

MENTORSHIP

79% of women entrepreneurs surveyed would like to have a mentor

17% are ready to be mentors for other entrepreneurs

Women who are not engaged in entrepreneurship would also like some coaching from renowned entrepreneurs (**64%**). The absolute majority of them would like to know how to start their own business (**84%**).

What would you be interested to learn from entrepreneurs?, % of women entrepreneurs surveyed



67% of women who do not engage in entrepreneurship explore the possibility of starting their own business

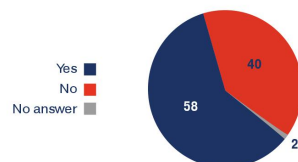
What is the reason a woman becomes an entrepreneur?, % of women surveyed who do not engage in entrepreneurship



FUNDING AVAILABILITY

38% over the last 6 months sought for additional financial resources for business development

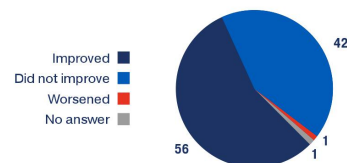
Was it easy to receive financial resources?, % of surveyed women entrepreneurs who sought external funding



PERSONAL QUALITIES

56% of women entrepreneurs noted that their professional skills improved, and about the same share (**57%**) expect improvement in the future.

How did your professional skills change over the last 6 months?, % of women entrepreneurs surveyed



45 points **DIGITAL ECONOMICS READINESS INDEX FOR WOMEN ENTREPRENEURS**

DIGITIZATION CHALLENGES:

INSUFFICIENT CORPORATE EDUCATION IN THE TECH SPHERE

12% sent their employees for IT courses

INSUFFICIENT REPRESENTATION OF BUSINESS ONLINE

40% do not have a company website

47% do not have pages in social networks

NO AUTOMATION OF BUSINESS PROCESSES

27% have their document flow fully in paper form

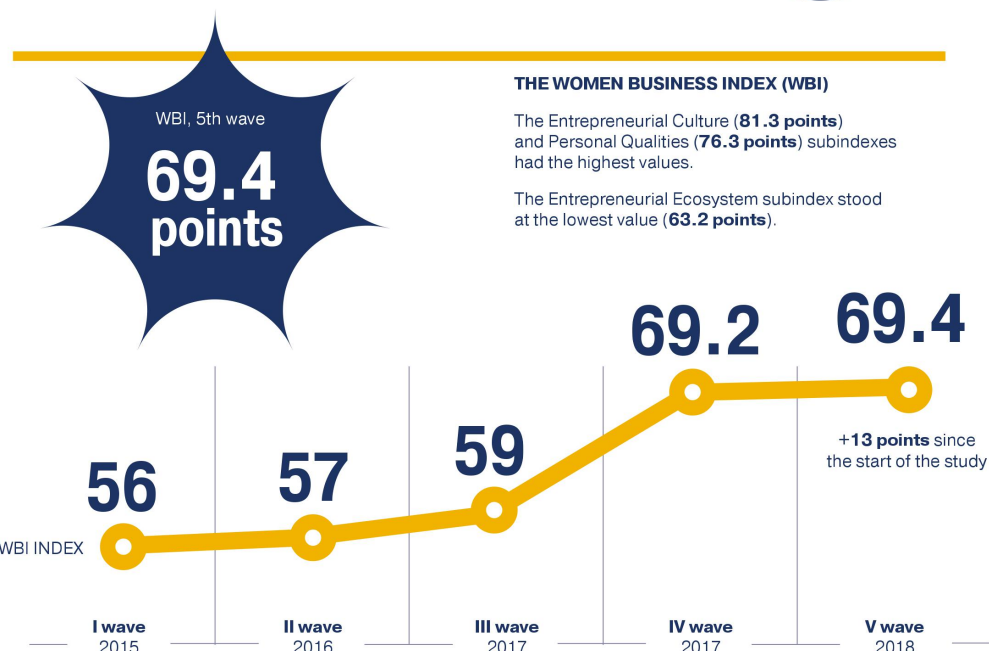
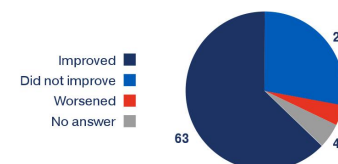
19% do not provide for the information security of their companies

EDUCATION FOR BUSINESS DEVELOPMENT

45% of women entrepreneurs received additional education in the sphere of business development over the last 6 months

Two-thirds (**63%**) of women entrepreneurs noted an improvement in the sphere of business education accessibility.

How did accessibility of business education change over the last 6 months?, % of women entrepreneurs surveyed



WBI, 5th wave

**69.4
points**

THE WOMEN BUSINESS INDEX (WBI) is a key indicator for the quality of the business environment for women entrepreneurship in the Russian Federation.

It is an integral index that is calculated on the basis of three components:

1. ENTREPRENEURIAL CULTURE
2. ENTREPRENEURIAL ECOSYSTEM
3. PERSONAL QUALITIES

Two target audiences participated in the study.

1. WOMEN WHO DO NOT OWN BUSINESS

600 women who do not own business were surveyed. The sample represents the population by geography, age, and city/town size

2. WOMEN-BUSINESS OWNERS

400 women entrepreneurs from 8 Federal districts were surveyed. The sample is built in accordance with Rosstat data for business area type and size

This approach allows to comprehensively assess the business environment. The index is calculated in waves which allows to reflect changes in the entrepreneurial climate for women.



NAFI Research Center does market and public opinion research for heads of companies and government organizations. NAFI's data help to make the right management decisions in the process of strategic planning and evaluate the results of previous strategic campaigns.

Data from the 5th wave of the WBI study are used in the document www.womanopora.ru, www.nafi.ru

NAFI Research Center is a member of research associations:



THE WOMEN BUSINESS INDEX (WBI)



ACCORDING TO
THE FIFTH WAVE OF THE STUDY
2018

