

Barriers & opportunities for Women Angel Investing in Europe - *Understanding the journey*

Research to release market potential

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Empowering
early stage investors

6 pilot countries

Lessons learnt & applied – transferring to 36 countries



The Research

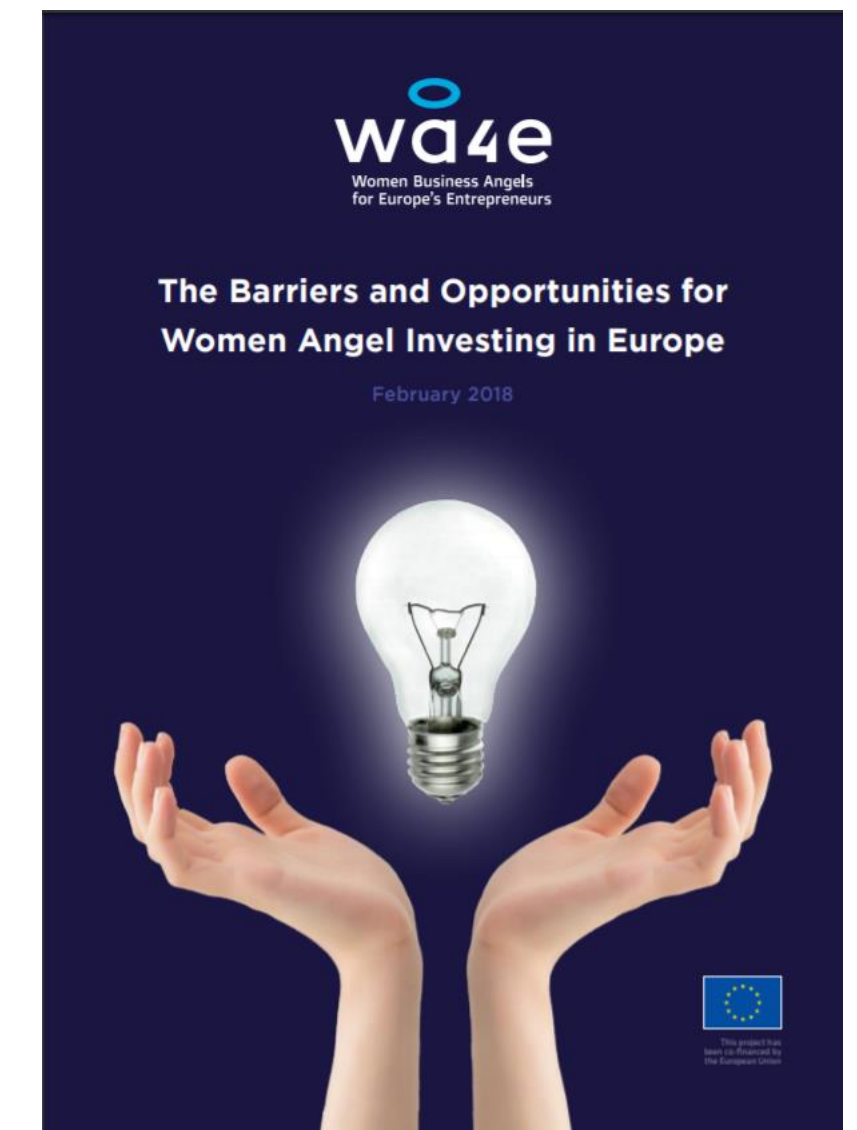
Sample HNWI / Target group > 6000 / 6 countries

Quantitative - questionnaire 640 respondents

Qualitative – 225 interviews – validation

i.e. qualified panel, qualified researchers, CASS university support

Spring 2017 / summer analysis / autumn results

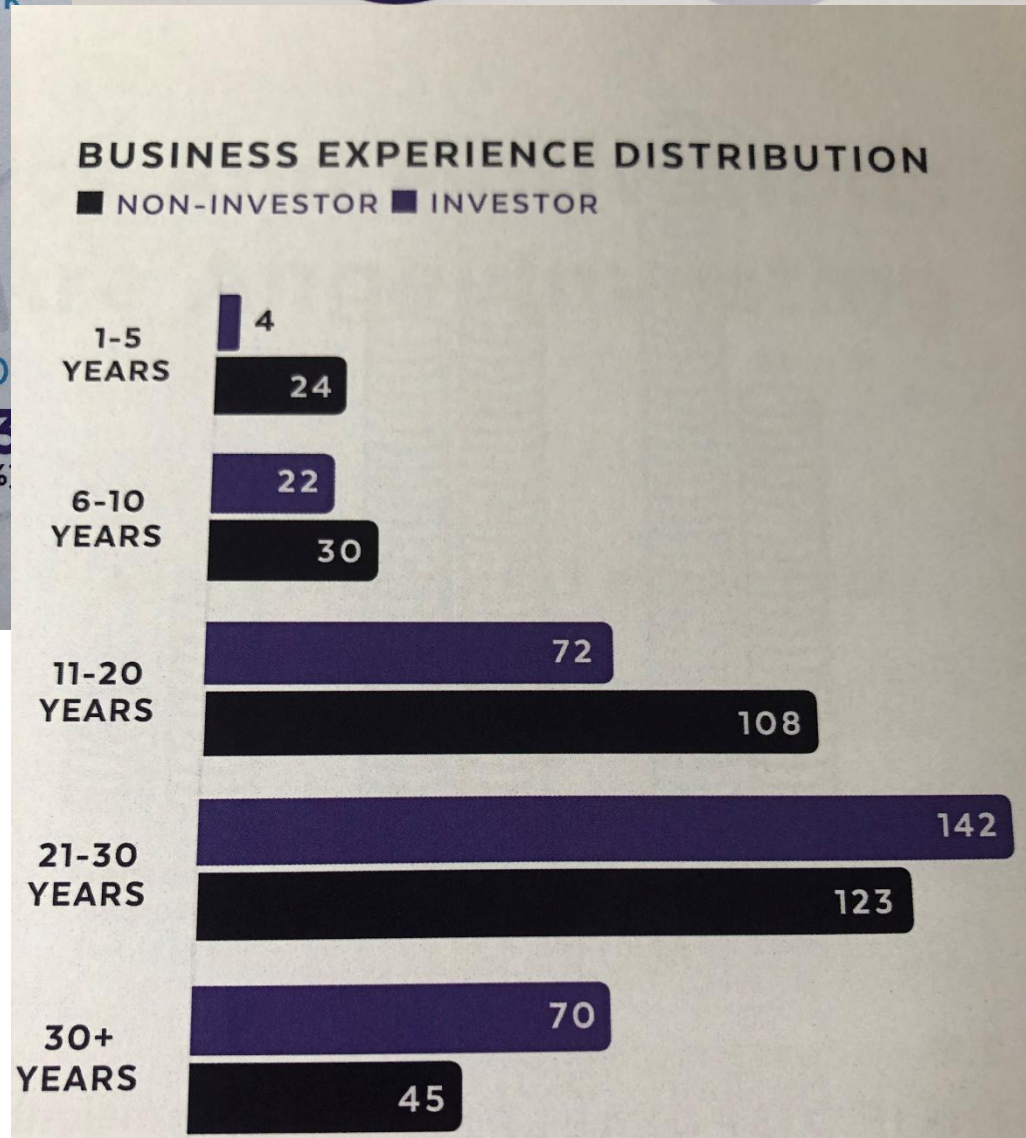
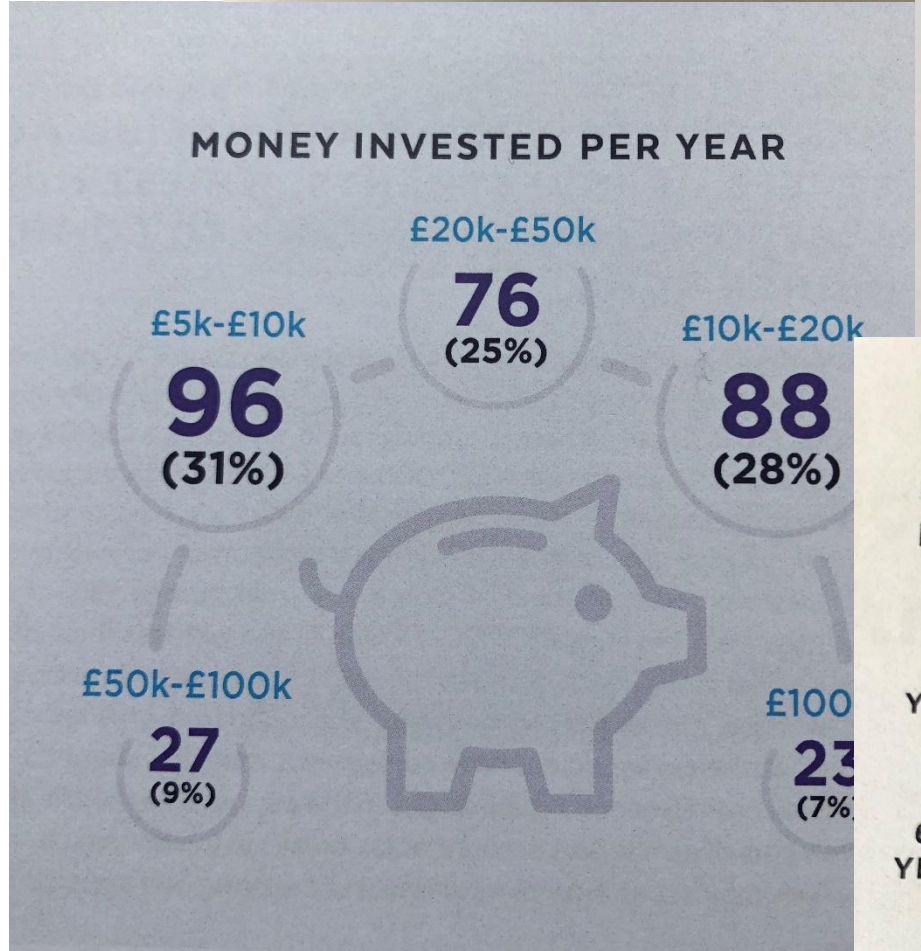
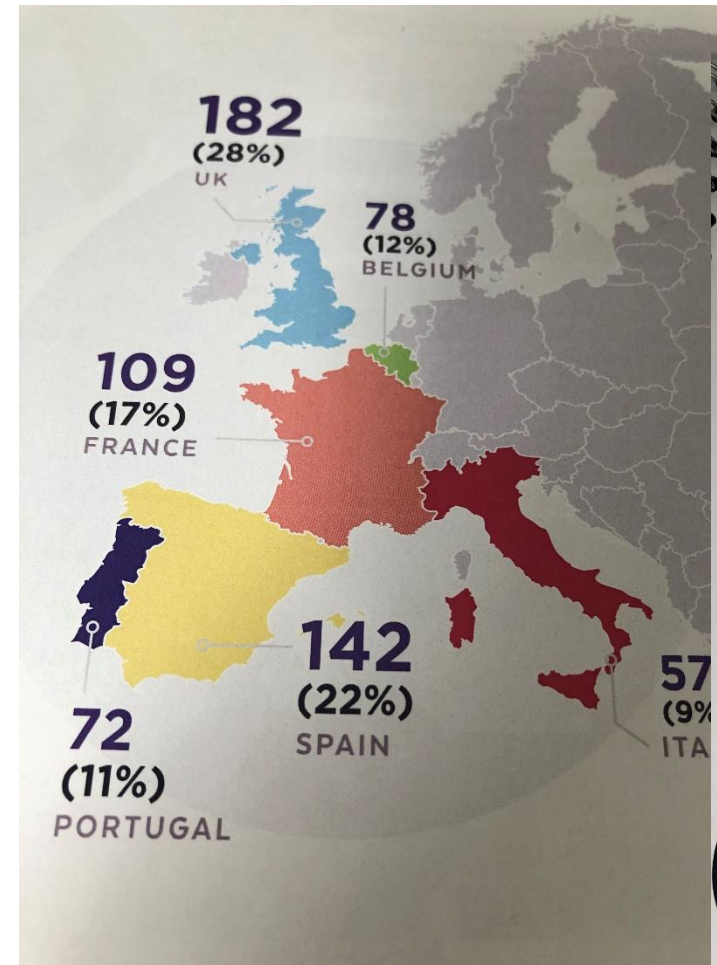


MAIN RESULTS

Profiles **WBAs / Potential WBAs**

Tickets, experience, practices

**Investment
Needs / Requirements**



Applying research

- Tailor-made recruitment / training modules
- Event formats adapted
- Campaigns
- Policy recommendations

RESULTS **300% increase in n° WBAs**
Processes and structures in place
Adapted programmes
PR campaigns - mobilizing & inspiring figures

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