreneurship/ Initiatives: | | |
| (11) Glaubst Du, dass Deutschland Frauen gut unterstützt auf ihrem Weg der Gründung? (12) Wie würdest du die Initiativen für | <ul style="list-style-type: none"> • Einstellung zur Gründung des Landes • Initiativen und Unterstützung des Staates • Ausmaß und Qualität (weiterer) Initiativen | <i>Welche Art der Unterstützung / Initiativen glaubst du fehlt in Deutschland noch um noch mehr Frauen zu pushen?</i> |

| | | |
|---------------------------------------|------------------------------------------------------------------------------------------|--|
| Gründerinnen in Deutschland bewerten? | <ul style="list-style-type: none"> • Öffentliche Ordnung und Regulationen | |
|---------------------------------------|------------------------------------------------------------------------------------------|--|

ZUSATZ FRAGEN:

| Country Question | | |
|-------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|
| (13) [<i>Position der beiden Länder nach Theorie</i>] Was denkst Du könnte ein Grund dafür sein? | <ul style="list-style-type: none"> • Reaktionen: überrascht oder nicht? • Bestätigend oder abweisend? • Rationale Erklärungsversuche • Weitere Hinweise | — |
| Additional Comments: | | |
| (14) Gibt es noch etwas, was Du hinzufügen möchtest? | <ul style="list-style-type: none"> • Zusätzliche Kommentare • Offene Fragen • Fragen zur Bachelorarbeit | — |

Terms of Agreement:

I agree that all information that has been provided during the interview may be used for the purpose of Paulina Girke's Bachelor's Thesis on "Female Entrepreneurship in Technology Start-ups: A Comparison between Germany and Australia".

All recordings will be handled confidentially.

Place, Date

Interviewee

Paulina Girke (Interviewer)

Appendix 6: Transcript of I.1

Information about the Interview

| | |
|-------------------------|---------------|
| Date: | 26/06/2019 |
| Means of Communication: | Telephone |
| Duration: | 00:20:03 |
| Language: | German |
| Interviewer: | Paulina Girke |
| Transcriber: | Paulina Girke |

Annotation: Remarks in brackets subserve the purpose of anonymisation and clarification.

Information about Interviewee

| | |
|-------------------------------|--------------------------------------|
| Country: | Germany |
| Age of Company: | 8 months |
| # of founders: | 2 (Female-Female) |
| # of employees ⁶ : | 0 |
| Industry detail: | Internet |
| Prior experience in ICT: | No |
| Highest level of education: | Bachelor's degree (Cultural Studies) |
| Married: | N/I |
| Children: | No |

Postscript of Interview

The interview was held via telephone, which did not harm the quality of the sound. The atmosphere was good, however, the conversation was rather symmetric which complicated the free talk rule. Oftentimes questions had to be further explained and the use of probing questions occurred frequently. Nevertheless, the conversation and the founder's insights were interesting. I.1 has founded her company in the beginning of the year 2019. She believes the reasons for Germany's scarcity in female entrepreneurs is due to higher to cultural reasons that limits support from family and investors.

⁶ this number does not include founder(s)

1 **Interviewer** [00:00:02] Dann fange ich einfach schon mal an. Genau, kannst du dich
2 einfach mal kurz vorstellen und mir von deinem Unternehmen erzählen?

3 **I.1** [00:00:11] Also ich bin [Name], 35 Jahre alt. Ich habe Kulturwirtschaft in Passau auf
4 Diplom studiert und war dann nach dem Studium im Ausland, war fünf Jahre lang in
5 Chile und da habe ich selber auch ein Business aufgebaut. Das war eine Beratungsfirma
6 für nachhaltige Startups und gleichzeitig eine Community, also Online-Plattform, für
7 nachhaltige Startups. In der Zeit wo ich da war haben wir diese Plattform zum größten
8 Netzwerk für nachhaltige Startups in Lateinamerika aufgebaut. Wir haben mit
9 verschiedenen Firmen zusammengearbeitet, sowie mit Universitäten. Jetzt bin ich seit
10 vier Jahren wieder in Deutschland und seither bin ich Gründungsberaterin an der TUM,
11 beziehungsweise Unternehmer-TUM [Gründungsberatung der Technischen Uni
12 München] gewesen. In dem Kontext habe ich auch [Mitgründerin] kennengelernt. Die hat
13 vor einem Jahr ihren Job gekündigt und wollte etwas ganz Eigenes aufbauen. Und so kam
14 es dann eben zu [Unternehmen]. Weil sie, genau sie wollte eben etwas Eigenes starten
15 und saß dann in verschiedenen Orten, wie in Co-Working, oder in Cafés und hat eben
16 versucht eine Idee zu generieren und währenddessen ist ihr aufgefallen dass halt kein Ort
17 für sie da war, der gut war, an dem sie gut arbeiten konnte, der günstig war, der gut zu
18 erreichen war. Und so kam es dann eben zur [Unternehmen] Idee. Das ist eine Online-
19 Plattform auf der man sich als Geschäftsreisender oder als Freelancer oder auch als
20 Gruppe von Geschäftstreibenden einen Ort buchen kann, der inspirierend ist und der
21 normalerweise nicht für Businesses genutzt wird, um dann in diesen Orten zu arbeiten.

22 **Interviewer** [00:02:20] Okay vielen, Dank. Du bist ja schon ein wenig auf die Frage
23 eingegangen; aber was waren denn so deine Hauptmotive gewesen [Unternehmen] zu
24 gründen?

25 **I.1** [00:02:45] Also, warum ich selber gründen wollte... also einfach, in Chile habe ich ja
26 schon sehr selbstständig gearbeitet und das macht Spaß etwas Eigenes zu gestalten und
27 ja auch herauszufinden wie der Kunde tickt, oder auch das ganze Spiel mit Investoren
28 mitzuspielen macht Spaß und ich habe es halt auch jetzt die ganzen Jahre als Beraterin
29 begleitet und ich wollte nicht mehr nur beraten sondern etwas Eigenes gestalten.
30 [Unternehmen] finde ich aus verschiedenen Gründen cool. Die Kunden die wir haben
31 waren erst mal Freelancer, das fand ich als Kundengruppe interessant, weil ich mich in
32 der kreativen Branche auch sehr zugehörig fühle; dann die Orte die wir gefunden haben
33 die sind inspirierend das ist auch eben ein schönes Umfeld und auch tolle Kunden hier
34 also auf der Seite der Location-Betreiber; außerdem hat es eben einen nachhaltigen
35 Aspekt, der wir ja auch schon immer sehr wichtig ist. Die Nachhaltigkeit ergibt sich
36 daraus, wenn man die Räume die es in unseren Städten gibt, wenn man den besser nutzt
37 und doppelt nutzt dann ist es eben effizienter und kann langfristig dazu führen dass wir
38 weniger Bürogebäude brauchen. Und für [Mitgründerin] ist ein starker Motivator die
39 Zukunft des Arbeitens damit hat sie sich sehr viel und intensiv beschäftigt. In vielen
40 Studien ist belegt, dass sich die Zukunft des Arbeitens ... also die Art und Weise wie wir
41 arbeiten, ändert. Arbeitnehmer und Arbeitgeber wollen beide mehr Flexibilität der
42 Arbeitszeiten und -orte von wo aus wir arbeiten.

43 **Interviewer** [00:04:48] Während eurer Gründung; von wem die meisten Unterstützung
44 bekommen und inwiefern?

45 **I.1** [00:05:03] Also ich würde sagen ich habe die meiste Unterstützung bekommen von
46 meinem ehemaligen Chef, der bis Januar diesen Jahres auch das Expreneurs Programm
47 geleitet hat, da wo ich davor gearbeitet hat, der Inkubator der Unternehmer-TUM, der

48 stand mir halt einfach als weiser, wirklich jederzeit und sehr positiv und sehr hilfreich zur
49 Seite. Für [Mitgründerin], sie hat einen anderen Mentor den ich aber selber nicht kenne.

50 **Interviewer** [00:05:39] Sehr schön. Und gibt es jemanden oder eine Organisation, von
51 der ihr euch mehr Unterstützung erhofft hattet?

52 **I.1** [00:05:39] Ja also zum Beispiel meine Eltern, wenn wir sehr persönlich werden; meine
53 Eltern. Meine Mutter ist Lehrerin und Risikoavers und mein Vater ist seit ungefähr 20
54 Jahren selbstständig -aber nicht sehr erfolgreich. Selbständigkeit ist halt nicht gleich
55 Startup und das zu verstehen ist für meine Eltern halt ja einfach gar nicht einfach, und
56 genauso die sind nicht sehr begeistert. Das ist etwas wo ich dagegen kämpfe. Bei
57 [Mitgründerin] ist es so, ich meine sie macht das jetzt schon länger und ihr Vater ist selber
58 auch Geschäftsmann und kann das von daher schon auch verstehen aber trotzdem haben
59 sie Angst um sie; warum sie nicht etwas Gescheites macht oder warum sie nicht was
60 machst wo sie einfach viel Geld verdienen kann; warum wir uns dieser Unsicherheit
61 aussetzen. Das wäre schon cool mehr Vertrauen auch von meinen Eltern zu bekommen.
62 Das Gefühl zu haben, dass sie mir das zutrauen. Ansonsten vielleicht ist das eher eine
63 Frage die später kommt, von Investorensseite habe ich auch das Gefühl, dass uns nicht viel
64 Vertrauen entgegengebracht wird.

65 **Interviewer** [00:07:04] Alles klar, sehr interessant. Hast du das Gefühl gehabt, dass euer
66 Geschlecht der Grund dafür sein könnte?

67 **I.1** [00:07:15] Ja, wenn ich so drüber nachdenke, das kann ich mir vorstellen. Was ich
68 nicht weiß ist es einfach, weil wir Frauen sind oder weil wir sehr ehrlich kommunizieren
69 und auch oft so Zahlen raushauen, auf Bullshit-Bingo nicht so Bock haben. Wir könnten
70 ja auch irgendwie den Investoren große Zahlen vorsingen, aber jeder weiß, dass es ein
71 Spiel ist. Wir werden halt oft von Investoren gefragt 'Was ist eure Bewertung?' Die
72 Bewertung ergibt sich halt logischerweise daraus, wie viel Geld du haben willst und wie
73 viele Prozente man eben maximal bereit ist herzugeben. Wie viel man hergibt ist halt
74 auch ein offenes Geheimnis, dass man nicht mehr als 20 oder 25 Prozent hergeben möchte
75 in der ersten Runde. Deshalb finde ich das alles so ein bisschen ein Spiel, dass ich bis zu
76 einem gewissen Grad auch lustig finde, aber es ist halt auch unnötig. Aber ich habe schon
77 das Gefühl, dass das auch damit zu tun hat, dass wir Frauen sind, ja.

78 **Interviewer** [00:08:26] Dann lege ich gleich die nächste Frage darauf an. Gab es eine
79 Situation, bei der du dich oder ihr euch wegen eures Geschlechts explizit benachteiligt
80 gefühlt habt?

81 **I.1** [00:09:01] Also in expliziten Äußerungen nicht. Sowas wie naja, Frauen haben es ja
82 nicht mit Zahlen, sowas nein.

83 **Interviewer** [00:09:09] Alles klar, sehr gut. Ganz allgemein auf Deutschland bezogen
84 weil ihr ja bereits gegründet habt und vielleicht diesen Prozess schon ein bisschen besser
85 versteht. Was glaubst du, könnte denn eines der größten Hindernisse sein für viele Frauen
86 die gründen wollen in Deutschland?

87 **I.1** [00:09:33] Ehrlich gesagt genau wissen tue ich es nicht, ich kann mir vorstellen dass
88 Frauen generell mehr abwägen und Risiken und Aussichten mehr abwägen und deshalb...
89 ich meine je länger man über eine Idee nachdenkt, wird man immer zu dem Schluss
90 kommen dass es eigentlich unmöglich ist, das zum Erfolg zu führen. Vielleicht ist es
91 wirklich so dass Männer da weniger drüber nachdenken und einfach ins kalte Wasser
92 springen.

93 **Interviewer** [00:10:17] Super, danke. Und gab es einen Punkt, wo du an dir oder eurem
94 Unternehmen gezweifelt hast?

95 **I.1** [00:10:20] Halt wirklich jeden Tag gibt es totale Auf's und Ab's. Am Montag hatten
96 wir zum Beispiel ein Meetup mit Usern, und dann hat Eine gesagt wie toll sie es findet
97 und wie großartig das ist was wir machen. Und ein so ein Feedback pusht einen wieder
98 total. Aber wenn man an 20 Ressorts Investoren das Pitch Deck raus schickt und zwei
99 oder drei melden sich, das ist halt nicht so eine hohe Quote. Oder auch wenn wir mal ein
100 Investorengespräch hatten, das heißt die waren erst mal interessiert aber dann kommt
101 nach dem ersten Gespräch nichts mehr wieder. Das ist schon frustrierend, oder auch wenn
102 die User nicht so viel buchen wie wir es gerne hätten. Also Gründe um sich demotivieren
103 zu lassen gibt es genug.

104 **Interviewer** [00:11:28] Bezüglich Ressourcen. Wie bist du denn da vorgegangen?

105 **I.1** [00:11:49] Das Netzwerken nutze ich total aus. Sowohl kalte Kontakte als auch halb
106 warme als auch natürlich warme Kontakte habe ich eigentlich alles abgeklappert; sei es
107 jetzt für Intros zu Investoren wobei ich Investoren selber durch den Beruf halt gut kenne;
108 oder ich habe alle Leute gefragt ob sie Hotelbesitzer oder Barbetreiber kennen. Ja.
109 Absolut. Bezüglich der Finanzierung, wir haben noch keine Finanzierung also noch alles
110 aus der eigenen Tasche.

111 **Interviewer** [00:12:48] Glaubst du, dass deine Ausbildung dich gut auf deinen
112 Gründersein vorbereitet hat? Egal ob Uni oder eine andere Art von Weiterbildung.

113 **I.1** [00:13:05] Nein. Eigentlich nicht. Was ich halt als Kulturwirtin in Passau gelernt habe
114 ist mich selbst zu organisieren, oder auch eigene Projekte zu starten. Aber das war im
115 Studium immer eher politisches oder gesellschaftliches Engagement. Zum Beispiel in
116 meinem Studium in Passau, ich habe 2004-2010 studiert. Da wurde niemals irgendwo
117 erwähnt, dass man ja auch gründen kann, dass man seine eigene Firma aufbauen kann.
118 Ich glaube heute ist das anders aber auch damals, also ein Drittel des Studiums bestand ja
119 aus BWL und VWL. Das waren uralte und schlechte Vorlesungen und irgendwie
120 Rechnungswesen wie man Großkonzerne leitet oder lenkt und was für Marketing-
121 Aktionen für einen Großkonzern passend sind. Aber es hat ja mit der Realität von einem
122 Startup nichts zu tun. Das hatte ich mir schon mehr gewünscht. Ja genau dann auch alle
123 die Kulturwirtschaft studiert haben. waren auch eher reisefreudigen, tendenziell links und
124 alternative Leute oder sind danach auch in Unternehmensberatungen gegangen oder in
125 Kulturmanagement.

126 **Interviewer** [00:14:32] Ja super interessant. Wenn du zukünftigen Gründerinnen einen
127 Rat geben würdest, was wäre dieser?

128 **I.1** [00:14:49] Wahrscheinlich einfach bisschen mehr vom Leder ziehen und ein bisschen
129 bunter die Zahlen malen... aber da bin ich ja selber auch noch im Prozess, mich dazu
130 durchzuringen, das weniger blöd zu finden, dass man so übertreiben muss.

131 **Interviewer** [00:15:12] Genau, ich hatte ja vorhin schon mal kurz erzählt, was das Thema
132 meiner Arbeit ist und dass ich Deutschland und Australien vergleiche, bezüglich der
133 Aktivität der Gründerinnen im Tech Sektor. Ich weiß nicht ob dich das interessiert aber
134 einfach damit du einen kleinen Hintergrund hast. Ich bin bisher zu dem Ergebnis
135 gekommen, dass es in Australien noch weit mehr Gründerinnen gibt als in Deutschland.
136 Jetzt meine krönende Abschluss Frage an dich: Kannst du dir vorstellen warum das so
137 sein könnte, dass in Deutschland noch so wenig Frauen gründen?

138 **I.1** [00:16:16] Hmm, interessant. Vielleicht ist es wirklich, dass halt Frauen - so wie bei
139 mir mit meinen Eltern - ich glaube schon, dass Eltern bei ihren Töchtern ängstlicher sind
140 als bei ihren Söhnen. Aber das ist eigentlich nur ein rein persönliches Gefühl. Und dann
141 klar, was natürlich halt auf jeden Fall eine Rolle spielt es, dass Frauen in Deutschland
142 immer noch weniger technische Studiengänge wählen, dass Frauen zusätzlich mehr

- 143 soziale Berufe oder weniger überhaupt studieren. Ich meine ich bin ja an der Technischen
144 Uni und da sind natürlich sehr viele männlich. Ich glaube was man dagegen tun kann, halt
145 wirklich in der Schule mehr Mädchen auch für technische Berufe zu interessieren.
- 146 **Interviewer** [00:17:22] Und dass Familien noch sehr traditionell sind. Glaubst du dass
147 das noch aktuell? Das *Breadwinner* Model, dass der Mann quasi das Geld macht und die
148 Frau zu Hause bei den Kindern ist oder bei der Familie oder den Haushalt macht.
- 149 **I.1** [00:17:46] Ich glaube ehrlich gesagt wir sind da mittlerweile raus. Ich habe
150 Freundinnen die Kinder haben, die sind eigentlich alle sehr emanzipiert und haben das
151 entweder 50-50 aufgeteilt oder sagen, dass sie auch mehr Spaß haben daheim zu bleiben.
152 Weil man gründet ja nicht, weil man glaubt, dass man jetzt damit eine Familie ernähren
153 kann. Das ist ja erstmal für die nächsten Jahre nach der Gründung nicht gegeben. Ich
154 würde eher sagen gründen und Familie schließt sich eher aus in den ersten Jahren.
- 155 **Interviewer** [00:18:43] Wunderbar, vielen Dank [Name].
- 156 **I.1** [00:18:43] Schickst du mir dann die fertige Arbeit? Wann ist es denn soweit?
- 157 **Interviewer** [00:18:44] Ich werde erst im September abgeben. Aber wenn du sie gerne
158 möchtest, dann kann ich sie dir gerne als E-Mail zukommen lassen.
- 159 **I.1** [00:18:57] Ich hatte dir einen Kalendereintrag geschickt, meine E-Mail ist [E-Mail].
- 160 **Interviewer** [00:19:40] Alles klar, dann machen wir das so. Ich bedanke mich nochmal,
161 dass es so kurzfristig geklappt hat. Und noch viel Erfolg mit [Unternehmen].
- 162 **I.1** [00:19:45] Danke dir und ganz viel Glück beim Schreiben. Ich bin gespannt was raus
163 kommt. Tschüss.

Appendix 7: Transcript of I.2

Information about the Interview

| | |
|-------------------------|-----------------|
| Date: | 28/06/2019 |
| Means of Communication: | Face-to-face |
| Location: | Berlin, Germany |
| Duration: | 00:24:43 |
| Language: | German |
| Interviewer: | Paulina Girke |
| Transcriber: | Paulina Girke |

Annotation: Remarks in brackets subserve the purpose of anonymisation and clarification.

Information about Interviewee

| | |
|-----------------------------|-------------------------------------|
| Country: | Germany |
| Age of Company: | 2 years 1 month |
| # of founders: | 2 (Female-Female) |
| # of employees: | 1 |
| Industry detail: | Computer Software / High-Tech |
| Prior experience in ICT: | N/I |
| Highest level of education: | Master's degree (Industrial Design) |
| Married: | No |
| Children: | No |

Postscript of Interview

The interview took place at the current office of her business in an incubator building in Berlin. This personal insight created a good overall atmosphere of the conversation. I.2 seemed to be very accustomed with the process of interviews as her answers were mostly open and well-structured and very little explanation was necessary. I.2 is amongst the interviewees with the longest experience as a female founder in the tech area and shared her insights of being very well respected in the high-tech world and also acknowledged her doubts about the necessity of separating women entrepreneurs from general [male] entrepreneurs. She observed it more as an issue than an opportunity and hence provided the initial spark for criticism of the topic. Unfortunately, the interview was interrupted by her co-founder who entered the room and could not be finished.

1 **Interviewer** [00:00:06] Ich glaube ich würde einfach mal mit der Frage anfangen, dass
2 du dich einfach mal gerne kurz vorstellen und ein bisschen über [Unternehmen] erzählen
3 kannst.

4 **I.2** [00:00:20] Ich bin [Name] von [Unternehmen]. Wir sind ein Startup aus Berlin aus
5 der Lead-Tech-Szene haben im Medizintechnik Bereich angefangen damit Prothesen
6 fühlbar zu machen und sind gerade dabei unsere Technologie auf andere Felder zu
7 übertragen. Andere Anwendungsfelder mit der grob die Stichworte Human Machine
8 Interaction, weil wir einfach in der Lage sind komplexe Informationen auf intuitive Art
9 und Weise zu übermitteln. Genau, ich bin CPO in der Firma, also ich bin zuständig für
10 Produkt Konzeption hauptsächlich aber ehrlich gesagt ist es in dem Stadion eigentlich
11 auch noch nicht so richtig getrennt.

12 **Interviewer** [00:01:01] Was waren denn die Hauptmotivationen von euch das
13 Unternehmen zu gründen?

14 **I.2** [00:01:10] Ich habe ja zusammen mit [Co-Founder] gegründet. Wir kennen uns jetzt
15 schon seit über 15 Jahren, also wir sind zusammen zur Schule gegangen; und sind nach
16 der Schule komplett getrennte Wege [gegangen]. Wir haben aber beide ein relativ
17 ähnliches Temperament wahrscheinlich, dass viele Dinge angeht. Aber ich habe viel Zeit
18 in der Forschung verbracht und fand es wahnsinnig frustrierend, weil man im Grunde
19 immer irgendwie Forschungsgeldern hinterher rennt, ein Paper schreibt und nicht so
20 wirklich die Innovation nach vorne bringt, sondern es geht wirklich darum einen neuen
21 Status quo zu schaffen, aber nicht dass das [Ergebnis] jetzt zu verwerten. Ich hatte auch
22 das Gefühl, dass es relativ wenig innovativ dort war. Ich wurde immer eher gebremst in
23 mein Forschungszielen als jetzt wirklich beflügelt und habe dann relativ ins Nichts mein
24 Masterstudium abgebrochen, obwohl es mir eigentlich fachlich sehr gut gefallen hat mich
25 selten so erfolgreich in der Uni war wie in diesem Masterstudium und habe mich
26 umorientiert und habe dann den Master in Industriedesign gemacht. Und dort war es dann
27 genau andersherum. Es war sehr viel Zeit die man in irgendwelche Produkte investiert
28 hat, man hat irgendwelche Produkte gemacht, aber mal so richtig von der Wissenschaft
29 ... also man will das dann gerne benutzen hinterher aber so richtig zuhören will dann
30 keiner. Und ich fand das alles sehr flach und habe dann auch an der Uni gearbeitet dort
31 wurde dann direkt aus der Uni von einem anderen Startup gehired. Ich fand das sehr
32 beeindruckend wie man einfach auch mal sagen kann 'Ich hol dich jetzt als
33 Werkstudenten. Du hast das jetzt zwar noch nie gemacht aber du hast alle
34 Voraussetzungen baue jetzt mal ein User Research auf.' Und das hat mir großen Spaß
35 gemacht aber auch das Startup da ist zu groß geworden, waren dann irgendwann über
36 hundert Leute und dann war das halt auch eher Corporate Feeling und als es dann zu
37 Projekt Ownership übergang und solche Geschichten, dachte ich so gut ist es auch nichts
38 mehr für mich. Ich hatte immer noch diese Idee von dem Produkt im Kopf schweben, die
39 ich eigentlich schon im Bachelorstudium hatte und dachte 'Gut ich geh jetzt damit zu
40 einer Firma.' Und mache da dann meine Masterarbeit und dann habe ich vielleicht mal so
41 ein bisschen einen Überblick was ich danach so machen möchte. Aber hab dann von allen
42 Seiten gehört, weil ich halt mal an der TU München studiert habe in meinem
43 Masterstudium, dort gibt es schon einen sehr großen Gründerdrang fast schon. Es wird
44 sehr viel Unterstützung geboten und ich habe mein Studium auf hundert Prozent Praxis
45 eigentlich. Und ich hatte auch Anwendungen an das Gründernetzwerk und da war der
46 Schritt irgendwie gar nicht so groß, weil wir das im Kleinen auch schon immer wieder
47 mal ausprobiert hatten glaube ich. Das war dann auch wieder reiner Trotz. 'Nein, ich gebe
48 jetzt nicht einer Firma die 100 Prozent Rechte an meiner Idee.' Vor allem weil ich mit
49 vielen anderen Designer gehört habe ja das ist bei uns Gang und Gebe. 'Ich habe da meine

50 Bachelorarbeit geschrieben, habe das neue Zelt entdeckt, das hat dann Firma X einfach
51 im Keller versauern lassen, weil das nämlich alle ihre Zelte Konkurrenz machen würde.'
52 Das heißt Sie investieren halt billig in die Studenten, die die Idee dann umsetzen aber
53 werden das niemals auf den Markt bringen. Und ich fand das alles nicht so schön waren
54 keine guten Aussichten. Ich hatte eigentlich schon Gespräche mit den riesengroßen
55 Prothesenherstellern eingeleitet habe das dann aber alles nicht gemacht. [Mitgründerin]
56 war zu dem Zeitpunkt an einem ganz anderen Punkt. Die ist relativ den klassischen
57 Corporate Weg gegangen. Sie hat Ingenieurwissenschaftlich studiert, dann in Schottland
58 Medizintechnik im Master und war dann bei einem großen Sensorhersteller hier in Berlin
59 und hat sich sehr gut gemacht. Eigentlich habe ich immer einzelne Vorgesetzte ihr auch
60 Führungspositionen geben wollen. Aber es war so eine alte patriarchalische Struktur, dass
61 es klar war diese junge, blonde Frau wird jetzt hier nicht mehr aufsteigen außer sie bleibt
62 jetzt noch zwei Jahre und dann hat sie ihre Zeit abgesehen. Und sie hat auch gemeint sie
63 hat auch Prozesse umgestalten sollen, hat dann gute Prozesse gestaltet, aber die wurden
64 dann einfach auch nicht angenommen. Dieser vergreiste Firmenansicht also sie kann das
65 wahrscheinlich noch besser beschreiben, aber so habe ich das von außen wahrgenommen.
66 Diese vergleichst der Firmenstruktur war irgendwie auch nichts und sie war dann sehr
67 frustriert und das habe ich dann genutzt und hab gesagt 'Komm willst du nicht mehr so
68 den Business Teil und so, das ist jetzt nicht unbedingt meine Expertise, meine Passion.
69 Genau und dann haben wir uns zusammengetan und das haben wir dann auch gemerkt,
70 wir sind dann innerhalb von Wochen in den Akzelerator rein gestolpert mit der
71 schlechtesten Bewerbung, so ein Din-A4-Blatt, ohne Layout, irgendwie
72 zusammengebastelt, dass irgendwas was ich ihr mal geschickt hatte. Also ich bin bis heute
73 noch überrascht. Aber wir haben uns gut ergänzt und worauf die meisten schauen ist das
74 Team und dadurch dass wir da schon zu zweit relativ gut aufgestellt sind, hat es auch Sinn
75 ergeben und es hat auch Sinn ergeben, weil wir wirklich intuitiv - als wäre es immer unser
76 Masterplan gewesen - sehr konträre Studiengänge und auch Job Erfahrung gesammelt
77 haben.

78 **Interviewer** [00:06:37] Sehr gut, vielen Dank. Du hast es ja schon mal so ein bisschen
79 angesprochen, dass du auch eine gute Anbindung zu den Gründernetzwerken hast. War
80 das dann auch der Punkt, wo ihr am meisten Unterstützung bekommen habt? Oder wo
81 würdet ihr sagen, habt ihr die meiste Unterstützung bekommen für [Unternehmen]?

82 **I.2** [00:06:59] Also Unterstützung bekommen.... Diese Initialzündung war der
83 Akzelerator mit dem wir gar nicht so wahnsinnig glücklich waren, also die Leute dort
84 fanden wir nicht so toll. Aber die haben halt zumindest diese erste Möglichkeit geboten.
85 Okay, uns hört jetzt jemand zu und wir können das jetzt als ernsthaftes Projekt
86 entscheiden, weil anscheinend, scheint das nicht so blöd zu sein. So eine gewisse
87 Bestätigung war, dass die uns eigentlich die ganze Zeit - was auch richtig ist - ge-
88 challenged haben also es war dann eigentlich von einer Woche die nächste Woche wieder
89 'Das macht alles keinen Sinn. Wir brauchen einen anderen Markt. Also wie ist eigentlich
90 durchgehend immer weitergeht dass sie jede Woche vor dem gleichen Problem steht und
91 dann wieder etwas ganz anderes machst. Aber beim Gründernetzwerk habe ich den
92 Eindruck, also jetzt noch in München zumindest da war es so, dass ich ein erstes Gespräch
93 hatte das ganz gut verlief und dann sollte ich nochmal irgendwie... ich glaube ich habe
94 gewartet auf die Rückmeldung oder auf irgendwas, ich habe noch mal eine Frage gestellt,
95 darauf kam dann nichts von meiner Gründungsberaterin und dann kam irgendwie eine
96 Frage die gezeigt hat sie hat nicht zugehört. Es war also irgendwie ein bisschen seltsam
97 weil das war so ein bisschen viel Lärm um nichts. Manchmal habe ich das Gefühl, dass
98 vereinzelt Gründernetzwerke das fast schon schulisch aufbauen, du musst dann auch
99 wieder irgendwie wieder deine Hausaufgaben machen. Was auch das reale Leben ist, wir

100 machen auch jeden Tag unsere Hausaufgaben. Das ist so (..) Ich glaube das hat mich
101 gestört dass ich das Gefühl hatte, dass sie nicht so richtig vom Fach war und ich kein
102 Vertrauen hatte dass ich jetzt da weitergehen will. Und deswegen sind wir dann auch nach
103 Berlin gegangen. Nicht nur deshalb auch weil man einfach mit dem Gründerbonus und
104 so kann man einfach in Berlin besser leben als in München das muss man auch sagen.
105 Aber es ist grundsätzlich sehr viel Unterstützung von einzelnen Professoren und
106 Dozenten gekommen die eigentlich überhaupt nichts mit meinem Projekt an sich zu tun
107 hatten aber einfach ein offenes Ohr hatten, und mich bestärkt haben darin, dass sie
108 durchaus auch der Meinung sind, dass ich für so ein Projekt das schaffen könnte. Das war
109 ganz gut und kann hier natürlich Gründernetzwerken an denen wir jetzt sind die uns
110 vernetzen mit Leuten. Ja auch schon fast.. das sind dann auch mal kleine Orden wenn
111 man bei bestimmten Sachen mitmachen darf, wie zum Beispiel vorletzte Woche war der
112 Minister Altmeyer da und da waren wir eines von drei Start Ups die präsentieren durften.
113 Das sind so Sachen die auch mal so ein bisschen Aufwind geben und dass auch mal ein
114 bisschen was von unserer Social Media Frau im Haus gepostet wird und sowas, das hilft
115 alles.

116 **Interviewer** [00:09:48] Auf jeden Fall. Und wo hättet ihr euch irgendwie noch mehr
117 Unterstützung gewünscht? Oder gibt es da irgendwie vielleicht irgendwelche Initiativen
118 wo ihr gedacht hätten, vielleicht kommt da vor allem in Berlin, ein bisschen mehr?

119 **I.2** [00:10:08] Kann ich eigentlich so nicht sagen, dass wir irgendwie zu wenig
120 Unterstützung bekommen. Ich glaube das was mich grundsätzlich manchmal nervt ist,
121 weil wir jetzt gerade wieder durch sind, ist diese Bewerbungen für Fördergelder teilweise,
122 die sich wahnsinnig in die Länge ziehen. Das sind jetzt hauptsächlich Europäische
123 Fördergelder wo mir das besonders negativ aufgefallen ist, dass man dann halt schon
124 irgendwie drei Monate im Bewerbungsprozess steckt, und dann laden sie einen nochmal
125 für drei Tage irgendwo hin ein, mit Verdienstausschluss plus Unterkunft und Anfahrt selber
126 geleistet und dann muss man gegen 16 Teams antreten und kriegt halt am Ende den Fund
127 nicht und denkt sich das was war denn das für eine Veranstaltung? Also vom Staat, im
128 Grunde ehrlich gesagt vom Staat, diese Prozesse bisschen vereinfachen, wenn man
129 Fördergelder rausgeben möchte. Das Ganze transparent gestaltet und ein bisschen
130 undemokratischer machen. Aber ansonsten kann ich jetzt nicht sagen, dass ich nicht das
131 Gefühl hatte, dass sie Unterstützung hatten.

132 **Interviewer** [00:11:08] Gab es denn eine Situation bei der ihr euch eures Geschlechts
133 wegen irgendwie benachteiligt gefühlt habt?

134 **I.2** [00:11:23] Also ich meine immer, wenn man dann zum Beispiel auf der
135 Kundenakquise unterwegs ist, wenn man dann mit älteren Corporate Männern zu tun hat
136 dann kann das schon mal sein dass der eine oder andere ein bisschen belächelt aber das
137 habe ich auch gar nicht mehr so das Gefühl eigentlich werden wir [als Frauen] von den
138 meisten relativ ernst genommen, oder aufgrund unserer Leistung wahrscheinlich auch
139 schon auch bewertet. Wir sind in großartige Module, also Gründermodule vom FMD also
140 vom Fraueninstitut z.B. reingekommen, die ersten die das überhaupt bekommen haben.
141 Das sind schon auch stark Männerbasierte Domänen eigentlich und wir reden aber auf
142 Augenhöhe mit allen. Das ist alles eigentlich nicht so das Problem. Ich glaube das sind
143 mehr so die kleinen Dinge am Rande. Also ich glaube kaum, dass einer unserer
144 männlichen Kollegen jemals eine unangemessene Nachricht auf LinkedIn bekommen hat.
145 Oder ein Erlebnis als wir auf so einem Pitch Contest waren. Da haben wir den dritten
146 Platz gemacht also eigentlich alles cool. Dann haben wir uns hinterher mit ein paar Leute
147 unterhalten, da sind ja immer noch so Social Networking Events. Und dann kommt einer
148 auf uns zu und sagt: 'Ja, schon cool was ihr macht' - in unserem Alter - 'schon, cool was

149 ihr macht, aber ihr braucht noch so einen Mann. Dann würde euer Projekt so richtig
150 laufen.' So etwas finde ich richtig unangenehm.

151 **Interviewer** [00:13:05] Ja das stimmt das kann ich mir vorstellen.

152 **I.2** [00:13:09] Und was halt grundsätzlich glaube ich als Frau in der Arbeitswelt immer
153 noch so ein bisschen das Ding ist, ist das man immer 150 Prozent zeigen muss und dass
154 Fehler viel weniger verziehen werden. Vielleicht ist das auch mein innerliegender
155 Komplex, dass ich immer denke dass es dann als riesen Fehler wahrgenommen wird. Und
156 das führt dann schon bei mir führt das immer schon zu ganz dezenten Versagensängsten
157 ab und an. Aber das ist glaube ich auch normal, ich glaube das haben Männer wie Frauen.
158 ... Ah ja doch eine Sache die ich mich immer frage auch wenn man dann irgendwo mal
159 gewinnt oder so wo es dann so bewusst eine Männerdomäne eigentlich ist. Und dann
160 stehen wir da als zwei weibliche Gründerinnen. Wir sind ja momentan noch ein rein
161 weibliches Team, da fragt man sich auch immer so ein bisschen; 'Bin ich jetzt die
162 Quotenfrau?' Das ist so schade, weil das schmälert immer so ein bisschen den Erfolg,
163 also schmälert für mich immer den Triumph weil ich mich frage 'Bin ich jetzt die
164 Quotenfrau? Haben die das jetzt gemacht damit sie zeigen können wir unterstützen auch
165 weibliche Gründerinnen?' Und natürlich jedes Mal wenn... also jetzt gestern...nein
166 vorgestern, habe ich eben den Fund nicht bekommen da ging es um 50.000 Euro wäre ein
167 großer Batzen gewesen, hätte uns sehr geholfen. Und kommt hinterher eine der
168 Organisatorinnen auf mich zu und sagt 'Ja, war trotzdem ein super Pitch vielleicht was
169 Anderes für dich, wir haben jetzt noch ein Programm für Women Entrepreneurs, Female
170 Founders irgendwas, ich weiß nicht, all diese Worte die ich selber nicht benutze. Es hat
171 sich angefühlt, wie ein Trostpreis, also so 'Ne hier durftest du jetzt nicht mitspielen.'
172 Obwohl auch Frauen prämiert wurden. Das will ich überhaupt gar nicht sagen. Nee aber
173 jetzt vielleicht kannst du da noch mal ein bisschen Hilfe bekommen, weil du bist ja ein
174 bisschen zu schüchtern oder so. Irgendwie hat sich das so angefühlt und das war auch
175 sehr unangenehm. Also ich mich jedes Mal wenn ich Female Founderin genannt werde,
176 ist es für mich eine dezente Ohrfeige, weil ich mir denke wir haben keinen Female
177 Chancellor, wir haben Chancellor Angela Merkel. Wir haben keine Male Founders in
178 diesem Haus, wir haben andere Gründer.

179 **Interviewer** [00:15:19] Genau das ist auch ein ganz großer Punkt den ich auch in meiner
180 Arbeit anspreche. Irgendwie schon so, die Sprache schon *gegendeder* ist, weil es muss
181 immer das *Female* davorstehen damit das irgendwie eine Frau ist.

182 **I.2** [00:15:32] Ja genau die Terminologie, Das ist auch so ein bisschen ... also ich fühle
183 das wie meine Mission, wenn ich irgendwo spreche wie es jetzt eigentlich eine Gründerin
184 zu sein ist, dann sage ich immer 'Hört auf mit diesem Begriff, weil ihr macht es für die
185 nachfolgende Generation... was denken denn kleine Mädchen? Die denken 'Wow, das
186 muss etwas Besonderes sein, wenn man eine Frau ist, und gründet. Da muss man schon
187 besonders gut sein. Wahrscheinlich kann ich das nicht.' Und im Grunde muss man einfach
188 eine Normalität reinbringen, dass jeder der sich ein bisschen Größenwahn besitzt das halt
189 auch versucht.

190 **Interviewer** [00:16:01] Glaubst du, dass das vielleicht der Grund ist dass Frauen denken
191 Okay dieses Founder-Sein ist eher männlich. Und dass das viele Frauen daran hindert [zu
192 gründen] weil sie sich denken 'Okay das ist vielleicht nicht etwas wo ich mich jetzt
193 durchsetzen kann'?

194 **I.2** [00:16:20] Also ich glaube 50/50. Ich habe auch bei diesem Event. Da habe ich eine
195 andere Gründerin kennengelernt. Die ist eben auch durch dieses Programm
196 durchgegangen und mit uns auch angetreten und die hatte an einem Tag hatte sie

197 irgendwie ihr Kind dabei, am nächsten Tag hatte sie zwei Hunde dabei die gebellt haben
198 und immer wieder ist sie sie auf diese Schiene gegangen. Jedes Mal, wenn wir irgendwie
199 einen Workshop hatten und irgendwelche wirklich hochprofessionellen Leute da steht
200 hatten, die uns weitergeholfen hatten und jeder wollte was lernen... entweder haben ihre
201 Hunde irgendwie dazwischen gebellt... also sie hat natürlich schon ein professionelles
202 Verhalten gezeigt. Aber immer wieder hat sie gefragt zum Beispiel VC [Venture
203 Capitalists]; 'Ja...Würden Sie denn eine Frau fragen ob sie schwanger ist? Ist das für Sie
204 ein Faktor, wenn Sie investieren?' Lauter solche Fragen gestellt die eigentlich sehr stark...
205 Also der arme Mann konnte nicht richtig auf diese Frage antworten, weil natürlich ein
206 VC Fund ist einfach eine Risikoanalyse und wenn nur ein alleinerziehender Vater bist,
207 dann ist das genauso ein minus eigentlich. Aber was mir da halt immer wieder auffällt -
208 bei solchen Personen auch - dass sie sich schon automatisch in die Opferrolle manchmal
209 begeben. Ich glaube wenn man schon anerzogen in diese Opferrolle reingeht und sich
210 denkt; 'Ja aber ich werde ja kein Funding kriegen weil ich bin ja eine Frau und das ist ja
211 eine Männerdomäne'. Und ich will damit nicht sagen, dass es nicht unausgeglichen ist -
212 immer noch, da muss man was tun aber, wenn ich mich automatisch in die Rolle begeben
213 und automatisch sage ist es jetzt ein Problem dass ich einen Hund habe und das ich für
214 den manchmal Betreuung braucht keine Ahnung... das ist der kleine lächerliche Fall
215 neben dem Kind, aber dann ist es ein Problem. Aber wenn ich sage; 'Nein, kriege ich
216 schon hin.' Dann ist es auch für den Investor kein Problem die schauen halt auch bis du
217 *confident* genug, bist du wirklich da?

218 **Interviewer** [00:17:58] Da hast du schon sehr viel gesagt. Was glaubst du denn insgesamt
219 was das größte Hindernis für Frauen sein könnte, dass sie gründen?

220 **I.2** [00:18:10] Vielleicht schon ein bisschen das [traditionelle] Rollenbild und das sie sich
221 aber dann, wenn sie gründen ... also ich weiß nicht, ich habe wirklich auch schon
222 verschiedene Leute kennengelernt und muss sagen manchmal gibt es auch Programme
223 die gar nicht so schlecht sind. Aber dass man sich dann schon bewusst separiert und die
224 Women Happy Hour macht. Es gibt so viele Programme und so viele dieser Meetings
225 und so, dass ich mir denke 'Warum müssen wir uns separieren?' Ich verstehe schon dass
226 man Gleichgesinnte sucht und eigentlich möchte ich das auch gar nicht kritisieren und
227 manchmal kommt bestimmt auch etwas bei rum, ich habe von einem Programm gehört:
228 Grace. Das finde ich zum Beispiel super, weil die gucken was hindert eigentlich, was
229 können wir den Frauen, die jetzt hierher kommen noch mitgeben, dass sie sich trauen zu
230 gründen. Weil wir nicht denken, dass sie ansonsten irgendwie benachteiligt sind sondern
231 okay was ist denn jetzt hier gerade, was fehlt denn psychologisch. Aber dann gibt es auch
232 Programme und da hab ich auch gezweifelt ob das jetzt richtig ist was ich tue. Dann wurde
233 mir von unserem damaligen Akzelerator vorgeschlagen - auch eine Frau, die auch das
234 erforscht hat hier, warum gründen Frauen nicht - da habe ich ein Interview gegeben in
235 Tiefe erklärt warum ich ein Problem habe mit dem Begriff *Female Founder*, warum ich
236 ein Problem habe mit diesem Programm, und dann schickt sie mir aber einen Link zu
237 einem Workshop indem man als Gründerinnen sich nochmal zusammensetzt - oder wenn
238 man gründen möchte - und eine Collage - ungelogen eine Collage - macht über das Projekt
239 und dann in der Runde darüber spricht. Dann denkst du dir wenn die Frauen die mich
240 jetzt unterstützen schon denken, dass wir Collagen machen sollten und über unsere
241 Gefühle sprechen dann wundert es mich nicht, dass viele vielleicht bei der Mitte des
242 Weges sagen 'Ich mag das nicht. Irgendwie werden wir hier nicht ernst genommen'.

243 **Interviewer** [00:20:02] Das ist ja super interessant ...

244 **I.2** [00:20:04] Aber gut Hindernis, wahrscheinlich immer noch alte Rollenbilder und ich
245 weiß nicht wie das mit den [Personality] Traits ist. Das würde mich interessieren, ob das

246 vielleicht auch mit immer noch in dem Rollenbild [eingeprägte], dieses Sicherheits-,
247 dieser Sicherheitsdrang, weil es ist jetzt so dass unsicherste was man machen kann.
248 Vielleicht, dass der Risikofaktor noch ein bisschen höher ist. Aber weiß ich nicht genau...

249 **Interviewer** [00:20:30] Wie es bei dir mit Networking und wie wichtig ist für euch
250 Networking?

251 **I.2** [00:20:38] Ich glaube, dass 90 Prozent der Dinge die wir erreicht haben, oder
252 connections die wir gemacht haben, haben wir durch Networking bekommen.
253 [Mitgründerin] ist großartig darin, also zum einen ist sie eine sehr 'Likeable' Person, ich
254 bin da eher der Disruptor, ich bin eine unangenehme Person, also eine andere Lebensrolle
255 glaube ich, aber [Mitgründerin] ist da wirklich großartig und wir haben auch - das wurde
256 mir vorgestern gesagt - auf unserem Advisory Board haben wir auch irgendwie immer so
257 der typische Mann... also das sind alles Männer bisher, das ist in unserem Feld [High-
258 Tech] aber einfach da, da muss man ja einfach fair sein. Vierzig Jahre zuvor, da gab es
259 einfach noch nicht so viele Frauen die in den Feldern [Technologie] gearbeitet haben. Wir
260 wissen, dass wir das jetzt nicht bewusst machen, aber ich merke auch.. also ich finde es
261 gar nicht unangenehm per se, weil viele meinen 'Ja klar dass die älteren Männer das dann
262 schön finden junge Mädchen zu betreuen' und so ist es überhaupt nicht. Also alle Leute
263 die die uns weiterhelfen und die uns betreuen und es sind auch sehr oft Männer die sind
264 eher väterlich aber eher so wie so ein stolzer Vater oder Großvater der jetzt seiner Tochter
265 oder Enkelin irgendwie weiterhelfen möchte und einen riesen Respekt hat vor dem was
266 wir tun. Die sind also eher so... also wir hören eigentlich öfter sowas wie, 'Ja also ihr habt
267 das dem und dem Team irgendwie voraus oder ihr seid da richtig stark drin oder bei euch
268 machen wir uns keine Sorgen.' Das ist eigentlich eher sehr bekräftigend.

269 **Interviewer** [00:22:23] Wie habt ihr denn eure Finanzierung gestaltet? Wie seid ihr da
270 vorgegangen?

271 **I.2** [00:22:28] Am Anfang haben wir eigentlich.. also ich habe eigentlich noch offiziell
272 studiert und [Mitgründerin] hat noch gearbeitet und dann war das halt so private Tasche
273 erst einmal. Und dann habe ich ein bisschen Geld bekommen [durch den Akzelerator],
274 dann sind wir in das Startup Stipendium gegangen, da hat [Mitgründerin] ein bisschen
275 Geld bekommen. Dann haben wir noch [Mitarbeiter] mit an Bord geholt und damit auch
276 noch mal ein bisschen Berlin Startup Stipendium bekommen und dann ging es in Exist,
277 also Staatliche Fördergelder, wir haben so ziemlich in jeden Fördertopf schon mal
278 gegriffen oder versuchst zu greifen, also eigentlich mal die ganze Landschaft. Und jetzt
279 bereiten wir unsere erste VC Runde vor, weil wir Geld brauchen. Langsam mehr als hier
280 mal 5.000 [Euro] und da mal 10.000 [Euro].

281 **Interviewer** [00:23:17] Sehr gut, danke dir. Und du hast ja vorhin erwähnt, dass du ja
282 mal ein bisschen frustriert beim Studieren. Also meinst du, dass deine Ausbildung in dem
283 Sinne dich quasi nicht gut vorbereitet hat auf das Gründerdasein?

284 **I.2** [00:23:28] Doch doch. Also ich bin einfach da glaube ich eine kritische Person. Ich
285 hatte dann halt immer irgendwas daran genervt und ich bin niemand der den Status quo
286 akzeptiert. Ich meckere dann irgendwie auch und bin jemand der sagt 'Ja warum ist denn
287 das jetzt so?' Ich glaube eher so meine ich sage immer mein Oppositionelle
288 Verhaltensstörung ist schuld daran, dass ich gründe und nichts anderes.

289 **Interviewer** [00:23:59] Super, so jetzt haben wir es fasst geschafft. Welchen Tipp
290 würdest du gerne zukünftigen Gründerinnen geben wollen oder was wäre sowas wo du
291 gesagt hast, du hast vielleicht daraus gelernt und den Tipp würdest du jetzt vielleicht
292 Gründerinnen geben wollen?

- 293 **I.2** [00:24:23] Ich glaube einen Tipp den ich allen Gründern geben würde ist resilient sein
294 ... also Durchhaltevermögen haben und lernen auch mit Rückschlägen umzugehen.
295 *[Mitgründerin kommt rein. Ende der Aufnahme]*

Appendix 8: Transcript of I.3

Information about the Interview

| | |
|-------------------------|-----------------|
| Date: | 17/07/2019 |
| Means of Communication: | Face-to-face |
| Location: | Munich, Germany |
| Duration: | 00:26:18 |
| Language: | German |
| Interviewer: | Paulina Girke |
| Transcriber: | Paulina Girke |

Annotation: Remarks in brackets subserve the purpose of anonymisation and clarification.

Information about Interviewee

| | |
|-----------------------------|-----------------------------------------------|
| Country: | Germany |
| Age of Company: | 7 months |
| # of founders: | 1 |
| # of employees: | 2 |
| Industry detail: | Digital Human Resources |
| Prior experience in ICT: | Yes |
| Highest level of education: | Master's degree (HR/Organisational Behaviour) |
| Married: | Yes |
| Children: | No |

Postscript of Interview

Interview 3 took place in person and was conducted in a Café. This consequently affected the recordings slightly, however did not affect the conversation. I.3 has provided valuable experience about her journey as an entrepreneurs in the tech industry, especially through her profound knowledge on unconscious bias and stereotyping due to her Master's thesis. Interviewer and interviewee had a very similar interest in digital HR which assisted the looseness of the interview. This however also implied a slightly more conversational interview. Nevertheless, I.3 gave open answers and was not heavily influenced by any comments. Prior to and also after the interview interviewer and interviewee remained in conversation which was not recorded and thus not transcribed, which however explains some directions of where the conversation went. I.3 still believes that one of Germany's main issues is their cultural stiffness that hinders entrepreneurship and furthermore offered professional insights into the phenomenon of unconscious bias.

- 1 **Interviewer** [00:00:05] Genau also, stell dich doch gerne einmal kurz vor und erzähl mir
2 einfach von deinem Unternehmen.
- 3 **I.3** [00:00:09] Gerne. Ich bin [Name], bin. Gründerin und CEO von [Unternehmen]. Ich
4 habe mein Unternehmen Anfang diesen Jahres gegründet, habe mittlerweile drei
5 Mitarbeiter und, ja, beschäftige mich mit dem Thema Digitalisierung, HR, Tech
6 Recruiting und Digital Talents.
- 7 **Interviewer** [00:00:36] Sehr schön. Was waren denn eigentlich deine Hauptmotive das
8 Unternehmen zu gründen?
- 9 **I.3** [00:00:42] Ich habe sehr viel auf dem Markt und in einer Nische gesehen. Ich bin ja
10 zuvor bei Digital [ehemaliger Arbeitgeber] gewesen und habe dort auch die Digital Labs
11 aufgebaut. Da habe ich auch gesehen, dass wenn wir Kunden gefahren sind, dass diese
12 sehr große digital talent needs hatten. Selbst bei dem Thema Digitale Transformation und
13 Digitalisierung ist es jetzt ebenso, dass super viele Firmen neue innovative Produkte
14 rausbringen müssen, sich umstellen müssen. Dementsprechend auch neue Innovation
15 Hubs zum Teil intern aufbauen müssen, vor allem in Kooperationen; und nicht wissen
16 wie das geht. Und deswegen habe ich mir gedacht Es sind einige needs auf diesem Markt,
17 wo ich mein Wissen auf jeden Fall einbringen kann. Und das habe ich schon lange
18 gemacht. Beziehungsweise fast zwei Jahre. Dann habe ich mir gedacht ich bringt es
19 einfach mal.. ja...selbstständig raus und helfe jetzt den ganzen Unternehmen, diese Digital
20 Talent need zu füllen. Und ja deswegen ist das Thema Digitalisierung, digital
21 transformation und digital HR units aufzubauen um die digitalen Talente an Land zu
22 bekommen, das Thema wo ich dachte wird jahrelang aktiv sein.
- 23 **Interviewer** [00:02:10] Von wem hast du denn während einer Gründung die meiste
24 Unterstützung bekommen?
- 25 **I.3** [00:02:15] Von meinem Mann. Tatsächlich, weil der ist auch ein Startup Guru. Der
26 hat sein zweites Startup mittlerweile in München aufgebaut, ist auch im Tech unterwegs.
27 Er macht Smart Home Lösung. Von daher habe ich mich von ihm inspirieren lassen. Und
28 selbst in der Gründungsphase hat er mir sehr viel geholfen. Er kommt selbst aus dem
29 Investmentbanking auch mit finanziellen Sachen bzw. Finanzinfos, auch GmbH
30 Gründungen. Wie man das macht und worauf man achten muss. Das war wirklich mein
31 Mann der mir immer noch zur Seite steht und immer noch hilft. Genau.
- 32 **Interviewer** [00:02:54] Sehr gut und gibt es irgendwie eine Institution oder irgendwas
33 wo du dir mehr Unterstützung gewünscht hättest.
- 34 **I.3** [00:03:01] Nein. Bisher muss ich sagen wirklich, passt alles. Finanziell habe ich jetzt
35 schon gute Projekte, dass ich das alles selber stemmen kann. Ich bin auch nicht
36 fremdfinanziert also kein Investoren bisher drin. Und von daher war das eigentlich
37 perfekt.
- 38 **Interviewer** [00:03:29] Gab es eine Situation in der du dich aufgrund seines Geschlechts.
39 Benachteiligt gefühlt hast?
- 40 **I.3** [00:03:44] In der Branche tatsächlich jetzt nicht, was ich echt cool finde. Und ich
41 muss auch sagen, wenn du heutzutage als Frau mit ein bisschen Tech Background oder
42 Tech-Verständnis ein bisschen auskennst und auch mit den Techies sprechen kannst in
43 deren Sprache und auch eben ein bisschen zeigst, dass du Expertise mitbringst in dem
44 Bereich, kommst du sehr gut an. Also mir macht es echt Spaß. Bisher ist es sehr
45 erfolgreich. Ich arbeite auch noch viel mit [ehemaliger Arbeitgeber] zusammen, auf deren
46 Projekten, die mich dann quasi dazu holen. Von daher habe ich gerade wirklich von den
47 ganzen Projekten die ich habe kein, ja ich sage mal Sales, oder muss nicht irgendwie

48 Akquise machen, sondern die ganzen Kunden kommen gerade, was ganz cool ist, alleine
49 an durch Referrals auch und Netzwerk und das finde ich auch das, ... ja Netzwerken auch
50 in der digitalen Branche ist halt super wichtig.

51 **Interviewer** [00:04:43] Auf jeden Fall! Glaubst du denn auch, dass weil du auch diesen
52 Tech Hintergrund schon hattest in seiner bisherigen Berufserfahrung, dass das dir dann
53 als Frau auch gut weitergeholfen hat?

54 **I.3** [00:04:52] Auf jeden Fall. Das ist eine riesen Advantage sag ich mal, wirklich weil es
55 kommen immer mehr und mehr Frauen irgendwie in den Tech Bereich, was super cool
56 ist und das will ich ebene auch, dass da mehr hinkommen. Nur es gibt eben noch nicht so
57 viele und wenn es dann welche gibt ist es zumal so, dass viele vielleicht versuchen sich
58 auszukennen. Und sich auch immer mehr damit beschäftigen.

59 **Interviewer** [00:05:25] Aber abgesehen von dir. Ich meine, viele Frauen haben ja auch
60 Probleme. Was könntest du dir vorstellen könnte das größte Hindernis für viele Frauen in
61 Deutschland sein?

62 **I.3** [00:05:41] Also einmal wirklich immer noch der *unconscious bias* oder auch
63 stereotype. Weil viele immer noch denken leider ist es so, dass immer noch viele denken,
64 die Frauen kriegen die Kinder und bleiben zu Hause am Herd und die Männer gehen
65 arbeiten. Deswegen glaube ich einmal eben diese Vorurteile auch gegenüber den Frauen,
66 dass sie sobald sie dann gründen, oder noch keine Babys haben, sobald sie dann Babys
67 haben können ich sowieso nicht mehr weiterarbeiten. Deswegen zum einen für die
68 Investoren würden die nicht investieren, weil die sagen, dass das Risiko höher ist für das
69 Investieren in Frauen. Das ist ein riesen Grund. worüber ich ja auch meine Arbeit
70 geschrieben habe, für die VC [venture capital] Fonds. Das Zweite ist glaube ich wirklich,
71 dass nicht sehr viele Frauen sind so selbstbewusst und schrecken dann zurück wenn
72 irgendwas Negatives kommt oder irgendwas was nicht gleich klappt. Deshalb wünsche
73 ich mir, dass viele Frauen irgendwie selbstbewusster sind. Und was natürlich auch immer
74 helfen würde bei den Frauen, wenn Sie jemanden als Sparring-Partner haben. Vielleicht
75 auch Frauen, die schon gegründet haben, dass man sich da im Netzwerk austauscht, was
76 ich supercool fände. Weil nur durch Knowledge Sharing, sag ich mal ist es irgendwie
77 machbar.

78 **Interviewer** [00:07:04] Das heißt du glaubst, dass Netzwerken noch ein großes Problem
79 ist? Weil sich viele Frauen noch nicht bewusst sind, dass das so super wichtig ist?

80 **I.3** [00:07:10] Genau. Reicht es oder brauchst du da noch mehr?

81 **Interviewer** [00:07:19] Das ist gut so. Vielen Dank. Gab es einen Moment wo du an dir
82 oder deinem Unternehmen gezweifelt hast?

83 **I.3** [00:07:33] Ehrlich gesagt nein. Ich muss sagen es gibt immer mal irgendwelche
84 Momente wo du dir denkst 'Hoffentlich geht das alles gut. Kannst du da überleben,
85 kannst du dir irgendwie dein Essen kaufen, kannst du irgendwann mal dir was gönnen
86 davon, shoppen gehen in den Urlaub fahren?' Das ist immer schon so vor allem am
87 Anfang der Gründung. Das ist es normal dass du dir denkst 'Geht es alles gut?' Aber, nein,
88 ich bereue gar nichts. Ich bin einfach froh, dass ich es gemacht habe, weil ich sehe jetzt
89 auch wie viele Möglichkeiten ich gerade habe und wie ich mich entfalten kann. Wenn du
90 angestellt bist es ja auch immer so du hast so deine Limits. Du kannst eigentlich nur das
91 machen was sie dir vorgeben. Du kannst dich nicht, ich sag mal auspinnen und wirklich
92 dich entfalten und das hat mich damals auch gestört. Dass ich nur das gemacht habe was
93 muss aber nicht weiter darüber hinaus machen konnte, weil erstens die Zeit nicht da ist,
94 weil viel zu viel Arbeit da war. Und einfach auf meine Art und Weise das umsetzen will
95 und kann, jetzt, weil ich selbstständig bin. Das ist auch das Coole!

- 96 **Interviewer** [00:08:39] Also das ist auch ein Hauptmotiv von dir gewesen, dass du gesagt
97 hast, du fühlst dich als könntest du nicht dein volles Potential nutzen?
- 98 **I.3** [00:08:45] Genau. Und das ist eben sehr schade finde ich weil es sind sehr viele Frauen
99 glaube ich, die sehr viel mehr drauf haben als wie sie in ihrem eigentlichen Job machen.
100 Nur eben manche haben eben bisschen Schiss, zu viel Schiss davor, haben vielleicht eben
101 auch nicht den richtigen Sparring-Partner, so wie ich meinen Mann. Da habe ich eben
102 Glück gehabt und wie gesagt finanziell ist schon immer so eine Frage. Wenn du jetzt gut
103 aufgestellt bist. Ich brauche nicht viel zum Leben muss ich sagen. Ich kann auch
104 zurückschrauben vom Luxus her sag ich mal; dann fahre ich halt nicht in [den] Urlaub
105 oder gehe nicht essen. Dafür baue ich meine Firma auf.
- 106 **Interviewer** [00:09:31] Du hast es vorhin schon mal kurz angesprochen, aber was für
107 eine Rolle hat Networking für dich gespielt?
- 108 **I.3** [00:09:42] Also, ich mache den Job jetzt seit neun Jahren und da muss ich sagen, seit
109 neun Jahren baue ich mein Netzwerk auf. Von Leuten, die ich persönlich kenne oder eben
110 auf Veranstaltungen und vor allem eben auch Netzwerken irgendwie über LinkedIn. Es
111 ist wirklich ein großes Netzwerk. Was dir auch auf lange Hinsicht nachhaltig echt hilft.
112 Jetzt zum Beispiel, wo die [Netzwerke] dann erfahren habe ich mache mich selbstständig,
113 dann haben halt schon viele reagiert und meinten 'Wir haben doch früher mal miteinander
114 Kontakt gehabt oder wir haben miteinander gearbeitet früher, wir hätten jetzt ein paar
115 Projekte für dich.' Das heißt, dieses Netzwerken auf lange Hinsicht und nachhaltig ist so
116 wichtig in meinen Augen, weil du darüber auch echt... erst einmal vielleicht jetzt auch im
117 Feld im Tech-Recruiting echt gute Referrals kriegen kannst. Oder eben auch einfach
118 diesen Knowledge Austausch, ist halt - finde ich - das A und O. Ich finde das wird echt
119 immer wichtiger. Auch wenn alles mit Digitalisierung und Robotik ersetzt werden soll,
120 das Netzwerk selbst, das Persönliche, muss finde ich immer noch bleiben, weil das super
121 wichtig ist. Weil ein persönlichen Aspekt ist immer noch wichtig und das kann kein
122 normaler Roboter ersetzen.
- 123 **Interviewer** [00:10:57] Die Finanzierung hast du bis jetzt ja aus eigener Tasche getätigt.
124 Hast du vor noch externe Finanzierung zu bekommen?
- 125 **I.3** [00:11:10] Ja. Ich hab jetzt eben gerade auch wieder mein neues Business-Model
126 Irgendwie verändert und geändert, das ist irgendwie auch lustig, selbst beim Gründen, ist
127 es wahnsinnig cool, ist es bei mir eben auch. Ich mach das eben seit Februar. Klar, mein
128 Hauptfokus ist immer noch Tech Recruiting muss ich sagen, und Digital Talents, aber
129 was sich da für Ideen immer ergeben auch durch Gespräche - durch Netzwerken auch
130 wieder. Wo ich dann denke, weil ich jetzt noch ein größeres Team brauche, auch von
131 Entwicklern und Designern, dass ich da jetzt schon gerne Investments beziehungsweise
132 vielleicht von einem Investor mal demnächst schaue, ob ich da ein bisschen Investment
133 bekomme, um eben wirklich das Team nochmal mehr aufzubauen. Genau.
- 134 **Interviewer** [00:12:11] Glaubst du, dass deine Ausbildung dich gut vorbereitet hat auf
135 das Gründen? Egal ob schulisch oder außerschulisch [Training].
- 136 **I.3** [00:12:21] Schulisch muss ich ehrlich sagen, ich habe meinen Bachelor in
137 Kommunikationswissenschaften gemacht. Der hat mir jetzt nicht so viel gebracht glaube
138 ich. Danach habe ich erst einmal drei Jahre in einer Beratung gearbeitet, weil ich noch
139 nicht wusste was will ich jetzt machen. Ich wusste nur immer schon ich mag das gerne
140 mit Menschen zu reden und denen zu helfen. Dann habe ich eben drei Jahre Beratung
141 gemacht. Und dann habe ich mir gedacht Personalberatung und Managementberatung.
142 Und dann nach den drei Jahren dachte ich mir. Okay. Ich möchte jetzt noch mehr lernen.
143 Und mir fehlt noch dieser Management Background. Und deswegen habe ich mich dann

144 eben auch an der LSE [Universität in London] beworben wurde ich auch coolerweise
145 genommen und habe da eben meinen Master in Management gemacht und
146 Entrepreneurship und Organisational Behaviour, weil Organisational Behaviour finde ich
147 super interessant, auch wie ticken die Unternehmen. Das muss ich sagen so die
148 Arbeitserfahrung plus jetzt auch noch mal [Master] in London. Das muss man auch sagen,
149 das kommt dann darauf an, an welcher Uni man ist, weil ich habe super gute Kontakte
150 auch kennengelernt und auch durch das Netzwerk und auch Alumni Netzwerke. Ist es
151 schon toll und jetzt auch noch bei [ehemaliger Arbeitgeber] die ganzen Netzwerke bzw.
152 Freunde mittlerweile auch und Partner. Das bringt einem schon viel. Wie gesagt Es geht
153 jetzt gerade viel über Referrals bei meinen Projekten, was cool ist. Doch das kann auch
154 wieder anders kommen. Wer weiß, wenn ich nicht performe zum Beispiel, was ich mal
155 nicht hoffe. Es ist schon wichtig. Wenn du es dir ein bisschen lang aufgebaut hast, ist es
156 auf jeden Fall einfacher als wenn du von Null irgendwie anfangen musst.

157 **Interviewer** [00:14:19] Also, die große Lehrerfahrung war dann hauptsächlich in deinem
158 Master.

159 [00:14:27] Ja genau also Master und muss ich auch nochmal sagen so die Projektgeschäfte
160 bei [ehemaliger Arbeitgeber]. Die haben mir schon wirklich viel geholfen, weil du da halt
161 an viele Klienten ran kommst, [dich] mit vielen Leuten austauschst, netzwerken und dann
162 wirklich erfährst, was so der Need auf dem Markt ist; und was kann ich und vielleicht
163 kann man das zusammenbringen. Deswegen habe ich mich auch wirklich entschlossen es
164 zu machen. Diese zwei [Faktoren] eben meine Expertise plus die Lücke oder die Nische
165 auf dem Markt, kann man super zusammenbringen, sodass es dann.. ja eine coole Lösung
166 ist eigentlich. Das ist ja auch mein Produkt meine Expertise plus irgendwie die Lücken
167 auf dem Markt. Und auch das Thema Digitalisierung finde ich halt super spannend, das
168 ist halt irgendwie gerade so die Zukunft und selbst agiles. Ich war eben der Lead für die
169 ganzen Agile Coaches. Das versteht auch jeder anders. Und dieses agile arbeiten in allen
170 Firmen oder Innovations Hubs, das würde ich sagen was jeder anders sieht und irgendwie
171 finde ich es auch super interessant mit den Leuten dann zu sprechen; 'Wie siehst du das
172 verstehst du darunter?'. Das versteht jeder anders, das ist schon lustig.

173 **Interviewer** [00:15:35] Ja auf jeden Fall. Gibt es einen Rat, den du gerne zukünftigen
174 Gründerinnen geben würdest? Also du meinstest ja vorhin schon, du würdest dir
175 wünschen, dass die Frauen selbstbewusster sind. Noch irgend etwas?

176 **I.3** [00:15:48] Ne, ich würde einfach sagen. Wenn die eine Idee haben und kreativ sind
177 und Bock drauf haben, dann sollte man es wirklich noch austesten. Ich muss sagen,
178 learning by doing und es ist immer ein Risiko. Aber wieder darauf hin zurück zu folgen,
179 dass - klar Finanziell muss es passen - aber man muss eben schauen, dass man da echt
180 mal sich auslebt. Ich finde es schade, dass jetzt viele weibliche Freunde von mir sind im
181 Job sind aber nicht fulfilled sage ich mal. So war es ja auch bei mir, früher. Ich weiß ich
182 kann mehr, darf aber gerade nicht. Deswegen finde ich es super schade, dass da so viel
183 zurückgehalten wird. Die sollen echt machen und tun und ich würde ihnen auch so gerne
184 meine Tipps und Tricks mitgeben, weil ich finde es soll einfach mehr Frauen
185 Gründerinnen... geben - auch erfolgreiche. Und auch hinsichtlich Stereotypen was man
186 nicht immer nur die Männer sieht; vor allem auch im Tech Bereich denkt man wirklich
187 immer nur Männer regieren die Tech Welt. Was nicht stimmt. Das würde ich mir
188 wünschen, dass da mehr [Frauen] den Ansporn haben und die Motivation und auch
189 irgendwie sich trauen.

190 **Interviewer** [00:17:05] [Gendering der Sprache] ... Auch längerfristig, glaubst du, dass
191 man es verändern kann? Glaubst du dass man dieses Bild, weil das hat sich seit Hunderten

192 von Jahren eingepägt, Entrepreneurship, den Begriff gibt es ja schon ewig. Dass man das
193 Bild verändern kann sodass vielleicht die Sprache an und für sich schon *gegendeder* ist.

194 **I.3** [00:17:45] Ich glaube leider schon, dass es immer so bleiben wird und das ist auch
195 genau das... lustig, dass du das sagt. Da hab ich mir gesagt als ich mir mein Master Thema
196 ausgesucht 'Female Entrepreneurs', hab ich auch als Titel eben Female vorne dran
197 geschrieben, weil ich mir dachte, sonst versteht keiner was ich meine. Es ist eigentlich
198 traurig, hab ich mir gedacht, dass ich eigentlich rausfinden muss wieso Female
199 Entrepreneurs anders sind als [Male] Entrepreneurs. Weil es einfach traurig ist. Eigentlich
200 ist es überhaupt kein Thema wo du drüber sprechen solltest, weil es eigentlich immer
201 Gleichberechtigung sein soll. Das ist genau das Traurige wirklich dran. Normalerweise
202 sollte das kein Redebedarf sein, weil jeder immer sagt Gleichberechtigung jeder ist gleich
203 aber es ist halt leider doch nicht so. Deswegen muss man das hervorheben, deswegen
204 muss man da Studien machen und Forschungen. Um, wie du jetzt auch machst,
205 herauszufinden an was das wirklich liegt. Leider ist es traurig aber es ist so und ich glaube,
206 dass diese *unconscious bias* oder Stereotypen nie ganz verschwinden. Leider ist es so dass
207 ich hoffe es ändert sich.

208 **Interviewer** [00:19:23] Ja. Die nächsten beiden Fragen sind jetzt Zusatzfragen, wenn das
209 zeitlich für dich noch in Ordnung geht?

210 **I.3** [00:19:27] Ja klar, frag bitte alles!

211 **Interviewer** [00:19:27] Genau, also ich mache ja den Vergleich zwischen Australien und
212 Deutschland und ich hatte ja auch schon erzählt, dass Vergleichsstudie im Female
213 Entrepreneurship herausgefunden haben, dass Australien da relativ weit oben ist und
214 Deutschland halt trotz des Start-up Hypes relativ weit hinten ist. Ich untersuche das im
215 Tech Bereich. Glaubst du es ist dort ähnlich und hast du eine Idee wieso das so sein
216 könnte?

217 **I.3** [00:20:02] Ja also, definitiv. Für mich ist kommt immer gleich der erste Gedanke was
218 auch leider Fakt ist, die Risikobereitschaft von Investoren in Deutschland ist nicht so hoch
219 wie in Amerika oder Australien. Das sehe ich immer wieder. Ich vergleiche das auch mit
220 meinem Mann und seinem Startup, der hat ein German-based Startup. Der war kurze Zeit
221 in New York. Und man hat jetzt auch so ein bisschen geguckt verglichen, wenn er in New
222 York geblieben wäre hätte er viel mehr Funding und wäre wahrscheinlich erfolgreicher
223 geworden als hier in Deutschland das finde ich schon doof wenn ich sagen kann. Es ist
224 echt auch wieder traurig weil die Risikobereitschaft selbst von den Investoren ja [bei
225 Startups] viel von den Investoren abhängt ist selbst in den USA noch extremer als in
226 Australien, aber Australien selbst, ich kenne auch einige Gründer, die dort sind und es
227 macht einfach mehr Spaß, weil sie mehr ausprobieren als die Deutschen. Da sind die
228 Deutschen wieder spießig. Das nervt mich, weil das kann nicht sein. Und das ist leider
229 für mich der Hauptgrund, wieso das [Ergebnis] so ist.

230 **Interviewer** [00:21:18] Und dann glaubst du, dass das auch allgemein so ist und nicht
231 speziell auf die Frauen bezogen?

232 **I.3** [00:21:21] Ich muss sagen Kultur ist auch nochmal ein bisschen anders, weil wieder
233 die Frauen auch eigentlich spießiger sind und nicht risikobereit und trauen sind nicht so
234 viel und haben nicht so viel Selbstbewusstsein. Und da glaube ich, dass die Australier
235 Frauen mehr Power haben, das lockerer sehen das ist sowieso ein Thema in Australien.
236 Jeder ist locker.. Easy going und let's try and then we see. Das ist hier in Deutschland
237 nicht so. Und das finde ich auch schade. In Australien probieren sie mehr aus, was ich
238 cooler finde. Das ist auch Sache von der Kultur aber auch der Erziehung. Australische
239 Kinder, zumindest die die ich kenne, deswegen kann ich ein bisschen vergleichen. Es ist

240 einfach so wie sie erzogen sind. Deswegen ist es einfach so, dass die glaube ich einfach
241 mehr Drive und mehr Risiko austesten wollen und nicht so spießig und steif sind.

242 **Interviewer** [00:22:22] Haha. Glaubst du es gibt viele Initiativen in Deutschland, die
243 Frauen unterstützen? Oder wie stehst du insgesamt zu diesen Initiativen, also hast du dich
244 da schon mal auseinander gesetzt damit in deiner Gründung?

245 **I.3** [00:22:35] Ja, also ich habe da schon mal geguckt und tatsächlich gibt es ja auch
246 diesen Gründerzuschuss für Gründerinnen hier in Deutschland. Was ich aber ein bisschen
247 schade finde ist- weil ich mir das auch überlegt habe - das geht nur und bekommst du
248 nur, wenn du aus der Arbeitslosigkeit heraus gründest. Und das finde ich sehr schade.
249 Dann kriegst du quasi deinen Zuschuss als Gründerin, aber für mich war das nicht der
250 Fall weil ich direkt Los gestartet habe. Dieser Zuschuss wäre schon cool aber es gibt noch
251 der Arbeitslosigkeit das finde ich echt schade, dass es so ist weil es kann eigentlich nicht
252 sein es hält auch glaube ich noch super viele [Gründerinnen] ab. Keiner will sich erst
253 einmal arbeitslos melden. Und es gibt sonst nichts was ich gefunden habe, wenn du etwas
254 weißt, let me know, aber sonst gibt's leider nichts. Und selbst wenn du es jetzt vergleichst,
255 wo ich in London gewohnt habe, diese ganzen Female Networking Events sind jetzt
256 langsam im Kommen hier. Aber selbst in London, USA oder halt eben Australien soweit
257 ich weiß ist das schon sehr etabliert und hier fehlt es noch total. Das sind so die Sachen
258 wo ich mir denke, leider nicht.

259 **Interviewer** [00:23:48] Falls ich irgendwie etwas herausfinden, was interessant sein
260 könnte für [Unternehmen], gebe ich dir Bescheid.

261 **I.3** [00:23:50] Ja mach das. Denn das finde ich super schade. Und dann habe ich mir
262 gedacht, das kann doch nicht sein ich muss mich erst arbeitslos melden. Das dauert ja
263 auch nochmal, bis ich dann wirklich starten kann. Das finde ich so bescheuert.

264 **Interviewer** [00:24:07] [Erklärung von Unterschied zwischen Opportunity und Necessity
265 Entrepreneurship] Das hatte ich auch nicht gewusst, dass dieser Gründerzuschuss für
266 Gründerinnen nur aus der Arbeitslosigkeit geschieht.

267 **I.3** [00:24:52] Das ist leider Wahrheit. Und deswegen glaube ich halt, dass das viele
268 zurück. hält was zu gründen, weil wer will sich arbeitslos melden? Ich meine heutzutage
269 ist das auch nicht mehr so schlimm wie früher. Aber das finde ich halt schon krass und
270 das fand ich echt schade, weil ich hätte es gebrauchen können, aber ich wollte mich halt
271 nicht arbeitslos werden, weil ich direkt durchstarten wollte.

272 **Interviewer** [00:25:22] Super, vielen Dank. Gibt es sonst noch etwas, was du gerne sagen
273 möchtest?

274 **I.3** [00:25:22] Mich würde interessieren, wenn deine Ergebnisse stehen, was die so sagen,
275 das finde ich nämlich super interessant. Und wie gesagt. Ich würde mir wünschen dass es
276 mehr Female Entrepreneurs gibt, die es einfach ausprobieren. Wenn du Leute kennst,
277 Ideen haben sich aber nicht trauen, oder Fragen haben, kannst du mich gerne anschreiben,
278 also *connecten*. Das finde ich schon wichtig. Und wie gesagt dein Untersuchungsfeld
279 finde ich super cool. Ich bin echt gespannt, was du rausbekommst.

280 **Interviewer** [00:26:01] Ja ich auch! Vielen Dank erstmal für deine Zeit.

281 **I.3** [00:26:15] Na klar.

Appendix 9: Transcript of I.4

Information about the Interview

| | |
|-------------------------|---------------|
| Date: | 09/08/2019 |
| Means of Communication: | Telephone |
| Duration: | 00:28:31 |
| Language: | English |
| Interviewer: | Paulina Girke |
| Transcriber: | Paulina Girke |

Annotation: Remarks in brackets subserve the purpose of anonymisation and clarification.

Information about Interviewee

| | |
|-----------------------------|-------------------------------------|
| Country: | Australia |
| Age of Company: | 7 months |
| # of founders: | 2 (Female-Female) |
| # of employees: | 0 (newly advertising) |
| Industry detail: | Digital Human Resources |
| Prior experience in ICT: | No |
| Highest level of education: | Bachelor's degree (Human Resources) |
| Married: | No |
| Children: | No |

Postscript of Interview

As the interviewee resides in Melbourne, the conversation took place over the phone. This however, did once again not have any negative effect on neither the quality of the recording, nor the quality of the content. The interview was held in English. Nevertheless, there were no language barriers throughout the interview. I.4 is an Australian founder. Additionally to being a female founder, she has an additional feature of being a migrant entrepreneur. She believes that Australia is on the 'right' way of recognising that gender diversity is important for the ecosystem. Nevertheless, she realises that entrepreneurship is still very much male-dominated and business and new venture creation fits the male character better.

- 1 **Interviewer** [00:00:00] Great. Thank you so much for your time!
- 2 **I.4** [00:00:06] Yeah absolutely. No worries.
- 3 **Interviewer** [00:00:41] Okay, I guess I'm just going to start is that okay for you?
- 4 **I.4** [00:00:45] Yeah of course, go for it.
- 5 **Interviewer** [00:00:50] Could you please briefly introduce yourself and describe your
6 venture.
- 7 **I.4** [00:01:01] Yes. So my name is [name] and I'm the co-founder of [business]. So,
8 [business] at a high level is a[n] online job platform that connects employers with
9 culturally diverse talent and how that came about, was recognising that migrants and
10 refugees in Australia have challenges finding work and that's due to systematic and
11 individual barriers and on the other side employers really value diversity and inclusion
12 and want to hire people from culturally diverse backgrounds so that they can represent
13 the community. So [business] is essentially connecting the two to meet the needs of the
14 employer to help them find culturally diverse talent as well as help migrants and refugees
15 find employment with meaningful and inclusive employers.
- 16 **Interviewer** [00:02:03] You started the company with another woman, right?
- 17 **I.4** [00:02:09] I did yes so her name is [co-founder] and she actually just recently moved
18 to London, but we were both colleagues. So we have had very similar backgrounds and
19 upbringings, we're both from South Sudan and both migrated to Australia about 20 years
20 ago. We both worked in HR, so [we] actually worked in the same team. That's how we
21 knew each other. And then I guess having similar backgrounds and similar upbringings
22 and similar challenges to finding work after university we wanted to do something and
23 then you know we got the opportunity to go to a social enterprise Hackathon where we
24 talked about the idea. That's essentially where [business] came about. So, we went to the
25 Hackathon and it was around looking at issues within the African community in Australia.
26 So things like employment, culture and identity. So we tackled employment and thought
27 about you know what can we do in the space and that's essentially how [business] was
28 born, so this was just about a year and a half ago.
- 29 **Interviewer** [00:03:17] So, I mean you've already talked a little bit about that. What were
30 your main motives for starting [business].
- 31 **I.4** [00:03:27] Yes, so first thing it would be just around the personal experience of really
32 struggling to find work, so after graduating I spent about a year and a half trying to find
33 full time work within my fields. I studied psychology, and just constantly getting you
34 know rejected and knocked back and not even getting feedback from recruiters around
35 you know why my application was being rejected. And it's not an uncommon story. A lot
36 of my relatives who are migrants as well really struggled to find work. My parents when
37 we first migrated here they had the same challenges and so it's something that's, it's a big
38 issue. And so that's really what prompted and I think working in HR and I worked in most
39 of my bank's diversity and inclusion team for a little bit and just being in the team and
40 just really understanding to see the business case for diversity and inclusion within an
41 organisation and just how valuable having a culturally diverse workforce is and how not
42 just my organisation so a lot of other organisations really really value that and trying to
43 find ways and in running initiatives to help them increase their workforce representations;
44 I think really understanding that aspect to both be happy having experienced the
45 challenges myself and understanding from a strategic point of view, diversity inclusion
46 just really helped me start [business].

47 **Interviewer** [00:05:06] So, who supported you the most during your early stages of
48 [business]?

49 **I.4** [00:05:23] Yeah, so initially it was through the Hackathon, so the team that ran the
50 Hackathon, they're called incubate foundation, so as part of the... so we came third on that
51 day, one of the prizes was accelerator course by a team called Hatch Quarter here in
52 Melbourne and they essentially they're a start-up that also support[s] other migrant start-
53 ups. They were ...so that accelerator course up to six weeks provided us with a mentor -
54 a business mentor - that really helped us navigate for the first six weeks, just in terms of
55 things we need to think about putting in place a business plan. So that was the key support
56 system for us. But other than that in being employees and not being business owners and
57 just it we really struggle to just even navigate understand where you can begin. So I felt
58 like without having that mentor to just really help us in those initial first few weeks that
59 was really critical, so I really attribute all our support was where I was from that team
60 and we didn't really have the networks we didn't know a lot of other business owners; we
61 didn't even know I guess things like investors or even where to go. So that was our main
62 support system.

63 **Interviewer** [00:06:50] Where would you have wished for more support? Or like is there
64 any department, or anyone that you expected more support from?

65 **I.4** [00:07:05] I have had a few family members that have started their own businesses. I
66 think what we were doing was so different. So my family my mom for instance had her
67 own salon so I had a little bit of support from her just in terms of you know understanding
68 particularly around grants and applying for grants and things to think things to look at.
69 Yeah but other than that it was mainly just going online. To be honest I try to google
70 things think we didn't really understand. Going online youtubing videos of other business
71 people entrepreneurs hearing their challenges and stories and how they actually went
72 about things.

73 **Interviewer** [00:07:58] Did you ever feel like you were disadvantaged during your
74 venture creation, because of your gender?

75 **I.4** [00:08:12] I think that we hear a lot that women don't get as much you know for
76 instance investment from venture capitalists and things like that. And I think for me my
77 initial thing was just I just didn't have people that I could go to to ask questions. That was
78 not my immediate mentor. Just not having the networks. I think that really put me at a
79 disadvantage. And I don't know if that's specifically because I'm a woman or specifically
80 because I am you know I think it's more around my I guess culturally diverse background
81 and not having family members or immediate close people in my network that I could
82 reach out to.

83 **Interviewer** [00:09:03] But like regarding like financial support or any other support you
84 never felt like because both of you were women that people judged you, because of your
85 gender?

86 **I.4** [00:09:22] Yeah, I mean we have applied for a number of grants and just have not
87 been successful. I wouldn't say that that's because I'm a female. But I I don't know if I
88 could say that because I am a women I felt that I've been treated differently. I think it's
89 mainly because we're quite new as business people we're not as established as other
90 people that get grants are. But I have felt in conversations with potential clients that there's
91 probably a perception that us being African women that it's probably harder for them to
92 effectively maybe trust and really be just essentially just trust and we don't have that
93 authority as... and I feel like if maybe potentially male and non-African that might be
94 different. Yeah I think it's definitely felt that through conversations with potential clients.

- 95 **Interviewer** [00:10:42] Which do you believe are the most significant barriers or
96 challenges for women in Australia that want to start their own business?
- 97 **I.4** [00:10:54] I think that you know think of business you know sort of portrayed to be
98 this whole cutthroat environment where you know it's all about money and financial gain
99 and I think that you typically think of males when you think about that, so I think when
100 you go for instance see watching pitching invest pitching sessions and people pitching to
101 investors generally the people that you know have high energy and you know a lot of
102 enthusiasm and are super passionate and very confident that you know that get those
103 opportunities and so if you think the I guess the more feminine style you know when not
104 as not probably not...I wouldn't say less confident ... but I think men generally are
105 probably a lot more comfortable in those scenarios because that's how they've probably
106 been brought up whereas females know with women in general are toward to not really
107 sell themselves and be humble where it's not about you it's about everyone and
108 particularly being an African woman. I think that that could potentially play out in those
109 in those instances. Yes and so I do think business probably tends to favour the male style
110 if that makes sense.
- 111 **Interviewer** [00:12:24] Yeah. Definitely. Great thank you. Are you still okay over there?
- 112 **I.4** [00:12:30] Oh yeah all good here. Keep going.
- 113 **Interviewer** [00:12:41] My next question would be: Was there a moment when you had
114 doubts in yourself or your company or maybe even both?
- 115 **I.4** [00:12:56] Yeah, yes definitely. I think initially, it was a big transition you know
116 thinking as an employee where you go in you have a defined role and a small role you
117 do. But then thinking as a business owner a social enterprise. So it's a very different way
118 of operating where we're now, particularly now it just being very in myself. You know
119 we think about the strategy of [business] the operation and the marketing the technology,
120 so you're getting involved in a lot of different things and there are days where I'm just
121 like I have no idea what I'm doing, I don't even know where to ask, is this for me? So
122 yeah I've definitely had those moments. And you know I am super passionate about
123 [business] and why we're in this you know there is absolutely a need but there's also days
124 where you we can't even today just experiencing challenges in terms of getting the
125 platform up and running without developers. So it's just those days where it's just like is
126 this going to happen? Is this is going to work? So it's just I think it's yeah it's deafening.
127 And unfortunately people ...we now hoped for it to be an easier process but it's really not.
128 I guess that's why everyone says business is not easy it's just the reality is that you face
129 many challenges and bumps roadblocks and so I'm definitely feeling that. I try to keep a
130 positive mind frame and think about 'go back to why we're doing this in the first place',
131 but it's definitely a lot of challenges.
- 132 **Interviewer** [00:14:41] Yeah, I can imagine. But it's great that you have a passion about
133 it. That must help, I think.
- 134 **I.4** [00:14:47] Yeah, yeah. Oh absolutely, I think without having the passion it's just like
135 no one would do it. It's just too hard.
- 136 **Interviewer** [00:14:58] I'm going to resources now. My main question would be like:
137 How did you obtain your resources for your business. For example financially or like
138 regarding networking. I mean you talked about networking before, it being a missing part
139 in your venture creation. Maybe you could tell me more about how you went about to
140 collect resources?

141 **I.4** [00:15:25] Yeah correct. I think in Melbourne we are quite fortunate that there's a lot
142 of events that are run for entrepreneurs and so I've been to a couple of them. But in terms
143 of resources so currently [business] is very much self-funded. We don't have any financial
144 support. We do have the Hatch Quarter team, that's the people that we did that pre-
145 accelerator business course with that they have been a key resource in terms of supporting
146 us with advice and guidance. They have allowed us to use their space they've got an office
147 in the city that they've allowed us to use. But in terms of everything else, it's very much
148 we do everything ourselves is currently self-funded.

149 **Interviewer** [00:16:23] And do you plan to get any external financing?

150 **I.4** [00:16:30] Yes that's definitely the plan. So at this stage it's quite challenging to get
151 funding if you don't have a product in the market to set something up. Yes I think once
152 you get to the point where [business] is launched and out in the market then we can start
153 to have conversations around getting funding. Yeah.

154 **Interviewer** [00:16:54] In what way do you believe your education might have helped
155 you prepare becoming an entrepreneur.

156 **I.4** [00:17:03] So I studied psychology so I did a Bachelor of Psychological Sciences.
157 And I think it's probably indirectly assistance I think psychology it's good in a sense that
158 it's applicable in life so it gives us a framework to think about how you deal with people,
159 how people are motivated, how they think, how they operate. I think that that's been
160 helpful in that sense but currently in [business] there's a lot of technical aspects to it, being
161 an online platform. So, there is definitely that missing part, so I think Psychology has
162 been helpful in that regard. So [co-founder] having studied - she's done a Masters in HR-
163 and so from I guess a recruitment point of view, given we all need to be ... well not
164 necessarily recruiting but just I guess understanding the talent acquisition of employers,
165 has been helpful in that regard. And I guess both of us working in HR as well has been
166 helpful.

167 **Interviewer** [00:18:15] Do you have any advice that you would like to give to future
168 female founders like anything you would like to tell them?

169 **I.4** [00:18:28] Yes. So I guess my biggest advice would be to, number one if you have an
170 idea; just put it out there, because you'll be surprised with how many people will support.
171 Every business relies on people. I think it's so important to reach out to anyone and
172 everyone you can help and support and don't feel bad about that, because some people
173 will say no and that's completely fine and that's to be expected, but I think to be truly
174 successful, running a business is not anything that anyone can do that by themselves and
175 the more people you talk to the more support that you get from multiple people that would
176 be really helpful. And just a network. Just network, network, network.

177 **Interviewer** [00:19:23] Okay great. Thank you. I have one last question and then two
178 small additional questions if you still have the time.

179 **I.4** [00:19:32] Yeah, absolutely!

180 **Interviewer** [00:19:35] Do you in general believe that Australia is supportive towards
181 female entrepreneurs or entrepreneurship itself?

182 **I.4** [00:19:46] I think Australia's probably heading to the direction where it's starting to
183 recognise that there could be more work done. I think, if you look at the stats [statistics]
184 around funding provided to females, that tell that we haven't been as supportive to female
185 entrepreneurs. And so I think now there is definitely recognition that that's the case and
186 people try to do something about it, but that's still very much in their early journey, early
187 stage of the journey. I think that there's definitely a need for that to improve.

188 **Interviewer** [00:20:26] I see. Have you heard of any... like you mentioned it already a
189 little bit, but do you think there are plenty of initiatives that Australia has for women?

190 **I.4** [00:20:41] I think there's more up and coming. Every time I go on LinkedIn I hear you
191 know there's a new event and new groups supporting specifically female entrepreneurs,
192 maybe if it's like a funding for venture investors. There's a group called One Roof that's
193 recently been built to support and to provide accommodation for female entrepreneurs.
194 So I think you definitely hear of more things coming up and I think women have
195 recognised that that's a gap. And so there's female entrepreneurs doing things for other
196 female entrepreneurs, which I think is awesome. Yeah but I think from a government
197 point of view, I personally haven't - or maybe I have - but I don't recall of any major
198 initiatives that I've seen that are specifically targeted to female entrepreneurs.

199 **Interviewer** [00:21:42] So, I've told you, I think, what my thesis is about. I'm going to
200 compare Germany and how female entrepreneurship is there and Australia. And I have
201 already found plenty of numbers and there's like many indices and everything and up until
202 now I found out that Australia has is doing better in terms of female entrepreneurship,
203 like the propensity is much higher than in Germany. It's a question that is very difficult if
204 you don't know both countries and even then probably impossible to answer, but do you
205 have any idea what could be a reason for this? Do you have any idea what makes
206 Australia... because Australia is very high up in their rate of female entrepreneurs. And I
207 guess there's still a lot of things that have to be done and it's still by far not the same
208 amount as men, but still they're doing pretty good. Do you have any idea why that could
209 be?

210 **I.4** [00:22:53] Yeah it is hard and I think one of the reasons might be that as a society you
211 know we're starting to recognise that females haven't had as many opportunities as males.
212 If we think of business, employment and even just the gender pay gap. In fact that's
213 become a greater conversation and a prominent conversation. I know a big focus in
214 Australia specifically for employers is around gender and driving gender diversity in
215 leadership and that's been a very prominent conversation. I think that's probably led to
216 that in some way and I think there's also if we think about kind of where we are in society,
217 people don't go to jobs so they hold for thirty years and retire anymore it's very different.
218 It's very much about technology and innovation and start-up and businesses and side
219 hustles and that's growing in Australia at a rapid rate. I think it's definitely a lot more for
220 young people, they're definitely a lot more encouraged. And it's getting very popular
221 amongst young people. No one ever thinks about working a job for 20 years, more people
222 are more leaning towards business. And so I think that's probably playing out because of
223 that focus on females and that push towards people running their own business, it's
224 probably led to a lot of female entrepreneurs. I think, and the government is really
225 supportive around entrepreneurs and business, the banks are and a lot of agencies are
226 trying to push for that. Yeah that's probably what supporting the number of female
227 entrepreneurs, but I couldn't I couldn't tell you in terms of the differences between
228 Australia and I guess Germany.

229 **Interviewer** [00:25:06] No it's just very interesting and I am trying to figure it out myself.
230 That's it from my side for now. I am very very excited to hear more about [business],
231 because I'm not only interested to learn about female entrepreneurship, or females in
232 general, but also how it's going to be for migrants entrepreneurs in Australia. It's going to
233 be very interesting for me and I'm very excited to follow up on it.

234 **I.4** [00:26:34] Oh, well thank you so much. I do appreciate you reaching out. That sounds
235 like incredible, very exciting thesis. All the best. I'm sure it's going to be a busy time for
236 you. Sounds like it's really good.

- 237 **Interviewer** [00:27:54] That's it from my side. Do you have anything you would like to
238 add?
- 239 **I.4** [00:27:59] No, not for the moment, I believe you have covered it all. Have a nice
240 weekend.
- 241 **Interviewer** [00:28:14] Thank you, I wish you a nice weekend too. Thank you so much
242 for your time again.
- 243 **I.4** [00:28:21] Thank you. All the best. Bye.

Appendix 10: Transcript of I.5

Information about the Interview

| | |
|-------------------------|-------------------|
| Date: | 12/08/2019 |
| Means of Communication: | Face-to-face |
| Location: | Sydney, Australia |
| Duration: | 00:35:55 |
| Language: | English |
| Interviewer: | Paulina Girke |
| Transcriber: | Paulina Girke |

Annotation: Remarks in brackets subserve the purpose of anonymisation and clarification.

Information about Interviewee

| | |
|-----------------------------|-------------------------------------------------|
| Country: | Australia |
| Age of Company: | 1 year, 10 months |
| # of founders: | 1 |
| # of employees: | 12 |
| Industry detail: | Technology Recruitment |
| Prior experience in ICT: | Yes |
| Highest level of education: | Master's degree (Innovation / Entrepreneurship) |
| Married: | N/I |
| Children: | N/I |

Postscript of Interview

Interview 5 was conducted at the expert's office building in the cafeteria. This was not a problem, as there were no interruptions. It was critical, however, to make as detailed notes as possible, as the recording wasn't clearly understandable. With a degree in Innovation and Entrepreneurship, I.5 had known that she wanted to become an entrepreneur prior to her education. Furthermore, she believed she has always had the spirit and had family influences that provided her with that mindset. Furthermore she believes that entrepreneurs are all the same and claims female entrepreneurship to be overpromoted. Those contributions were fundamental to receive a theory that has not been touched by the existing literature used in the theoretical foundations yet.

1 **Interviewer** [00:00:01] Great. First of all thank you for your time again. So first of all,
2 could you maybe just briefly introduce yourself and your company.

3 **I.5** [00:00:15] Okay, yeah sure. So I'm [name], I started [business] the business I'm
4 running for well about 19 month now. So, still pretty early stage start-up. So basically for
5 students we're building a network in terms of how to grow student career developments
6 from education through placements. The whole goal is to having students in terms of
7 moving progress in terms of their career building. For businesses it's a network to access
8 to the top talent at uni, to discover who are the work ready students in the demographic
9 that would grow with the business together. So that basically means that [business] stays
10 in the middle of the two sides of supply and demand of business.

11 **Interviewer** [00:01:07] Great. Thank you. What were you main motives for starting
12 [business]?

13 **I.5** [00:01:14] Oh well. Personal struggles probably. First when I started [business], it's
14 quite a share of opportunity is actually. I worked quite a bit when I came to Australia. I
15 did my master's degree here. And I saw in my cohort and the students interact with just
16 so much talent. But they are rarely finding a really great opportunity and it's a lot of unpaid
17 internship programmes, a lot of coffee making and copy jobs. Well, when I actually found
18 my first job in Australia. That took me about four months' time, despite that fact that I
19 had about three and a half years [of] experience beforehand, it took me a while. I didn't
20 want to do anything insignificant. I'm like a great I want to do something in my passion,
21 leverage my skills. But when I get to the business I find the whole business is struggling
22 in terms of finding good people to grow. ... And Australia, it's [start-up] such a market.
23 That's like a lot of entrepreneurs should be encouraged to start up, the start-ups are
24 booming but raising enough people with a start-up skill and mentality and ... well I think
25 it's simply because you're not looking in the right place. If you're only looking [for] people
26 working corporate for the past decade; how are you expecting them to be really good and
27 ready for start-ups? You're not. They got so used to really fair salaries. There has been
28 quite caged in with the whole corporate mentality. Well if you want people really good
29 for a start-up and being really good in our world [start-up ecosystem], students would be
30 the best people to vote for this. So I started this business trying to bridge that particular
31 gap. Address in terms of the whole work learning integration for students as well as the
32 skills shortage for businesses on the corporate sides.

33 **Interviewer** [00:03:15] Great thank you, who supported you mostly during your new
34 venture creation? Who or what would you consider was the biggest support for you during
35 this time?

36 **I.5** [00:03:24] Interesting question. I think I drew different inspiration from different
37 people. A person that influenced me a lot who told me I could do it is probably my
38 previous employer. So that's a co-founder from [previous employer] and she is really
39 inspirational. A really impressive entrepreneur in Australia. She's really cool. She
40 definitely gives me a lot of inspiration and supported me quite a bit in terms of 'you can
41 do it [name] this is a thing for you and for any things that you need help with, just let me
42 know. I will help you.' This was... It's really really cool. And other things... Probably, I
43 think it's something. I always had the urge to do [entrepreneurship] when I was younger
44 as well. It's some self-motivation, which is very important. I think, self-motivation allows
45 you to find outside influence. You become more receptive. You actually feel the energy
46 you want to draw from people. There is energy everywhere at different events that you
47 go to, the different entrepreneurs you speak to. It's all in line with what your internal self
48 tells you to do what and what you want to achieve. I think I had the dream being an

49 entrepreneur since I was a pretty young, as a teenager [...]. But it's hard. It's really, really
50 hard. And I think it's always going to come back to why it was started what's the purpose.
51 And what you actually set as your motivation to actually tell you that your business is
52 doing something right. I think that's very important. Whenever I place a student I see that
53 they're really happy for the opportunity, I often hear how they had struggled to get an
54 interview without much experience and I give them a chance to showcase their skills so
55 nobody cared too much about the resumes and students finally have an opportunity to
56 work where they can work the best. That gives me a tremendous amount of
57 encouragement to keep going. For businesses, oh well, they're just so surprised by the
58 young talent. Like if I could shift just a little bit of some people's mentality it's a really
59 good thing to keep going to do what I'm doing.

60 **Interviewer** [00:06:01] So, you said that you dreamt that you wanted to be an
61 entrepreneur for a long time. Do you still know how that emerged, where that came from?

62 **I.5** [00:06:14] Well. Probably my auntie. Yeah. She's a wonderful business woman. I
63 mean she runs a quite traditional business herself, like manufacturing profession
64 businesses. She's a really great designer, cool business woman. She's always the kind of
65 figure I wanted to grow into, as a female kind of. It's really cool when you actually can
66 be in control of your own establishment and the mark that you make in a really big way.
67 It's kind of big in the world. Like most people get ignored. Being ignored, we just go
68 through the motions of being born and go into the death bed. But in this pure generation
69 how much you can actually help and push yourself to create something, giving impact,
70 the possible impact to people not just around a smaller circle but a larger scale. That's
71 something you can only achieve through business, through entrepreneurship. That's what
72 I saw in my auntie, I saw it's possible for her to run it [business]. It's hard work but it's a
73 really good thing to have. It's possible to manage ... to juggle between family, work and
74 actually do something meaningful for yourself. So I guess that's probably the where
75 originally that source and drive comes from.

76 **Interviewer** [00:07:57] Was there any support missing that you would have maybe
77 hoped for or expected ?

78 **I.5** [00:08:16] Well, I guess it would have been nice to have a family support. Like my
79 mum whom I probably cared about the most in the whole world. She doesn't get what I'm
80 doing. She's that type of lady, she's like 'why would you want to make your life so hard?
81 Everyone else I know is truly living such a chilled out life. But your life is stressful all
82 the time. Why would you want to do that to yourself?' I mean actually making sure that
83 she's not too worried, it's kind of... it's a hard task. Especially when I don't remember to
84 call her when I get home when I'm really tired, doing a difficult job. But I think they will
85 learn to adapt to that. It's good seeing that she is kind of understanding me a bit more. But
86 I know that I can make her proud. Eventually she will get it. Well it would have been nice
87 if she could have been more understanding and supportive.

88 **Interviewer** [00:09:39] I can imagine. Did you ever feel like you were in any way
89 disadvantaged because of your gender, as an entrepreneur?

90 **I.5** [00:09:47] Like a female entrepreneur? I definitely have that, it's very natural. I mean,
91 if you look into the whole female entrepreneur demographics it's still less than 20 percent
92 of the whole population, especially in the tech space. When you go to conferences and
93 conventions, businesses are trying to push out an image of like 'look there are females in
94 tech too'. But in fact it's such a minority and a lot of people [are] still having that kind of
95 perception, when it comes to females. And also in Australia I will say it's just quite a bit
96 of, how should I put it, the bro culture. So, like, go for the beer, talk about football and

97 all that. It's very popular. And it isn't particularly female friendly, a lot of times. It's quite
98 big. It's quite big. So that's kind of the one thing a lot of females in this [tech] space kind
99 of come across. And we are expected to be louder and very assertive. But to be honest, I
100 think females work in a very different fashion. When they do the work, how they structure
101 the work, how they carry themselves. And there is a lot of advantage to that, if people
102 understand how to leverage on that. It can be hard dealing with ignorant, like older,
103 business men at times who usually have a particular issue when it comes to young
104 females. But I think the society is getting better in that [tech] space. People's mentality is
105 gradually changing. I think another thing that probably not only having that force from
106 outside also have the force inside. I'm seeing some offices, for example the businesses
107 that what I worked for before, it had such issues that certain employees of the business
108 did not respect the female founder just as much. I really don't think it's because of her,
109 because she's a fantastic lady. A lot of times it's more tolerance to gender. She does sound
110 like a kind of baby girl, kind of her voice, but it doesn't mean that she is any less than
111 someone who is speaking really firmly with a deep talk. It is different. I don't think. A lot
112 of people understand that. But, I guess society will gradually change, there is a shift to
113 more and more accepted with regard to that [female entrepreneurship]. I mean it seems
114 the UK is better at this compared to Australia. Gradually. It'll be all right.

115 **Interviewer** [00:13:01] Do you remember any situation where you felt that kind of
116 stereotyping?

117 **I.5** [00:13:13] Oh. It's like, everywhere, I would say. It happens a lot in terms of like, who
118 wishes to hear you. There's also another problem when another person looks at you as [a]
119 business woman versus when someone is looking to women in business. That's two
120 different things and I think the latter one appears a lot. And you do have that mentality of
121 when people are coming around. They're trying to be very flirty even when you are being
122 super professional. And to me that's very disrespectful. And it happens in multiple
123 occasions.

124 **Interviewer** [00:14:05] Which do you believe are the most significant barriers or
125 challenges for women in Australia when they went to start their own business?

126 **I.5** [00:14:16] Well, the problem with receiving funding is quite big. Traditionally and I
127 believe across the globe it has been a common issue. When venture capitalist invest in
128 businesses it is less likely that they invest into female entrepreneurs than into male ones.
129 I know they take a lot of things into consideration, for instance, females may have a
130 family, have kids; which all affects her engagement with the business and so on. But to
131 this day and age a lot of females, either you cope with both, trying to manage, or some
132 people simply just choose not to have a family. Essentially there is not much of a
133 difference. I think the domestic structure changed so much in the past decade as well.
134 These days you do have a lot of stay-at-home dads as well. That perception [of women as
135 household figures] seems to be changing in Australia, but not at a venture capital level.
136 The mentality still sticks with people [VC]. It's a huge challenge for female entrepreneurs
137 to actually prove to people that we are worth the investment, that we can just do as good
138 a job as men can and the world and entrepreneurship actually need us. And another thing,
139 I think female entrepreneurship is sometimes being overly promoted. I'm not particularly
140 a feminist, I would say, I prefer gender equality. Which means you do not overly promote
141 a sort of group and try to represent your gender. Once it gets overly promoted it becomes
142 an issue to separate us [female entrepreneurs] from male entrepreneurs.

143 **Interviewer** [00:16:26] It's like the word female entrepreneur itself, is already gendered
144 no? In German it is much easier, because we have these endings that explain whether
145 someone is female or male, so we do not necessarily need to put the word 'female' in front,

146 but in English it is much harder. There seems to be a need to put the 'female' in front of
147 the word...

148 **I.5** [00:16:38] ...Yes, exactly. And it just makes no sense. Entrepreneurs are
149 entrepreneurs. Sometimes I'm like OK, I still get it more when they talk about more
150 women should come to Tech which is fine, because you try to promote people to take
151 other pathways to get more people to do the journey so on. The option to become a female
152 entrepreneur is just as open, if you are willing to take on the pathway, as to anyone else.
153 If it is too overly promoted it becomes really hard for people. Just always using the word
154 and trying to stick together and all that. Well, in the world of business aren't you supposed
155 to look into the effect of how businesses are beneficial to each other, how to increase the
156 value creation instead of looking into a particular gender. I believe it is just not a
157 particularly healthy measurement that [female entrepreneurship] being overly advertised.
158 So. Well, that is my opinion when it comes to female entrepreneurship. Although I really
159 love to be a female entrepreneur that is great. Yeah. But I just like to hang out. With other
160 entrepreneurs who generally regarded as safe. I just hope the world will get more balanced
161 in terms of this. As long as you want to be an entrepreneur and as long as the options are
162 open to you, just do whatever you want to do. It should be more a thing of having the
163 option rather than 'I want to be a female entrepreneur'. That is an awful mindset.

164 **Interviewer** [00:18:48] Exactly. Do you believe that women in Australia might be more
165 scared of failing?

166 **I.5** [00:18:56] Psychologically, there are two things. (1) One is that females are usually
167 more conservative. I think, it is more of how society shaped the female to be a little bit
168 more conservative. Also I think this has a lot to do with the instinct of being a mother.
169 You kind of consider more factors you perceive more information and you tend to be a
170 little bit more risk averse. (2) Second, historically females tend to undervalue the skills
171 they have. For instance studies showed when men and women apply for the same jobs; if
172 out of 10 requirements for the role, men believe they have half of those requirements they
173 seem to think they qualify for it [the job]; but for females it needs to be (...) tick every
174 single box. But maybe it is a good thing. Maybe you have less likelihood to fail in your
175 business, you never know. Also because the stats [statistics] in the whole founder space
176 is largely missing involving businesses of mixed gender in founder groups. You kind of
177 tend to extract data od where female founders are at and where male founders are. And if
178 you only look into full female founder group, again it is kind of discriminative and your
179 data is not going to be the same. Because maybe there's a mixed gender founder group
180 where the female is playing the most predominant role in it. But you can't assess that from
181 the outside, that is the point. So I would say the conclusions in the whole [entrepreneurial]
182 space is really inconclusive.

183 **Interviewer** [00:21:16] Yes, that is very difficult indeed. Was there ever a moment where
184 you had doubts in what you were doing or in your company?

185 **I.5** [00:21:25] I think like for any female like for any person in business if you say you
186 never have doubts about what you are doing, it's a lie. Because it is so hard. The start-up
187 journey is such a difficult pathway. I think a lot people even getting into a [corporate] job
188 will from time to time be questioning why you're doing this and how. It's also human
189 nature in terms of questioning your behaviours. Once it gets so hard just like thinking,
190 like 'Why am I sleeping so little, working so much more than other people? I guess it is
191 coming back to the purpose, like do you believe in your purpose? Do you believe in what
192 you're doing? That's going to make a difference. If you do, then you need to keep pushing.
193 If you don't, then maybe you should not be in this business at all. So it is really always
194 coming back to the moment of your realisation what you actually want to do.

- 195 **Interviewer** [00:22:31] Thank you so much. Are you still okay time wise?
- 196 **I.5** [00:22:33] Yes it is all good. I have my next meeting at 11:00, so we are all good still,
197 no worries.
- 198 **Interviewer** [00:22:51] Ah great, we will be fine then. Could you please tell me how you
199 obtained your resources?
- 200 **I.5** [00:23:07] So okay that is interesting. In terms of funding, [business] is still very much
201 self-funded as a business. We don't really like the influence of the VCs [venture
202 capitalists] in terms of giving the directions and telling us what we need to do. Well, we're
203 pretty sure of which direction we would like to take. So that's very much self-funded.
204 When it comes to other resources, like networking. Just events, pretty much. I think I
205 usually have at least four out of five days of the week where I'll be at some sort of
206 [networking] event; either learning something, talking to other entrepreneurs or other
207 business people. You just kind of try to build an ecosystem around yourself, and Australia
208 is really small. In Sydney and Melbourne the circle is so small. When you meet someone
209 you are bound to meet someone else and you actually know about this person. You always
210 have a lot of mutual connections and the circle of entrepreneurs is just literally small.
211 Everyone knows everyone. It is a good thing in Australia, in order to easily build up a
212 proper network here [in Australia]. But it can also be dangerous. If you misbehave it also
213 spreads out really quickly. You have a good reputation it spreads out, a bad reputation,
214 however, also spreads out. That is just how it works.
- 215 **Interviewer** [00:24:42] Are you planning, in the future, to maybe get external funding?
- 216 **I.5** [00:24:51] Maybe. I think it may come at some point, but only if it makes sense in
217 terms of the right knowledge to be put into the business, as well as the right stage of the
218 business expansion. So for instance if we decide to take the business overseas then that
219 probably would require a lot more funding. That is the only stage where we consider that
220 option.
- 221 **Interviewer** [00:25:30] Okay, fair enough. In what way did your education help you
222 prepare becoming an entrepreneur?
- 223 **I.5** [00:25:47] Interesting question. I did my Masters in innovation and entrepreneurship
224 at Sydney Uni, which I guess gave me quite a good initial confirmation of what I could
225 do. I had a very good tutor. He helped me a lot in terms of assuring [me] that I can do it,
226 and he regularly offers help. He is still my mentor to this stage. We are catching up at
227 times, talking about what we are doing and how we are doing. That is great to survive in
228 the tech space. So I guess it is just, kind of, if you decide you want to do something in the
229 entrepreneurial space. Usually, in this day and age, universities have a lot of programmes.
230 In terms of like the founders programme, the university incubator and all these kind of
231 programmes. Make the best use of that. It's going to help you if you ever have the edge
232 of doing that. Unis right now have quite good resources. And they are desperate for
233 success, so it is really good. Make the best use of those programmes at uni. And the uni,
234 because it is so prestigious they get a lot of government funding as well. So, the
235 government really tries to push successful entrepreneurship. So it really is a good
236 ecosystem. If you do want to get through that space [entrepreneurship] looking into uni
237 programmes will help you. I wouldn't say directly from classes it helps much, but those
238 kind of programmes really helped the to get to this level.
- 239 **Interviewer** [00:27:30] Great, thank you. Which advice would you like to give potential
240 female tech founders in Australia?

241 **I.5** [00:27:42] Well. Stop thinking too much. Don't be afraid. I think we have a lot more
242 advantages to play around with, actually. In terms of if you drop the burden, the way we
243 think is a positive in a very masculine business world. Drop your burden, but observe
244 your surroundings and just act on it. A lot is easy if you just do it. Overthinking about it
245 is not going to help but a sharp observation is really going to help you. And use up your
246 networking skills. That's really good to help you. The next time you chat with people,
247 always think about how these things could fit into your journey being an entrepreneur.
248 For it to become your resources rather than just a chit-chat.

249 **Interviewer** [00:28:46] Great. Thank you. So, I am writing about female
250 entrepreneurship in the tech sector and I'm comparing Germany and Australia. I think I
251 told you. And up until now I've found out that there seems to be more female
252 entrepreneurs in Australia than in Germany.

253 **I.5** [00:29:07] Oh really? Interesting...

254 **Interviewer** [00:29:09] That was my initial interest in the toughest neighbourhoods in
255 the countryside economically very similar but like of course culturally everything quite
256 different. It's just out of interest. Do you have any idea why Australia is so much more
257 successful in nurturing their levels of female entrepreneurship?

258 **I.5** [00:29:32] I don't really have that kind of insight, I guess. I still think Australia is
259 missing in general in terms of entrepreneurship. Australia pushes it [entrepreneurship]
260 more, but well I guess I've seen a lot of countries trying to push female entrepreneurship.
261 It becomes a norm in terms of 'We need the females in the mix'. I'm not sure how it works
262 in Germany, but in Australia it is kind of you just know it becomes kind of compulsory.
263 Where you have like a panel of discussion it needs a mix. If we don't have the mix, we're
264 going to get judged on. It is about reputation, because the media never lets you go,
265 especially regarding the tech industry, that there are not enough women. So people are
266 making a big noise, trying to say that there are women in this space too. They try to
267 promote it and give the image of gender equality. The Australian culture is just very high
268 on human rights.

269 **Interviewer** [00:31:57] Thank you, regarding the culture that you mentioned, my next
270 question would be, do you believe in general that Australia is very supportive towards
271 entrepreneurship?

272 **I.5** [00:32:05] Well. Five years ago there was almost nothing. Over the past probably
273 three years the [entrepreneurial] space has grown so much. The same [networking] event
274 two or three years ago had maybe one third or less of the attendees these days. So it's been
275 rapidly growing. There is a whole government-funded building built for start-up hubs,
276 just five minutes from here. It's really centralised a lot of innovations. I feel local start-
277 ups are being quite successful and encourage a lot of people to do that. The thing is
278 Australia did not use to have much entrepreneurship. The reason being that jobs so well-
279 paid. You can do anything to earn six figures in this country. It is so easy and it's literally
280 a dream of a lot of people. Like. Over 90 percent of the world population don't earn as
281 much money. Let's just face it. It is like really in Australia people are very well-paid, so
282 lots of people get comfortable [with this]. Two and a half years ago Australia cancelled
283 out a lot of the skilled visa applications. That is what Australia is literally telling you:
284 'Don't work [but] create work'. The country needs to create more work for people so
285 people [migrants] actually can stay in Australia. So they keep a lot of people out of the
286 country and so lot of people started to feel like shifting their whole ways of how they
287 work. The structure of work is also very different. Yesterday I had this discussion with
288 one of my friends. Like people with a really good job before required having years of

289 management consultancy experience. But now it is management consultancy experience
290 or start-up experience. Start-up experience is becoming very much highly valued and
291 you'll see why, because in start-ups you learn so much, like your growth and learning is
292 so rapid in comparison to big organisations. You are either successful in entrepreneurship
293 or you have as valuable experience as you would when working in one of the big firms.
294 So people are more leaning towards working in a space with innovation. And also the
295 whole work culture with bean bags and beers every day, it becomes so prominent and it
296 fits with the Australian culture, especially the young. For the young generation it becomes
297 more of a trend. Also a lot of people have this issue of 'I want to be an entrepreneur but I
298 don't know what's going on'. We [in Australia] do have a lot of programmes and
299 initiatives. Even with high school students, there is an organisation called Generation
300 Entrepreneur. That was started by a bunch of high school kids, to help [other] high school
301 kids run boot camps and stuff, Hackathons, to try to have a taste of the flavour of what
302 entrepreneurship is going to be. I think I will have to go soon.

303 **Interviewer** [00:35:46] Great, that's it. Thank you so much [name].

304 **I.5** [00:35:52] You are very welcome. I hope my insights were helpful.

305 **Interviewer** [00:35:54] Yes, definitely. Thank you.

Appendix 11: Transcript of I.6

Information about the Interview

| | |
|-------------------------|-------------------|
| Date: | 21/08/2019 |
| Means of Communication: | Face-to-face |
| Location: | Sydney, Australia |
| Duration: | 00:19:49 |
| Language: | English |
| Interviewer: | Paulina Girke |
| Transcriber: | Paulina Girke |

Annotation: Remarks in brackets subserve the purpose of anonymisation and clarification.

Information about Interviewee

| | |
|-----------------------------|-----------------------------------|
| Country: | Australia |
| Age of Company: | 1 year, 5 months |
| # of founders: | 1 |
| # of employees: | 5 |
| Industry detail: | Digital Health / e-Commerce |
| Prior experience in ICT: | Yes |
| Highest level of education: | Master's degree (IT/ Engineering) |
| Married: | Yes |
| Children: | Yes |

Postscript of Interview

Information and an initial connection with I.6 appeared through the interviewer's previous professor at Macquarie University. As I.6 came from a mutual contact, the interview atmosphere was more easy going and personal. The reason for this interview to be comparably short resided in the fact that I.6 seemingly was very well-prepared for the interview. She had asked for the guideline in advance and offered thought through responses that were well-structured. Her insight as a graduate in STEM education, as well as her knowledge of technology start-ups offered precise answers to my questions, however due to this reason barely went beyond the theme discussed. The interview took place at the university's start-up incubator, where her office is currently located. This provided the interviewer with valuable experience of many new start-ups that were collectively working there. Her emphasis was her gratefulness of the community support that she received through this and beyond.

1 **Interviewer** [00:00:00] So first of all thank you for your time. Maybe we could just start
2 with you briefly introducing yourself and describing your company.

3 **I.6** [00:00:12] Ok, so my name is [name] and my business is called [business] and it's a
4 marketplace for natural organic sustainable products and is where our eyes are awareness
5 services such as yoga classes nutrition and phys. We want to inspire and empower people
6 to eat well and live better. Yes. And we started about a year ago. And we got about 30
7 sellers on a platform now and over two thousand products. So, I'm the main founder. So
8 my husband helped me a lot at the beginning to develop the platform. So even though we
9 just launched the business in July last year but the preparation before - the year prior to
10 that when I was two working at Macquarie Uni. I come from a technical background
11 myself and my husband is also a developer. So we were working on building the platform
12 getting it ready. And then getting suppliers and then we launch in July.

13 **Interviewer** [00:01:38] Great, thank you. What were your main motives for starting
14 [business]?

15 **I.6** [00:01:49] Yes. So I think I always have [had] an entrepreneurial mindset. I wanted
16 to build a product or a service of my own. And I enjoy the challenge of starting a business,
17 running it and making it profitable. And also I'm inspired by all those success stories of
18 other businesses in Australia. Such as Canva or Atlassian, they are big and they started
19 with a humble beginning and are billion dollars companies now. And also the main thing
20 maybe the flexibility. You know as a mum of two daughters and I wanted to have more
21 flexible working hours so that I can attain my children picking up and dropping them
22 from school and different activities.

23 **Interviewer** [00:02:42] Thank you. Who supported you most during your early phases of
24 the venture creation?

25 **I.6** [00:02:51] Yes. So I mentioned in the early phase my husband was the main supporter.
26 And also in terms of government support I got about a few hours of support from the New
27 South Wales Government and they have a business programme called Business Connect
28 where start-ups or small businesses can get free access to consulting hours from an expert
29 of your choice and I chose to speak to a marketing consultant and got some advice on
30 how to do marketing and that's basically it. I know maybe just the people that's surrounded
31 me and [the one's at] different networking events. And of course the incubator here
32 [Macquarie University Sydney], I'm still on the early phase of the business anyway so the
33 workshops and the people, the community that the incubator provides, providing me
34 [with] great support in terms of preparing for how to pitch well how to assess investors
35 and other things.

36 **Interviewer** [00:04:14] Right. Was there something where you would have expected
37 more support?

38 **I.6** [00:04:22] I would like to have more support maybe from the government itself. So
39 even though they have the free consulting hours, that is nice, but they don't have much
40 funding in terms of...for a Start-Up. So they have a few grants. They have a popular grant
41 the MPV grant up to 50,000. But it's very hard to get and you need to spend the money
42 on hiring someone from locally [Australia] as well and you need to spend up to 50,000 of
43 your own before the government can match that funding. And being a small Start-Up ...
44 first you may want to outsource that to offshore and make it cheaper, or start it by your
45 own and do it in your own time. So it would be better if there were some smaller grants
46 maybe 5,000 or 10,000 to encourage more start-ups especially in a technology based area.

47 **Interviewer** [00:05:28] Did you ever feel like you were in any way disadvantaged
48 because of your gender?

49 **I.6** [00:05:35] For me I haven't felt that much but maybe because I haven't been actively
50 looking for investment. But I attended a few events organised by other groups and they
51 have talked about other female founders and they share stories that you know when they
52 looking for funding and talk to investors, they may not be taken seriously. In some
53 instances they may be harassed as well. When they are looking for funding and the
54 investor may look down to them and may have some kind of judgment on them. Yeah
55 and especially the statistics say that the funding from VC [venture capital firms] go mostly
56 to start-ups led by men rather than women. There is only a few percent for businesses that
57 have female founders. But otherwise...I think because I am being surrounded with nice
58 people and supportive people right. You need investors that actually would try to
59 challenge you more.

60 **Interviewer** [00:06:55] Which do you believe are the most significant barriers or
61 challenges for women in Australia?

62 **I.6** [00:07:03] So I think, the funding is the most difficult factor in starting up a business
63 for females in Australia. And also the working hours as well. Because I as a woman
64 usually you have other family commitments like children and housework and they don't
65 have the flexible time to attend those events and usually to get funding you need to be
66 very good at networking and [establishing] connections and need to go out there and meet
67 a lot of people in order to find potential investors. And the women usually they don't have
68 the luxury of time to go out every night a few days a week.

69 **Interviewer** [00:07:52] That's true. Was there a moment when you had doubts in yourself
70 or your company?

71 **I.6** [00:07:59] Yes I do all the time. Because it's quite challenging to run a business and
72 especially I don't have a co-founder. My husband helps me but he's doing a full time job
73 to support the family. But every time I have doubts about my business my journey it's
74 important, [that] I speak it out to my close family, like to my husband, and to my close
75 friends even the members in the incubator; so that they can provide support and help you
76 to have a clearer mind to assess the situation. And you know you have good days and bad
77 days. So I tried to evaluate a situation again on a better day. When I had more clarity in
78 my mind. And I often listen to podcast and all the news and reading success stories usually
79 helps to encourage myself.

80 **Interviewer** [00:09:04] Very good. How did you go to obtain your resources for your
81 Start-Up? I mean you said you, didn't get to use external financing. But how did you
82 allocate your resources?

83 **I.6** [00:09:35] Yes. So in terms of finance, I guess from my own savings.. personal
84 savings. I'm lucky in that position that my husband can support my family while I'm
85 working on this. In terms of technical resources myself [me] and my husband contributed
86 a main part of it in the beginning, but now I outsource any further development work from
87 offshore to some developers in Vietnam and that helped a lot as well in terms of
88 minimizing the cost. In terms of marketing I got some ... in content writing I got some
89 freelancers to help me as well and some students helping me - from Macquarie as well.
90 They take three months internships and they can learn about how to run marketing
91 campaigns in a small business and it's a win-win situation for both of us. Yeah.

92 **Interviewer** [00:10:38] Great. So how many employees do you currently employ?

- 93 **I.6** [00:10:41] Well, employees, so we don't have permanent employees. I have
94 freelancers and interns. Yeah. I currently have five freelancers and two interns right now.
95 Yeah.
- 96 **Interviewer** [00:11:07] Did you stumble across any obstacles during your resource
97 allocation?
- 98 **I.6** [00:11:26] I think it's too because I'm using my own savings money. I must always be
99 conscious about how I spend it. And this may be a sometimes can be a challenge for me;
100 would I spend a lot now to kind of boost the development the more advanced fast feature
101 of the platform and get more sales and things... I'm still kind of a juggling this is a
102 challenge for me to kind of know how much I should spend. Should I spend a lot or spend
103 a little bit.
- 104 **Interviewer** [00:12:02] I can imagine that must be hard. Are you planning - in the future
105 - to get external funding?
- 106 **I.6** [00:12:06] Yes. Yes. So I think I need to get some external funding. And by doing
107 that I need to be more out there and do more networking. But I haven't found the time to
108 do that [yet]. I do networking, but not a lot.
- 109 **Interviewer** [00:12:30] It must be hard sometimes to get the time right?
- 110 **I.6** [00:12:32] It is yes. And sometimes it can be like for instance you maybe go to ten
111 networking events and you may be get value from just one or two. But you need to go out
112 there and test it out and sometimes you feel like maybe better that you spend that time on
113 focusing on improving your business. And even to get a funding, the time to prepare for
114 all the documentation, the paperwork, the figures you know for the investors, you need
115 help with the legal part. They said you need at least half a person full time, to do all that.
- 116 **Interviewer** [00:13:09] That's very tough. In what way, do you believe, did your
117 education help you prepare becoming an entrepreneur?
- 118 [00:13:16] Yeah so I studied a Bachelor degree in Software Engineering and also a Master
119 in IT. So having an IT background helped me to build the system up very fast and I know
120 there is other assisting platforms out there I could just use it, buy it off the shelf and then
121 modify it. And I'm so happy [about my education] when working with the developers
122 now as I can understand the problem quickly and can specify the requirements clearly for
123 them and if they may have any problem I can kind of assist them as well.
- 124 **Interviewer** [00:13:55] I'm very interested because you're my first interview partner that
125 studied in a technical field. How was the amount of women at your university?
- 126 **I.6** [00:14:13] OK. Yes so I when I studied my Bachelor degree at UTS [university in
127 Sydney] about 15 years ago, there were maybe just about 10 out of 100 [women]. So there
128 were not many females in IT. But I talked to another girl, who's studying at uni now and
129 she said there are more now they're more women in IT and in science and engineering in
130 general [STEM].
- 131 **Interviewer** [00:14:43] Very interesting yeah.
- 132 **I.6** [00:14:45] (...) And even for the company I used to work before. Then there we were
133 maybe just a few [women] out of hundreds.
- 134 **Interviewer** [00:14:54] Interesting to know. Which advice would you like to give
135 potential female founders?
- 136 **I.6** [00:15:00] Yes. So I think if anyone is interested in starting something up, just do it
137 and don't be afraid to fail. It's so easy for anyone one to start up something now, I reckon

138 compared to maybe 20 years ago. Because there are so many resources out there on the
139 internet, like you know YouTube and free courses and in almost every city...big cities,
140 they have start-up hubs, you know where start-ups can meet up and network together.
141 Don't be afraid of sharing your ideas with other people as well. Some people may think
142 that other people may steal the ideas but you know it takes a lot of effort to have an own
143 business. And by sharing your ideas you can do market research for your ideas, because
144 people can give you their opinions on what they think would they buy the service and you
145 can validate your idea at the same time.

146 **Interviewer** [00:16:05] Great, thank you. You mentioned that women shouldn't be afraid
147 to fail. You reckon there's a lot of fear of failure for women, especially in Australia?

148 **I.6** [00:16:19] I think maybe in general I think it's almost everywhere. Women... because
149 they have other commitments, like you want to raise your kids you know and then you
150 want to have a stable income and you may be afraid to fail.

151 **Interviewer** [00:16:36] Do you think that Australia is supportive towards (female)
152 entrepreneurship?

153 **I.6** [00:16:50] I think they are getting better. Compared to maybe when I started my
154 bachelor's degree 15 years ago here, I didn't hear about start-up hubs, and about funding
155 networking events. But now there are more events happening. I think we are still behind,
156 for instance, Silicon Valley or Israel, those areas, but we are getting better.

157 **Interviewer** [00:17:20] Do you think there's many initiatives for women and women
158 entrepreneurs in Australia?

159 **I.6** [00:17:29] I think that there are more initiatives to support women's founders in
160 Australia now. There are groups like mums&co, which is a business that supports women
161 and mums doing business. And a few (...) I think there's a grant for women as well but I
162 haven't looked it up. I heard it is a government grant for a females doing business and
163 there's some pitch competition as mainly for women. It is recognised more and more.

164 **Interviewer** [00:18:30] [Explain main idea/ topic of research paper]... And right now I've
165 found out that there are potentially more female entrepreneurs in Australia than in
166 Germany in the tech sector, which I thought was very surprising and also interesting. I
167 would be very interested about your opinion on this. Do you have any idea why that
168 maybe could be?

169 **I.6** [00:19:02] We maybe have a more mixed cultural background from different
170 immigrants compared to Germany. We have the Asians, the Indians. Maybe those
171 immigrants bring technology and technical background that they want to utilise and open
172 their own start up.

173 **Interviewer** [00:19:27] Right. That's very interesting, I haven't heard this explanation,
174 yet. Thank you so much, that is it from my side. Is there anything else that you would like
175 to add?

176 **I.6** [00:19:38] No not at all. But if you have any other questions, just shoot me an email.

177 **Interviewer** [00:19:43] Of course. Thank you so much [name].

178 **I.6** [00:19:43] You're very welcome.

Appendix 12: Transcript of I.7

Information about the Interview

| | |
|-------------------------|---------------|
| Date: | 03/09/2019 |
| Means of Communication: | Telephone |
| Duration: | 00:49:46 |
| Language: | German |
| Interviewer: | Paulina Girke |
| Transcriber: | Paulina Girke |

Annotation: Remarks in brackets subserve the purpose of anonymisation and clarification.

Information about Interviewee

| | |
|-----------------------------|------------------------------------------------------------------------------------|
| Country: | Australia |
| Age of Company: | 6 years 9 months (<i>2nd start-up founded in a different country</i>) |
| # of founders: | 1 |
| # of employees: | 11 – 50 |
| Industry detail: | Tech Fashion |
| Prior experience in ICT: | Yes |
| Highest level of education: | MBA (Fashion Design/ Software Engineering) |
| Married: | Yes |
| Children: | N/I |

Postscript of Interview

Although the course of coding and sub-coding was already in process, I.7 approached me in accordance to my request to interview her. Due to partial lack of results from German female entrepreneurs and her background and knowledge in both countries, I.7 attributed high value to the research outcomes. The interview took place over phone, which did not affect the atmosphere of the conversation. Contrary to prior interviews, very little questions from the guideline had to be asked, as she was including the answers for them in her response. Her open answers were very long, resulting in a highly monological conversation. She used many examples and stories, which were partially removed from the transcript and paraphrased in brackets. This was not the case, if her example was relevant for the study. Slang and vulgar expressions were altered in brackets or left blank []. Regarding the fact that she is talking about her German and Australian perspectives and experience, she occasionally switched into English language. All over, however, the interview was conducted in German as it is her native language. I.7 has professional and educational background in Germany and Australia. She is a German founder of two Tech-Fashion start-ups. Due to a more mature state of her female entrepreneurial career, she could provide useful insight into the journey of a female entrepreneur. Her main opinion explains how Germany still lacks in entrepreneurial spirit and the need for the regulatory system to be changed, as well as on an individual level attitudes towards gender differentiation need to vanish, as entrepreneurs are entrepreneurs and there is no need for differentiation in entrepreneurship. The interview provided sufficient confirmation for the main development of an inductive, own theoretical aspect in the empirical study.

1 **Interviewer** [00:00:00] Wunderbar, gut dann würde ich einfach mal anfangen. Ich würde
2 gleich mal einfach damit beginnen, dass du dich gerne mal ganz kurz vorstellen könntest
3 und von deinem Unternehmen erzählen könntest.

4 **I.7** [00:00:19] Mein Name ist [Name], ich bin Gründerin von [Unternehmen1] und
5 [Unternehmen2], die Leute bezeichnen mich so ein bisschen als die Queen of Fashion
6 Tech das passiert, wenn man auf der einen Seite Design studiert hat und dann in Software
7 Engineering gegangen ist in einer Handwerksfamilie aufgewachsen ist und dann
8 irgendwann festgestellt hat es gibt was auf dem Markt, dass ich möchte und das gibt es
9 [noch] nicht. [Kindheitserinnerung] und dann war es halt, ich muss meine eigene Firma
10 gründen damit das was ich denke was alle anderen nicht machen aber machen sollten
11 muss dann halt ich machen.

12 **Interviewer** [00:01:10] Kannst mir erzählen was genau deine Hauptgründe waren das
13 Unternehmen zu gründen?

14 **I.7** [00:01:20] Der erste große Ton ganz ehrlich war Frustration. Ich habe mich sehr
15 geärgert. Ja man muss sagen ich war in Australien und habe in meinem letzten Abschluss
16 Software Engineering studiert. Ich bin dann in Australien in der sogenannten Tech Start-
17 up Szene gelandet und war natürlich in einer Männerdomäne. Aber ich bin halt auch
18 Techniker (...) Technikerin und ich liebe Technologie und ich kenne mich mit der Sache
19 auch gut aus. Aber was mich damals immer so ein bisschen geärgert hat war dann, wenn
20 du halt in dieser Männerdomäne a.k.a. Tech Start-up bist. Die Jungs tragen ja alle eine
21 Uniform mit Jeans und T-Shirt; ich trage nie Jeans und T-Shirt. Ich bin mir Kleidung oder
22 Fashion als Konzept sehr bewusst geworden als ich eben in der Männerdomäne gearbeitet
23 habe, weil ich mich geweigert habe meine Weiblichkeit aufzugeben nur damit ich ernst
24 genommen werde. Ich habe dann Stück für Stück sehr bewusst mich jeden Morgen
25 angezogen. Ich trage nur Kleider und mit großem Stolz Lippenstift und Nagellack mit
26 Koordinators mit Schmuck und alles Mögliche. Aber wie gesagt nicht so auf der Fashion
27 Seite, sondern auf der professionellen Seite. ich war halt auch in meinem letzten Job
28 Executive, ich war die erste Frau auf einem Executive-Level in einer großen Techfirma
29 und für mich war es sehr wichtig meine Identität als Frau nicht zu verlieren aber trotzdem
30 nach einer Weile hatten die Jungs schon fast ein bisschen Angst vor mir [-], aber es hat
31 aber ein bisschen gedauert weil ich bin nicht dazu erzogen worden Entrepreneur zu
32 werden, ich bin dazu erzogen worden Hausfrau zu werden und keiner in meiner Familie
33 irgendwann mal gesagt 'Hey du kannst auch Entrepreneur werden', das musste man sich
34 alles so ein bisschen selber erarbeiten. Und der Punkt der Frustration war halt eben, weil
35 ich liebe Technologie aber alles was in Fashion-Technik ist - das war zu der Zeit als diese
36 ganzen Health Tracker rauskamen, die sahen halt [schrecklich] aus. Und wenn ich keine
37 Funktion hätten würde ich die auch nicht tragen, weil die nicht hübsch aussehen und auch
38 nicht bequem sind. Auf der anderen Seite habe ich halt gern Kleider getragen, hübsche
39 Kleider in allen Farben, aber die waren halt dumm, also die konnten halt nichts, und so
40 hat sich über die Jahre die Frustration aufgebaut. Wieso kann ich nicht hübsch und smart
41 gleichzeitig aussehen? [sehr beschäftigt mit Thema] Und dann war es aber so, weil halt
42 viele Leute auch sagen okay man hat irgendwie Existenzängste, wenn man eine Firma
43 gründet, weil was ist, wenn die bankrott geht und man kein Geld mehr hat und dann ist
44 man auf der Straße, hatte ich alles auch. Ich bin durch die kompletten Phasen
45 durchgegangen. Ich bin nur halt an einem Punkt rausgekommen wo meine Frustration
46 und meine Neugierde so groß waren, dass die Angst kleiner war. Im Moment habe ich
47 mir gesagt 'Okay guck mal was ist das Schlimmste was dir passieren kann?' Und dann
48 habe ich mir gedacht ich kündige jetzt meinen Job und probiere es für ein Jahr. Und wenn
49 nicht, ist es auch okay. Ich finde schon immer irgendwie einen Job, also ich war an dem

50 Punkt auf einem Karrierelevel wo ich halt schon Leute kannte, wo ich ein Portfolio hatte,
51 wo ich einen Lebenslauf hatte. Ich wusste Egal was irgendwie passiert, ich werde schon
52 irgendwie einen Job bekommen. [Beschreibung von jeglichen Alternativen und
53 Beschreibung, der Angst es zu bereuen zu einem späteren Zeitpunkt es nicht gemacht zu
54 haben] Das war vor fünf Jahren.

55 **Interviewer** [00:06:15] Super, vielen lieben Dank. Du hast schon viele Punkte
56 aufgegriffen die ich vielleicht später auch nochmal erwähne. Aber ich jetzt trotzdem
57 nochmal an die nächste Frage an: Von wem hast du in der Gründungsphase die meiste
58 Unterstützung bekommen?

59 **I.7** [00:06:58] Bevor ich das beantworte müssen wir über die Definition von
60 Unterstützung reden. Es gibt verschiedene Arten von Unterstützung; es gibt moralische
61 Unterstützung, es gibt finanzielle Unterstützung, es gibt Experten Unterstützung, und
62 dann gibt es [nutzlose] Unterstützung - die nicht hilft; aber du weißt nicht welches
63 welches ist. Weil jeder gibt dir irgendwie Advice und das soll man auch als Entrepreneur
64 sich das anhören, aber blöderweise muss man dann selber entscheiden was [schlecht] war,
65 was gut war und was jetzt wirklich hilft. Das ist so ein grundsätzliches Ding. Es gibt auch
66 Leute die wollen auch wirklich ernsthaft helfen. Aber auch wenn sie denken, dass sie dir
67 helfen, schaden sie dir. [...] Das ist eine grundsätzliche Sache. Und das andere muss ich
68 dazu sagen und zwar die Unterstützung die ich bekommen habe, weil ich danach gefragt
69 habe. Das ist vor allem für Female Entrepreneurship extrem wichtig Wir sind als Frauen
70 auf erzogen worden, hübsch zu sein ein Taschentuch in der Handtasche zu haben und
71 nicht unbequem zu sein. Das war für mich auch auf der entrepreneurial Seite sehr sehr
72 wichtig zu sagen 'Hey ich habe keine Ahnung also erzähl mal, ich brauche deine Hilfe'
73 also auch erst mal eine Frage zu formulieren. Erst mal grundsätzlich auf akademischem
74 Level ziemlich interessant. Gute moralische Unterstützung habe ich auf der einen Seite
75 von meinem Mann bekommen, von Freundinnen [Erzählung über Verkündigung, dass sie
76 das Start-up macht] und ich selbst war am meisten darüber überrascht, dass sie nicht
77 überrascht waren. Aber wie gesagt ich bin nicht dazu erzogen worden. Das war einfach
78 klasse. Was mir sehr geholfen hat war die Expert Unterstützung von Leuten die schon
79 gegründet hatten oder zum Beispiel auch Mentoren. [Erzählung von ein paar dieser
80 Mentoren], halt einfach so Leute die schon mal so Sachen mitgemacht haben. [Lösung
81 zum Ausgleich um Mentoren Sachen zu teilen, die moralische Unterstützung nicht
82 verstehen]. Und ich war ja nicht gefundraised oder so. Das wird viel erzählt heutzutage,
83 dass das Geld wichtig ist. [Bericht von vielen erfolgreichen Gründern u.a. Bekannte von
84 ihr, die zum Ausdruck gebracht haben, dass Venture Capital nicht die einzige Lösung ist].
85 Ich habe natürlich viel gelesen. Und dann gab es eine ganze Reihe von Leuten die es
86 eigentlich ganz nett gemeint haben, aber die haben meine Vision nicht so verstanden [...].
87 Damit bin ich auf der einen Seite ein bisschen auf die Nase gefallen, weil ich dachte ich
88 muss so wie die anderen sein und auf der anderen Seite aber auch 'Nein das bin nicht ich'.

89 **Interviewer** [00:12:45] Gab es irgendwas wo du gesagt hast, hier hätte ich mehr
90 Unterstützung erwartet?

91 **I.7** [00:13:01] Oh, ja klar. Also ich - Frau - dann alleinige Gründerin das haben mir viele
92 Leute gesagt 'Hol dir einen Co-Founder'. Ich bin sehr glücklich in meinem kleinen
93 Dictatorship. Aber das war halt auch weil, Investoren investieren nur in mehrköpfige
94 Gründungsteams. Ich wollte aber keinen Investor haben, weil mir hätte auch damals ganz
95 ehrlich überhaupt keiner Geld gegeben. Das war vor fünf Jahren tatsächlich schon
96 nochmal etwas ganz Anderes, das war vor #MeToo und vor den ganzen Frauen Founding
97 Dings und alles wirklich alles davor. Das heißt eine Frau, die in der Intersection Fashion
98 und Technologie eine Firma gründet und dann auch noch Produktion machen möchte,

99 und nicht Kunst oder so und dann auch wirklich IN DEUTSCHLAND auch noch (...) das hat
100 halt keiner verstanden. Und das war sehr frustrierend. Andere Frustration war halt eben,
101 dass von der Stadt Berlin aus nicht sonderlich viel kam. Es gibt mittlerweile tolle Start-
102 up Programme, die sind halt alle nett aber unfähig aber da gibt es wenigstens etwas.
103 Fashion Industrie waren [überfordert] und die Techniker haben mich halt nur ausgelacht
104 (...) hm also nicht ausgelacht, sondern halt ein bisschen belächelt am Anfang. Aber
105 dadurch (...) ich habe es aber erst im Nachhinein langfristig für mich definiert, weil ich
106 war ja und bin ja immer noch dermaßen begeistert von der Sache, dass mir das alles egal
107 war [die Meinungen]. Ich bin damals von Melbourne nach Berlin gezogen und hatte die
108 Firma auch in Berlin gegründet und ich hatte damals auch noch meinen MBA gemacht.
109 [MBA erst abgebrochen um Firma zu gründen] aber die Sache wieso ich damals so
110 überzeugt und heute immer noch um so mehr bin, war alles was ich damals predicted
111 habe ist alles wahr geworden. Ich habe halt einfach nur Hardcore data driven research
112 gemacht [SWOT Analysis, marketing...] und habe halt einfach festgestellt: Das wird was,
113 das sieht halt einfach keiner. der Pioniere. Mir wurde später der Name Pionier gegeben.

114 **Interviewer** [00:16:31] Sehr gut. Danke dir. Du hast super viele kleine Momente schon
115 erwähnt die meine nächste Frage betreffen und zwar. Geht es darum ob und in welchen
116 Situationen du dich irgendwie auf Grund eines Geschlechts benachteiligt gefühlt hast in
117 der Gründung vor allem im Tech Bereich auch.

118 **I.7** [00:16:59] Ich muss ehrlich sagen am Anfang war es dann einfach ich habe es einfach
119 ignoriert, weil ich halt einfach überzeugt von meiner Research war. Es gab vielleicht so
120 zwei drei Sachen wo ich ein bisschen [sie hört nicht auf sie]. Aber sonst ne gar nicht, also
121 es war zum Beispiel eine konkrete Sache (1), ich war in einem Techniker Meeting
122 gewesen [...] war natürlich die einzige Frau im Raum und wurde ich gefragt wo mein
123 CTO [Chief Technical Officer] ist, und ich so ich habe keinen ich bin die Technikerin
124 und fünf Minuten später war das vom Tisch. Später haben sie mir technische Fragen
125 gestellt und haben gemerkt, dass ich eine Ahnung davon habe. (2) Die andere Sache war.
126 Also ganz ehrlich was mich am MEISTEN immer gestört hat waren die Journalisten die
127 immer versucht haben irgendwie eine dramatische Story mit mir zu spinnen, so wir
128 machen einen Artikel über Frauen im Tech, vor allem als die #MeToo Sache dann eben
129 kam. 'Ach erzähl doch mal, wie schlimm ist das denn?' und ich so Leute. Darum geht es
130 nicht. Ich will nicht ein Female Enginner, I am a [] ENGINEER. So Punkt. Und ich bin
131 auch keine Female Entrepreneur, ich bin ein [] Entrepreneur. Weil eine Firma zu gründen
132 alleine schon schwierig genug, auch als Mann. Ich habe das im Endeffekt gar nicht so an
133 mich herangelassen. Eigentlich muss ich das viel mehr in Positive ziehen, weil vor allem
134 in der Techniker Szene habe ich einen riesigen Vorteil als Frau, weil ich habe viel mehr
135 Sachen in meiner Werkzeugkiste die ich halt rausziehen kann. Wenn ich eines gelernt
136 habe in 10 Jahre Software Engineering, dann den Jungs das Gefühl zu geben das war
137 deren Idee bei also ich habe ein sehr sehr großes Ego aber mein Ego als Frau ist ein
138 bisschen woanders. Mir geht es darum, dass Sachen gemacht werden. Mir geht es nicht
139 darum, dass irgendjemand auf die Bühne geht 'Das war meine Idee'. Ganz ehrlich das ist
140 mir egal. Das musst du entwickeln damit du auch jeden Morgen aufstehen kannst. Wenn
141 du jeden Morgen [die Einstellung hast] 'Mein Gott es ist so schwer weil ich eine Frau bin'.
142 NATÜRLICH ist es schwer. Machst du trotzdem weiter, man muss es einfach nur positiv
143 sehen. Mittlerweile bin ich die [] Queen bei den Technikern. [Sie hatte vor kurzem ein
144 großes Techniker Meeting mit high-end Technikern]. Kein Unterschied. Ich bin NICHT
145 danach gefragt worden ob ich den Kaffee servieren soll; Ich bin NICHT [nach
146 Technischen Fragen geprüft worden] wenn du halt wirklich ernsthaft Technik machst.
147 Und wenn du reingeht und die wissen sofort, dass du eine Ahnung hast dann sind wir alle
148 gleich. [Erzählung von Fashion Slet, auch nicht wirklich akzeptiert weil sie anders war]

149 Aber ich habe mir die Feder dann einfach auf den Hut gesteckt und mir dann gedacht
150 'Ach ist der Ruf erst mal ruiniert lebt es sich ganz ungeniert' und der Grund wieso ich
151 erfolgreich bin und ihr nicht, ist weil ich eure Regeln nicht gelernt habe. Und deswegen
152 hinterfrage ich alles und breche alle Regeln, weil eure jetzigen Regeln in diesem Zeitalter
153 einfach keinen Sinn mehr machen. Und das ist halt meine Super Power.

154 **Interviewer** [00:21:19] Ja das ist total interessant, weil es auch irgendwie der Haupttrend
155 den ich jetzt durch meine Interviews erfahren habe. [Kurze Zusammenfassung was sie
156 gesagt hatte].

157 **I.7** [00:21:49] Ja, genau, also entweder es ist Meinungssache, weil Journalisten irgendwie
158 die Story verkaufen wollen oder es ist es sind Frauen, die mit solcher Art von Netzwerken
159 - so leid es mir tut - versuchen damit Geld machen weil sie geradezu 100.000 mal Women
160 in Tech, Selbsthilfegruppe weil sie irgendwas machen wollen. Ich will damit nicht
161 minimieren... Natürlich ist es was Anderes. Natürlich kenne ich viele Stories von vielen
162 Mädels, die schlimme Sachen erzählt haben. Wie gesagt ich habe mich immer geweigert
163 die Opferrolle zu spielen. Weil ich ja immer gesagt habe ich überzeuge mit meiner
164 Expertise und Erfolg wird mir Recht geben. Das hat mir einmal eine Frau ganz am Anfang
165 gesagt, die eine sehr erfolgreiche Unternehmerin ist. Sie hat mir gesagt [Name] schau,
166 dass du jetzt Geld verdienst. Es wird dich keiner respektieren, wenn du nichts vorzeigen
167 kannst, dass du Erfolg haben (..) also finanziell. Und dann, wenn du Einfluss hast müssen
168 sie ja zu dir kommen. Ich glaube das war richtig guter Advice in meinem ersten Jahr.

169 **Interviewer** [00:23:20] Glaubst du dass dieses ganze Drama oder auch die Medien das
170 alles aufgepeutscht wird. Klar, es gibt immer schlimme Geschichten und so. Glaubst du
171 dass dieses ganze Drama auch irgendwie Stereotypen erzeugen kann?

172 **I.7** [00:24:04] Ja und nein. Auf der einen Seite, nur, weil ich es ignoriert habe und
173 charmant umgangen habe heißt es nicht, dass es nicht existiert. Ganz im Gegenteil es gibt
174 sehr viel Chauvinismus. Das traurige an der Sache ist, dass das vielen Männern gar nicht
175 bewusst ist. Es gibt natürlich eine kleine Gruppen von Männern [Erfahrung einer
176 Freundin die bei einem Pitch von Investor ins Hotelzimmer eingeladen wurde]. Diese
177 Sachen gibt es und die sind [schlimm]. Was ich wichtig finde ist, dass dieses Thema
178 einfach wirklich mal bearbeitet wird, dass es halt eine sogenannte Awareness gibt. Aber
179 ich bin sehr kritisch gegenüber von Lösungsansätzen die jetzt im Raum stehen. Diese
180 ganzen Women Entrepreneurship Zirkel. Also natürlich, Ich war ja auch bei einigen mit
181 dabei. Es war mal sehr schön einfach nur in einem Raum von Frauen zu sein. Aber wir
182 können Exklusivität nicht mit Exklusivität kurieren. Das ist so die gleiche Debatte
183 'Brauchen wir brauchen jetzt die Mädchenschulen wieder'. Nee wir müssen das System
184 ändern, weil die Art und Weise wie [STEM] unterrichtet wird ist sehr Männer fokussiert,
185 es gibt einen Grund wieso nicht so viele Frauen da sind [...] es ist eine gewisse Art von
186 Narrative und eine gewisse Art und Weise wie du Sachen unterrichtest und erklärst.
187 Deswegen hadere ich mit dem System. Ist es wichtig, dass darüber [stereotype and
188 harrassmenet] diskutiert wird aber ich bin nicht komplett bei allen Sachen dabei WIE es
189 diskutiert wird.

190 **Interviewer** [00:26:39] Verstehe ich. Du hast ja jetzt schon Bildung angesprochen.
191 Glaubst du dass es da noch dass es da zum Beispiel - weil ich jetzt zum Beispiel Australien
192 und Deutschland vergleiche- dass es da in den beiden Ländern Unterschiede gibt was die
193 Bildung angeht? Vielleicht kannst du da ja, weil du auch in Australien warst einen kleinen
194 Einblick.

195 **I.7** [00:27:01] Ja sehr Große. Der grundsätzliche Unterschied zwischen Deutschland und
196 Australien, auf der einen Seite Australien hat halt so jemanden wie Germaine Greer und

197 Deutschland hat halt Alice Schwarzer also im Sinne von Feminismus. Das ist sehr
198 interessant weil das sind zwei komplett verschiedene Ansatzpunkte für Feminismus.
199 Wenn in Deutschland Feminismus sagt, denkt man sofort an Alice Schwarzer und das ist
200 halt nicht sexy und deswegen wollen Frauen nichts mit Feminismus zu tun haben. In
201 Australien ist Germaine Greer sexy, also selbst auch für Männer. Australien ist aber auch
202 sehr sehr blokey [Australian connotation with mainstream male culture]. Das ist halt auch
203 [die Sprache] dieses Englisch, weil es gibt halt keine genders und es gibt auch flache
204 Hierarchien und alles Mögliche und auf der [anderen] Seite ist es so, weil ich habe fünf
205 Jahre dort gelebt so die ersten paar Jahre war so cool und dann aber umso länger ich in
206 diesem System war habe ich schon gemerkt, es gibt eine sehr sehr blokey culture.
207 [Erlebnis Männer sind Freitags nach der Arbeit in einen Strip Club gegangen] Aber was
208 im Endeffekt wenn ich da nicht mitgegangen wäre dann hätte ich nicht diese kumpelhafte
209 Dings mitbekommen weil die natürlich business gesprochen haben am Freitagnacht und
210 dann am Montag wurde das Besprochene halt umgesetzt. Also wenn ich jetzt auf
211 irgendwelchen feministischen Arten nicht gemacht hätte wäre ich raus gewesen. Und
212 ganz ehrlich ich fand es gar nicht mal so schlimm [...] wie gesagt es hat alles ein bisschen
213 was mit Attitude zu tun. [Erlebnis als dass das erste Mal passiert ist und es positiv war]
214 Das Interessante ist, dass ich diese Story mehrere Male in einem Women Zirkel erklärt
215 habe und dafür jedes Mal [verurteilt] wurde für den Fakt, dass ich mitgemacht habe. Ich
216 habe aber gesagt 'Hey Leute versteht ihr? Ich habe mitgemacht because you have to be in
217 the System to [change] the System' Weil ich halt mitgemacht habe, war ich ein
218 acknowledged member of the team, war ich halt cool. Das ist ja in Australien extrem
219 wichtig. Du musst immer happy sein, du musst immer cool sein, du musst immer easy
220 sein. Das war ja auch Englischen mit non-gender da war ich 'The German' also so im
221 Sinne 'Oh je The German is coming you have to have everything ready' und ich habe halt
222 immer nur gesagt 'Nein ganz im Gegenteil ich habe es eigentlich richtig gemacht. Ich bin
223 halt mitgegangen und dann habe ich von innen das System geändert. Dann habe ich die
224 ganze Chefetage in eine Strip Club für Frauen geschleppt. Das war für die ein Eye Opener.
225 Die meinten dann so 'Die Männer werden da ja richtig objectified.' Ich hatte dort echt eine
226 sehr sehr tolle Zeit und ich habe sehr viel gelernt. Die einzige Sache die mir aber damals
227 passiert ist. Mein direkter Vorgesetzter wurde gekündigt und ich habe einen großen Teil
228 seines Jobs übernommen. Jahre später bin ich zu meinem Chef Chef gegangen, weil die
229 nach einem neuen CEO für die Abteilung gesucht haben und hab gesagt Abteilung
230 gesucht haben. Ich habe ihn angeguckt und hab gesagt 'Ja Ich'. Er hatte mich komplett
231 verdattert angeguckt und du hast richtig gemerkt dass er das gar nicht bedacht hat. Ich
232 habe das damals sehr persönlich genommen und hab dann auch ein halbes Jahr später
233 auch unter anderem deswegen gekündigt. Später habe ich mit ihm gesprochen. [Gespräch
234 ehemaligem Chef war es nicht bewusst, er dachte sie möchte vielleicht Kinder haben und
235 es ist ein Start-up] Und ich meinte nur 'Ich wär der beste CEO deines Lebens gewesen,
236 ich hätte hier sonst was gerissen wenn du mir einfach nur damals eine Chance gegeben
237 hättest. Er war sich nicht bewusst, dass er einen gender-biased judgement in der Sekunde
238 gemacht hat, weil er von mir keine Reflexion bekommen hatte. Sorry das war jetzt wieder
239 ein großer Bogen. Deutschland ist halt auf der anderen Seite sehr sehr conservative weil
240 du bist ja als Frau in Deutschland eigentlich immer noch in den 50er Jahren vor allem
241 wenn du sagst du willst Kinder und Arbeit gleichzeitig, dann gibt es da ein
242 Steuersystemen, du wirst doppelt besteuert wenn du verheiratet bist und eigentlich zahlt
243 dir der Staat viel mehr Geld wenn du daheim bleibst und dich um die Kinder kümmerst.
244 Like the system sets you up for failure from day one. Und der Vorteil in Australien ist
245 halt 'everything goes' und auch 'wurde noch nie gemacht? [egal] machen wir einfach'. Das
246 hat mich sehr beeindruckt, das hat mir sehr geholfen auch in meinem entrepreneurship
247 Weg. In Deutschland weiß ist es genau die andere Seite dieses so 'Ja das ist was Neues.

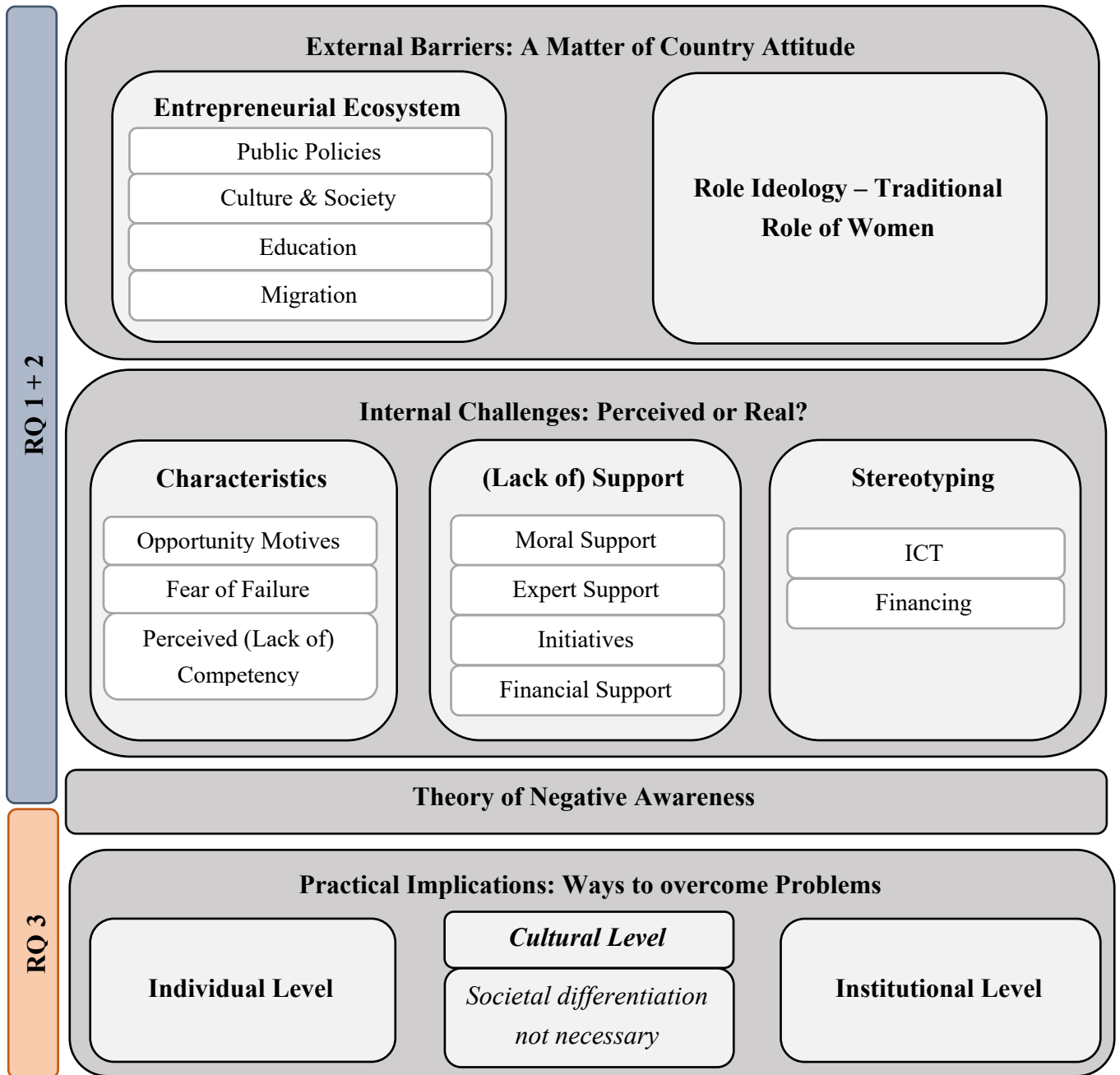
248 Das geht nicht. Das können wir nicht. Wieso sollten wir denn dann? Und dann kommt
249 halt irgendwie das Bildungssystem rein. Wie gesagt das deutsche Bildungssystem. Ich
250 war in der Schule damals sehr gut in Chemie und Physik, und nicht gut in Mathe. Außer
251 - und witziger Weise habe ich von vielen Frauen gehört der einzigen Moment wo die
252 wirklich gut in Mathe waren war - bei Wahrscheinlichkeitsrechnung. und weißt du wieso?
253 Weil es anpassbare Mathematik war. [Stochastik Beispiel] Und das war halt anfassbare
254 Mathematik da ist unser Gehirn ein bisschen anders gepolt, und da war ich richtig richtig
255 gut. Das wurde keinsten Weise, weder in Chemie noch in Physik, wurde das irgendwie
256 proaktiv gefördert. Sonst hätte ich vielleicht Chemie oder Physik studiert. Aber es wurde
257 halt nicht encouraged, es war da nicht irgendwie so 'Ja ist zwar eine Frau und hat gute
258 Noten und schauen wir mal. Auf der einen Seite kann man da sehr frustriert sein und
259 damit hadern. Aber das kann mich ja nicht zurückhalten trotzdem irgendwas zu machen.
260 Ich habe meinen Bachelor of Arts in Australien fertig gemacht und was mich damals sehr
261 beeindruckt hat war natürlich [einerseits] weil das australische [Bildungs-]System ein
262 internationales System und [andererseits] es ist halt vollkommen digitalisiert und online.
263 Wir hatten alle Vorlesungen damals schon 2008 war alles [...] komplett digital. Solche
264 Sachen. Das hat jetzt nichts mit gender zu tun aber das war wirklich ein großer
265 Unterschied. Das war auch so ein bisschen mein culture Schock als ich dann von
266 Australien zurück nach Deutschland gegangen bin dort meinen MBA gemacht hatte in
267 Berlin und das war halt ein rückwirkender Culture Schock es war alles veraltet weil die
268 Professoren waren alles Leute die seit Jahrzehnten nichts anderes machen als unterrichten
269 mit Case Studies von vor zehn Jahren und deswegen habe ich auch meinen MBA
270 abgebrochen weil ich meinte 'Leute das hilft mir nichts, ich bin hier um die Realität
271 kennen zu lernen []].

272 **Interviewer** [00:39:11] Glaubst du, dass das die Gründe die du schon genannt hast
273 [konservativ, Rolle der Frau etc] eines der großen Hindernisse ist für viele Frauen in
274 Deutschland, weil es ja doch noch so ist, dass sehr wenig Frauen gründen in Deutschland?

275 **I.7** [00:39:28] Ja und nein. Erst mal grundsätzlich in Deutschland eine Firma zu gründen
276 egal welches Geschlecht egal in welcher Industrie ist sehr sehr schwer, das ist das blödeste
277 was du eigentlich machen kannst in Deutschland zu gründen. Habe ich ein bisschen später
278 auch erst rausbekommen. Ich habe dann mein Start-up in Deutschland gegründet und ich
279 bin gerade nach Portugal gezogen und baue hier meine nächste Firma auf und es ist VIEL
280 einfacher. Grundsätzlich das deutsche System ist nicht gebildet für kleine destruktive
281 Firmen. Das deutsche System ist gebaut für große Unternehmen wie Siemens, Bosch und
282 so. Das Steuersystem, wenn du Leute anstellst, solche Sachen [sind] einfach für schnell
283 wachsende Unternehmen nicht gemacht. Also das hindert erstmal grundsätzlich.
284 Natürlich macht es dann bei Frauen auch wieder einen Unterschied man kennt ja die
285 Statistiken, wie viele Frauen haben wir in entscheidenden Positionen in großen Firmen?
286 Weißt du so ganz ganz wenig. Und das ist natürlich ein bisschen schwierig, wenn du halt
287 eine Frau bist und du willst vielleicht auch emotional mit den Entscheidungsträgern
288 kommunizieren und die können es halt nicht. Wie gesagt Ich will jetzt nicht die Männer
289 in die Pfanne hauen das ist halt einfach deren inability überhaupt zu verstehen was die
290 Frau da vor dir eigentlich will. Deutschland hat ein Problem einen kompletten
291 systematischen Fehler. Jetzt gerade siehst du, dass statistisch gesehen vor allem in Berlin
292 aber auch in Deutschland die Anmeldungen von neuen Firmen sind rückläufig.
293 Deutschland hat ein Migrations Problem, kein Immigration Problem. Ich bin jetzt das
294 beste Beispiel, ich habe acht Jahre lang versucht in Deutschland eine Firma aufzubauen.
295 Ich war auch sehr erfolgreich darin, habe auch versucht Manufactur etwas Richtiges zu
296 machen und nicht irgendwelches digitale Bullshit Bingo, auch in Berlin und irgendwann
297 wenn du halt wirklich ernsthaftes Business machen möchtest, dann kannst du vor allem

- 298 nicht in Berlin sein. Und ich bin wie gesagt ein gutes Beispiel dafür, dass ich gesagt habe
299 'Okay gut, es ist jetzt nicht mein Job ein komplettes System umzukrempeln, also das
300 System im Sinne von einer Gesellschaft, ich kremple gerade eine komplette Industrie um,
301 die aber nicht in einem Land gefangen ist und habe halt gesagt das Leben ist sowieso
302 schon schwer genug als Entrepreneur, wo kann man es denn einfacher machen. Portugal
303 macht jetzt gerade einfacher weil die Steuervorteile geben, weil sie bessere Unterstützung
304 geben, billiger, nette Leute, tolles Essen [...].
- 305 **Interviewer** [00:43:02] Wunderbar, vielen Dank. Nun noch ganz kurz. Welchen Rat
306 würdest du denn gerne zukünftigen Gründerinnen geben?
- 307 **I.7** [00:43:46] Ich glaube grundsätzlich, lass dir nicht einreden, nur weil du eine Frau bist,
308 dass das ein Nachteil für dich ist. Sehe es als einen Vorteil, mach das Beste draus. Lass
309 dich nicht einkriegen. Löse dich davon ...auch wenn uns das erzählt wird wir sind keine
310 kleinen Prinzessinnen, die hier auf einen Ritter in goldener Rüstung wartet. Du musst das
311 Pferd selber einfangen selber durch den Wald rennen und dir selber Hilfe suchen. Das ist
312 die Realität. Es gibt im ENglischen so ein schönes Wort 'Resilience' also so
313 Stehaufmännchen (-)weibchen.
- 314 **Interviewer** [00:44:50] Im deutschen könnte man glaube ich Resilienz sagen.
- 315 **I.7** [00:44:57] Ja stimmt du hast Recht, genau das meine ich.
- 316 **Interviewer** [00:44:57] Alles klar super, dann erst einmal vielen lieben Dank. Es freut
317 mich sehr, dass es doch noch geklappt hat.
- 318 [00:44:57] [Gespräch über Zukunft und Ergebnisse und Bücherempfehlung der Expertin]
- 319 **Interviewer** [00:49:14] Noch einmal vielen Dank [Name], es war super spannend zu
320 hören was du schon alles erlebt hast.
- 321 **I.7** [00:49:15] Kein Problem. Ich wünsche dir viel Glück. Wenn noch irgendwas ist. (...)
322 Wie du schon mitbekommen habe ich bin manchmal schwer zu erreichen aber
323 durchhalten einfach immer wieder versuchen irgendwann kommst du durch.
- 324 **Interviewer** [00:49:33] Vielen Dank. Einen schönen Tag dir auf jeden Fall noch. Tschüss
325 [Name].

Appendix 14: Categories with Codes and Sub-Codes



Appendix 15: Theoretical and Empirical Concurrence

| Influencing Factors (Codes/ Sub-Codes) | | Empirical Outcome: Effect | | Trend | Theoretical Appearance (Section) | Concurrence* | Key Elements / Practical Implications |
|-------------------------------------------|-------------------------------------|---------------------------|-------------|-------------|-------------------------------------|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | Germany | Australia | | | | |
| Country Attitude | Public Policies / Migration | negative | positive | 1, 2 | 3.1.3 | Yes | Institutional • Bureaucracy an impediment for entrepreneurial behaviour • Traditional role of women as housewife not necessary • Entrepreneurship and technical education modern and attractive to women Cultural Level • Gender differentiation not necessary • Redesign of entrepreneurial traits • Women normality more than exception → <i>Reduction of stereotypical views</i> Individual/ Societal Level: • Resilience (“ <i>learning by doing</i> ”) • Leverage support system • Intra- and international knowledge transfer potentially positive for development of women in entrepreneurship (global networking events) |
| | Culture & Society | negative | positive | 3,4 | 3.2.2 | Yes | |
| | Education | neutral** | positive | 5 | 3.3.2 | No | |
| | Female Role Association | negative | neutral** | 6 | 2.2.4; 2.3; 3.3.2 | - | |
| Internal Barriers | Entrepreneurial Intentions | neutral** | positive | 7 | 2.2.2; 3.4.3 | - | |
| | Fear of Failure | negative | neutral** | 8 | 2.2.3, 3.2.2; 3.4.1 | Yes | |
| | Perceived Competency | positive | negative | 9 | 2.2.3; 3.4.3 | No | |
| | Moral Support | positive | positive | - | 2.2.3; 3.2.2 | No | |
| | Expert Support / Initiatives | negative | positive | 10 | 2.2.3; 3.3.1 | Yes | |
| | Financial Support | negative | negative | - | 3.3.3; 3.4.1 | No | |
| | Stereotyping | neutral** | neutral** | - | 2.2.3; 2.2.4; 3.3.3; 3.4.3 | - | |
| Theory of Negative Awareness | negative | negative | T*** | | | | |

* existing theoretical research concurs with empirical outcomes (x)

** no effect on female entrepreneurial behaviour.

*** inductive research developing new addition to theory