



## **Celebrating Womanhood Mum is the Word**

Women, and in specific moms, make great entrepreneurs. The challenge is really for investors to cash in on the opportunity...

Only 5 out of 100 venture capital investments went to women-owned firms, according to the Diana Project from the late fifties till date. Ouch.

Yet women own 29% of all businesses, according to an *American Express* study. So what is the problem? Why are women not able to raise capital to scale their businesses? While there are the 'old boys networks' in most sectors dominated by men, and that surely includes venture capital groups, there could also be subconscious bias against women. And that we know. It is true across the corporate set-up and not just for entrepreneurs alone. Still, a scalable idea and a well thought through strategy, presented with professionalism should have all the chances to get funded. Why is it then not happening?

The problems might lie with both our entrepreneurs and our investors. Traditionally, many women entrepreneurs fear losing control of their lives and choose to 'stay small' and maintain full ownership of their ventures, remaining lifestyle entrepreneurs. Is this trend changing? Are more women ready to take on the challenges of scale?

Here is an emerging trend to watch for - the 'mompreneurs' or 'mompreneurs'. They are successful professionals, highly qualified and driven women who are proving that it is possible to be both a nurturing caretaker of little ones and a successful CEO. While I am just starting off on this journey as a mompreneur, we can see this trend all around us. Mompreneurs are on the rise and maybe it is because they have understood that it is actually easier to run a business when you can afford to have smart people around and not kill yourself while your idea grows. They have understood that today's capital brings in a level of professionalism that separates ownership from management. And to us all, that's a great relief.

Here is why I think mothers make great entrepreneurs: they care about what matters, they are willing to ask for help and most importantly, their business is their baby! They tend to care about what matters...to others. They are better listeners and with high quotient of natural empathy and easier to bond with. We genuinely care about our customers, our employees and stakeholders, and in trying to help them, it comes back in multiples. They tend to be more willing to ask for help. They are phenomenal multi-taskers managing family, people and households. Similarly, we have to overcome challenges on the fly, as well as plan for meals, show-and-tells, maids and overall maintenance of ourselves and other stakeholders. Requesting for advice does not leave a bruised ego...rather we see it as our core strength and embrace it.

We nurture our business as our babies. We are flexible, egoless, caring, problem solvers, and we own everything from the big sales deal to taking out the trash. We are wired this way.

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