

# Fueling Female Entrepreneurs

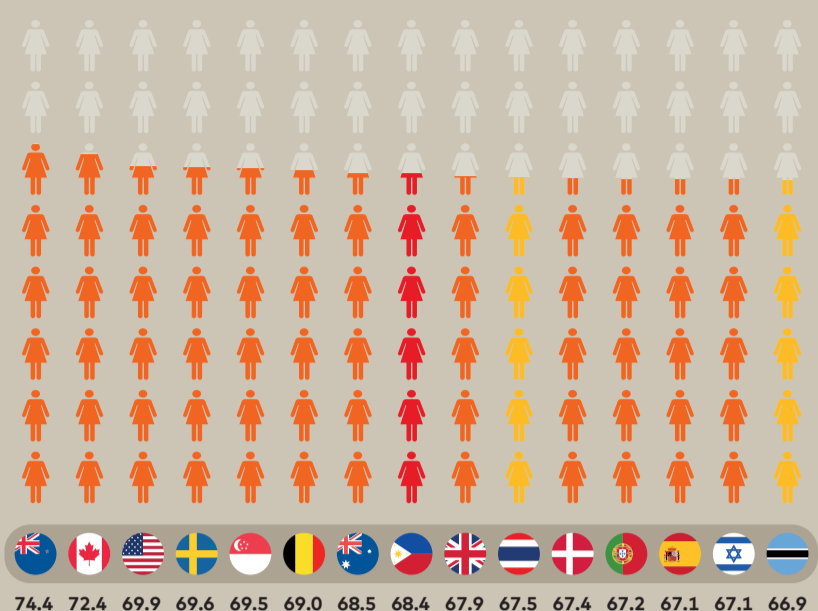
Understanding the factors and conditions that support and drive women entrepreneurship



## OVERALL RANKING

### Mastercard Index of Women Entrepreneurs

- High Income
- Upper Middle Income
- Lower Middle Income



## TYPE OF ENTREPRENEURS



### Opportunity-Driven

Markets with strong enabling conditions such as **New Zealand, Canada, United States, Sweden, Singapore, Belgium** and **Australia** foster more opportunity-driven entrepreneurs.



### Necessity-Driven

Markets with less conducive supporting conditions like **Uganda, Bangladesh, Vietnam, Ecuador** and **Peru** tend to breed more necessity-driven entrepreneurs.

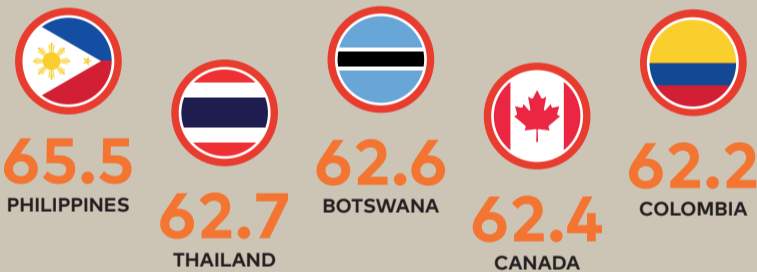
## A CLOSER LOOK AT THE RESULTS

### WOMEN IN THE WORKFORCE



TOP 5 MARKETS

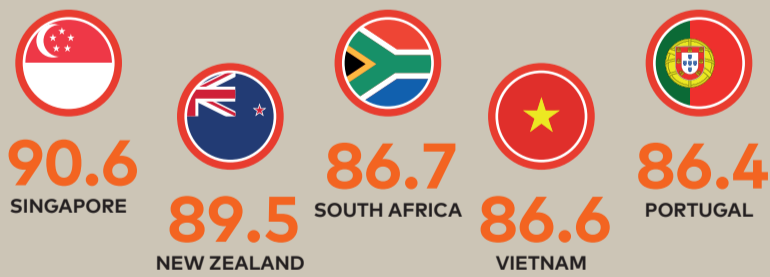
Women in the Philippines, Thailand, Botswana, Canada and Colombia have the **highest opportunities** for advancement in the workforce.



### ACCESS TO FINANCIAL SERVICES AND KNOWLEDGE ASSETS

#### Singapore, New Zealand and South Africa have the **greatest gender equality**

when it comes to access to financial services/products, tertiary education enrollment, good conditions that support SMEs and borrowing or saving for business.



TOP 5 MARKETS

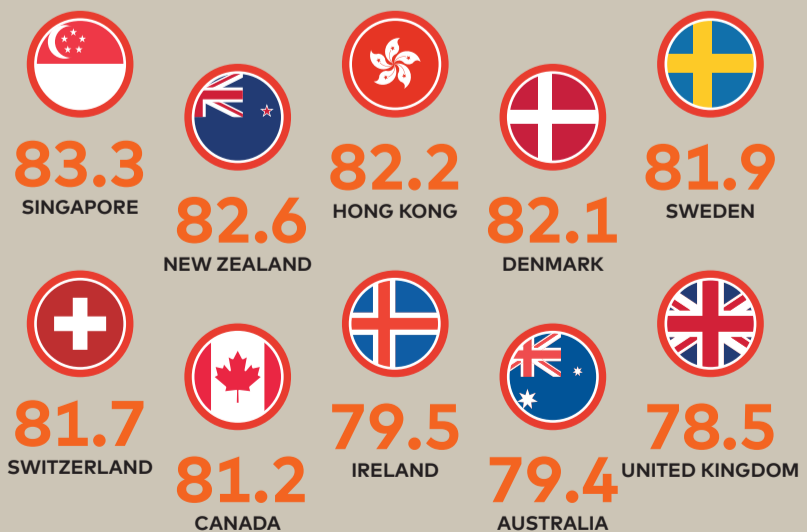
Less developed markets **Vietnam** (86.6, 4th), **Philippines** (82.3, 10th) and **Indonesia** (82.0, 11th) have surprisingly high scores, driven by a high tendency to borrow or save for business purposes and access to financial services/products.

### SUPPORTING CONDITIONS FOR ENTREPRENEURS

The most conducive entrepreneurial conditions exist in

#### **high income economies**

where the basic physical, financial, governing and education infrastructures and systems are already in place.



TOP 10 MARKETS



The Mastercard Index of Women Entrepreneurs tracks female entrepreneurs' ability to capitalize on opportunities granted through various supporting conditions within their local environments and is the weighted sum of three components: 1) Women's Advancement Outcomes, 2) Knowledge Assets and Financial Assets, and 3) Supporting Entrepreneurial Conditions. Scores closer to 100 represent more gender parity.