

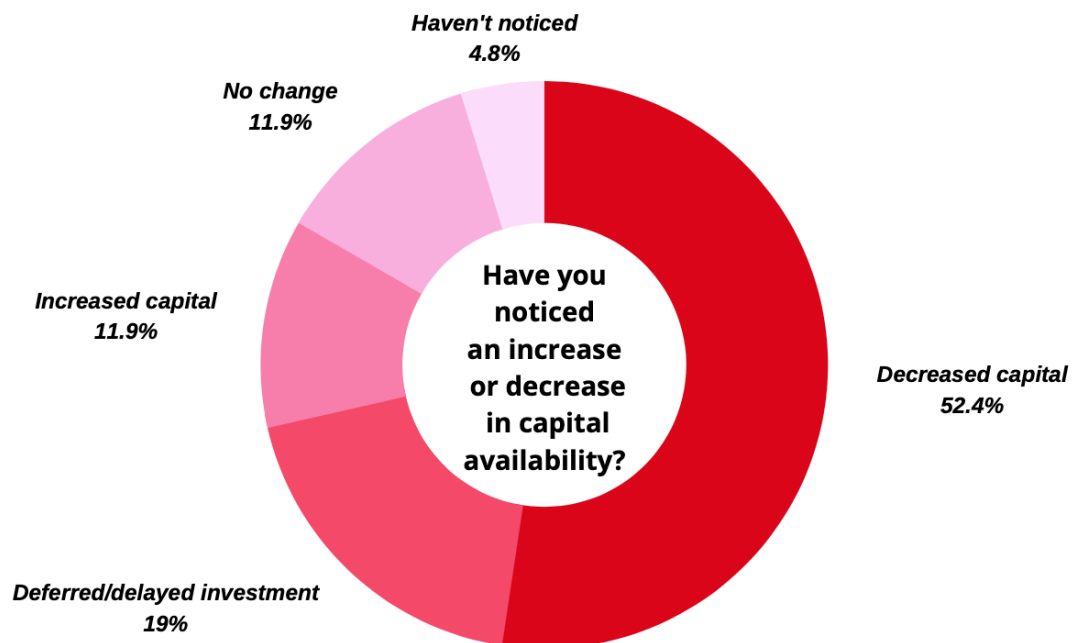
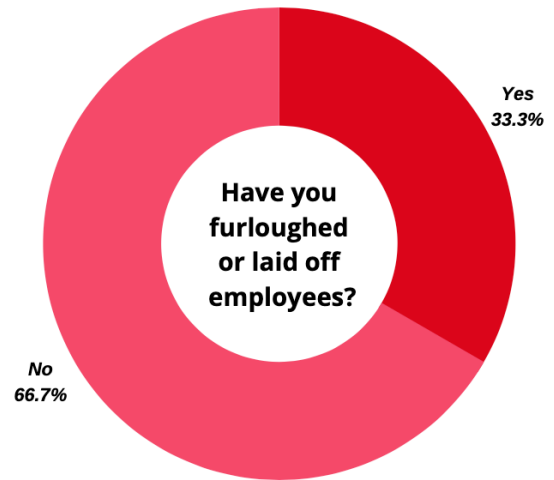
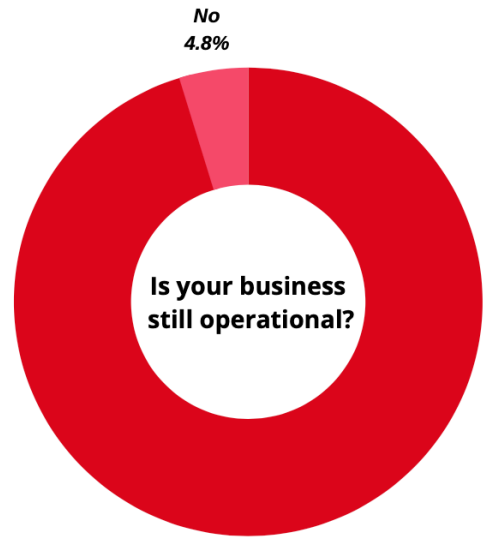
# SHATTER FUND

## APRIL 2020 SURVEY

Shatter Fund surveyed 40+ women led companies to see how COVID-19 has affected business

### What We Found:

- Majority of women-led businesses surveyed report they're still operational (95%)
- Only a third (33.3%) of those surveyed report having to furlough employees
- But more than half of women-owned businesses have seen a decrease in capital available. Prior to the pandemic women received a fraction of capital available. A decrease could be detrimental for the success of women-owned businesses that are critical to an innovation economy, and a fully realized US GDP.





## We Asked:

### WHAT IS IT DURING THIS CHALLENGING TIME YOU NEED FOR YOUR BUSINESS TO SURVIVE AND THRIVE GOING FORWARD?

"Capital, investment or financing to maintain momentum."

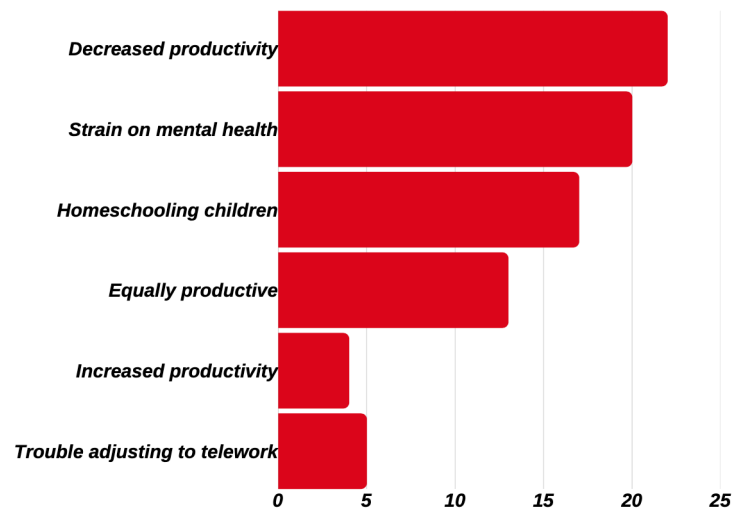
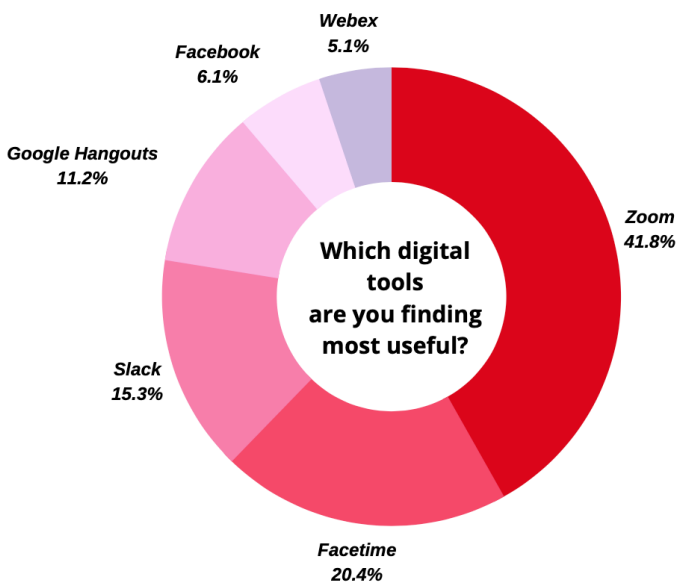
"Bandwidth!"

"Access to Capital & Strategic Partnerships"

"Virtual facilitation tools; increased marketing budget; business model innovation."

## What We Found:

- Zoom was reported to be the most useful digital tool for women led businesses (41.8%)
- More than half (52.4%) of those surveyed reported a decrease in productivity
- Strain on mental health (47.6%), and homeschooling children (40.5%) were the next highest impacts on work and daily routine



How has quarantine impacted your work and daily routine?

## We Asked:

### CRISIS HISTORICALLY SPARKS CHANGE. WHAT POSITIVE CHANGE COULD COME OUT OF THIS CRISIS?

"I am hoping that this experience will increase the understanding of our interconnected we are... For any of our businesses to thrive, we all need to be able to thrive."

"Creation and innovation are the root and the essence of a startup. So contrary to larger corporations ... startups will be the ones innovating in our after-coronavirus world."

"Startups will be the ones innovating the most not only in new diagnostics, treatments, vaccines, medical devices & instruments, but also in health IT & telemedicine, telecommunication technologies, online kids education tools, etc."