

Appendix: Demographics and Data for Women Tech Founders on Hello Alice

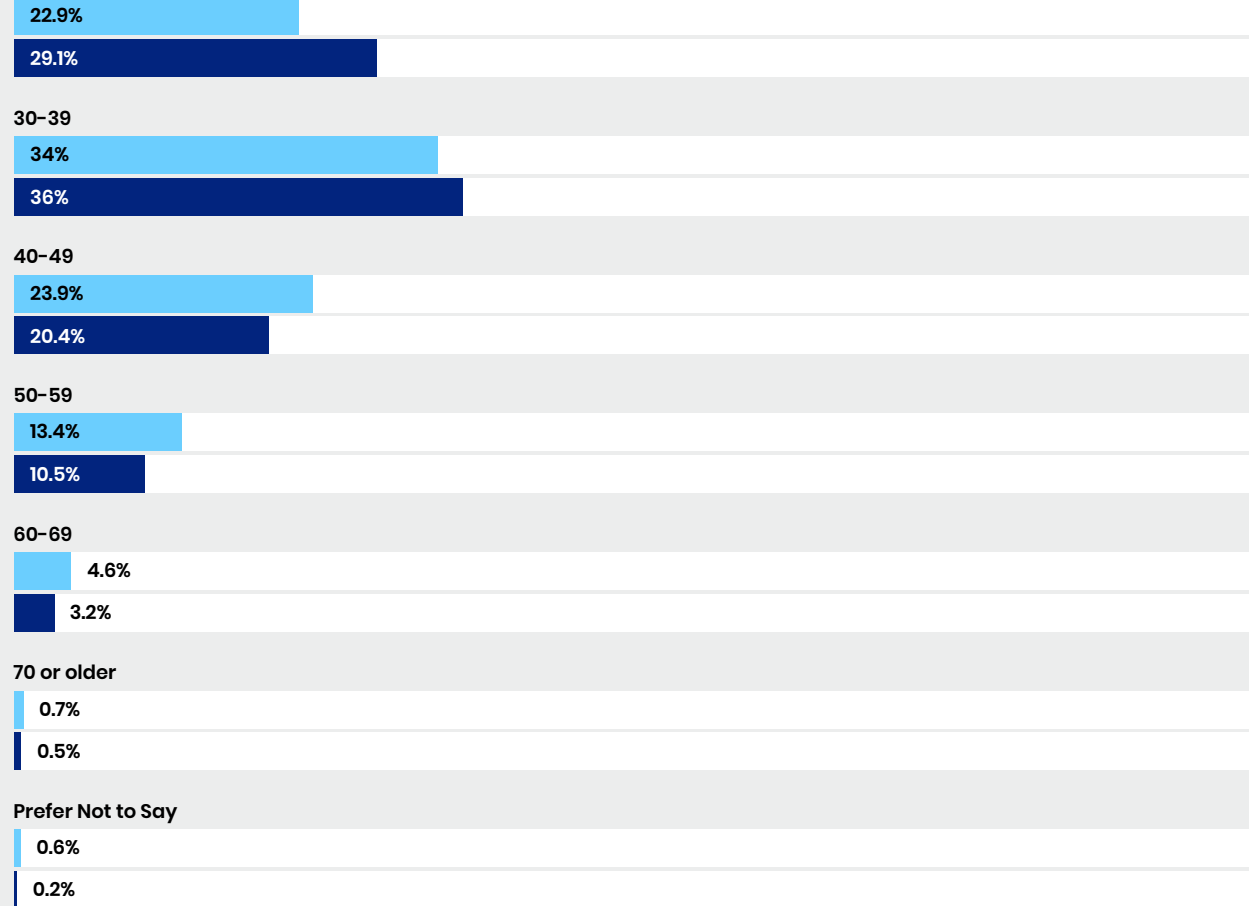
The sample for this analysis consisted of 19,095 women on Hello Alice, which specializes in supporting New Majority founders. The demographics and business characteristics of respondents are not necessarily reflective of all women running tech-enabled companies or the overall founder population.

Owner Demographics

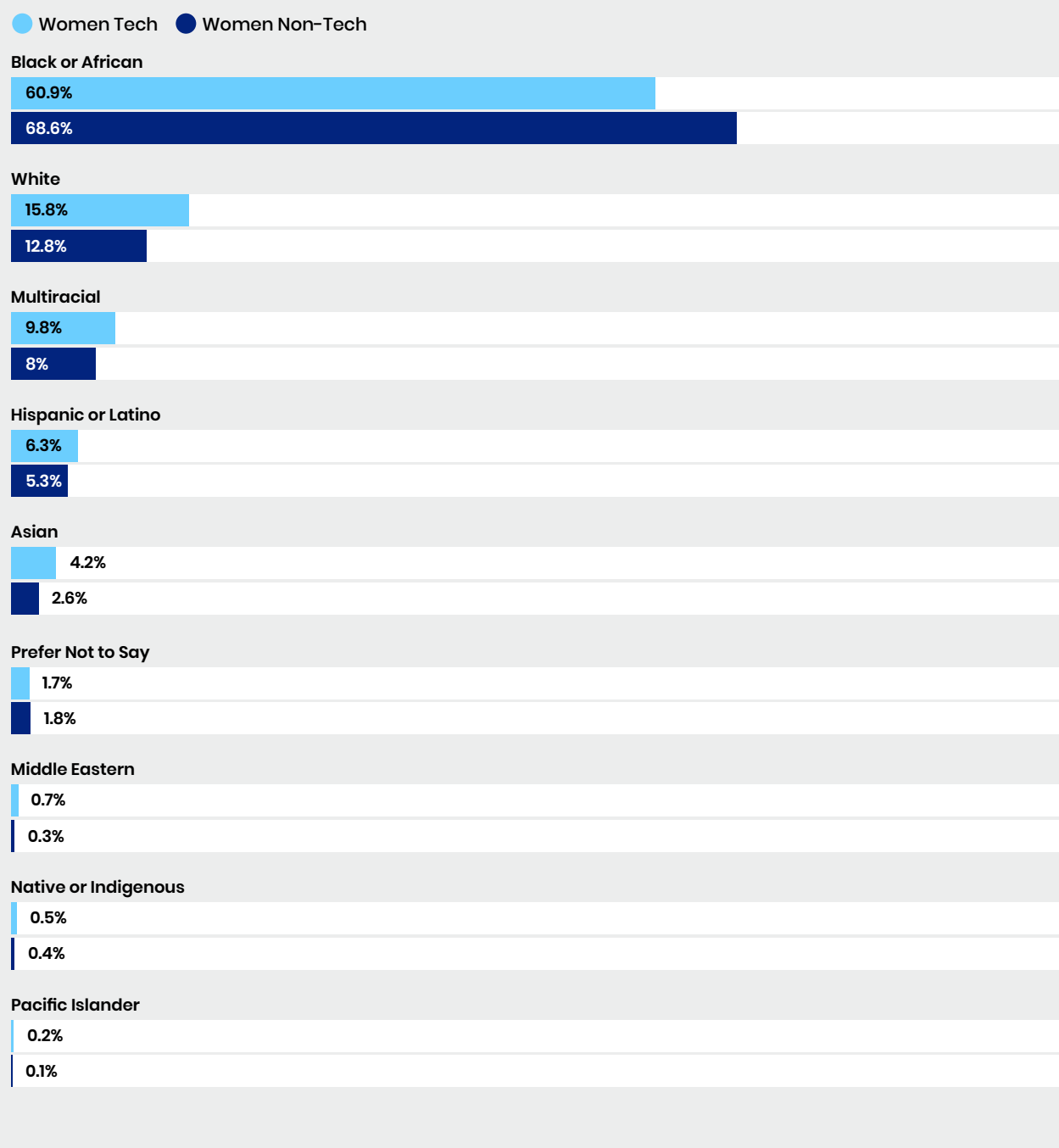
Q: Where is your business located?



Q: What is your age range?



Q: What race(s) and/or ethnicities do you identify as?

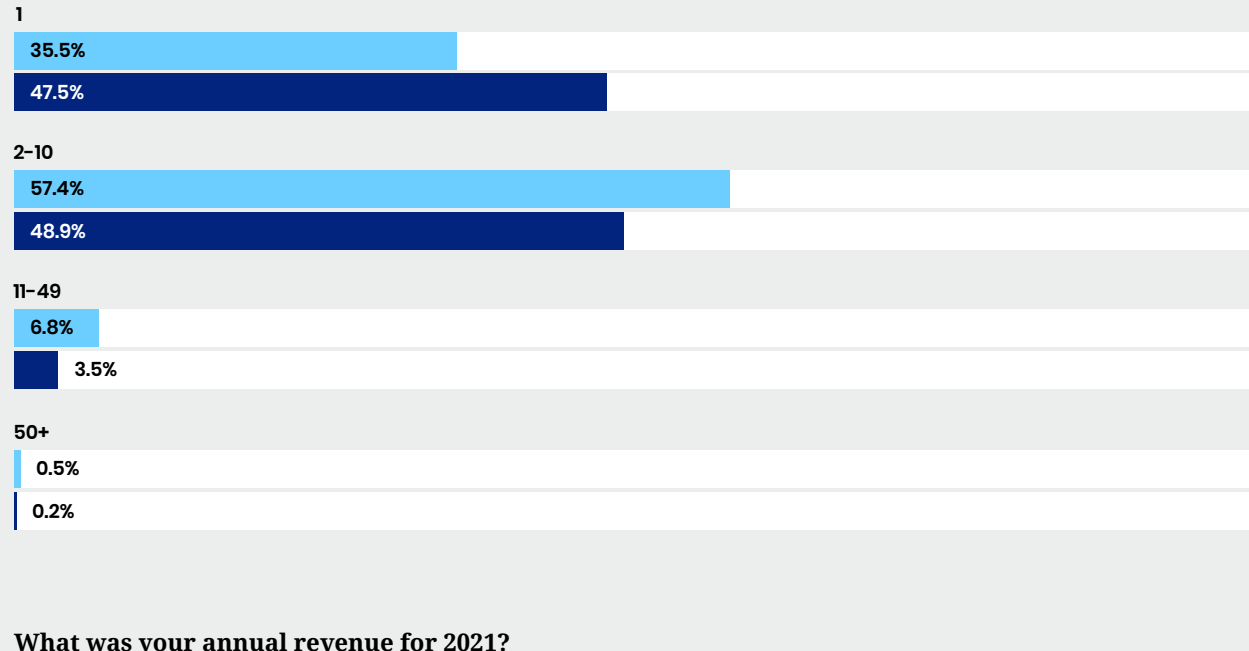


New Majority Representation for Women Tech Founders

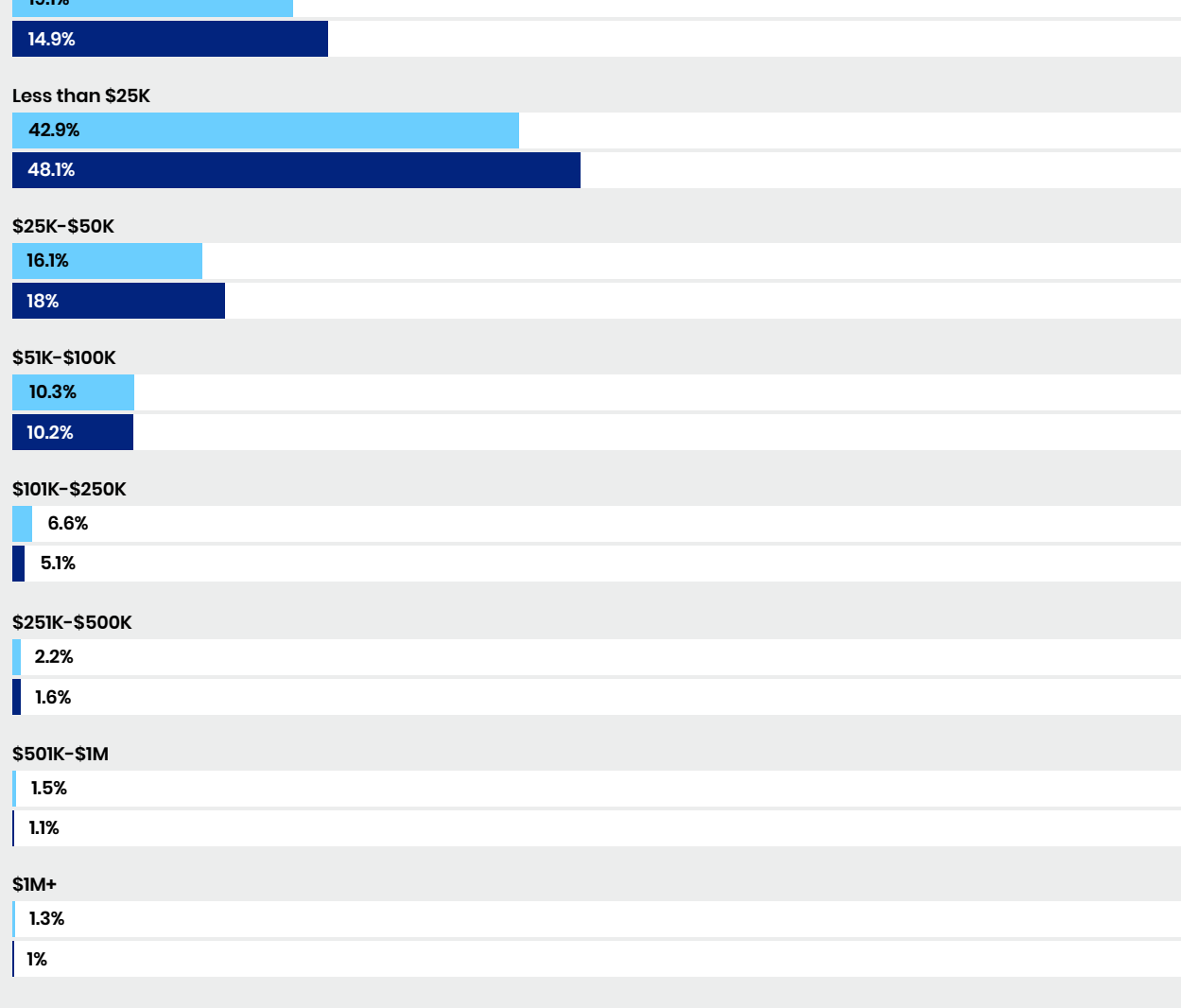


Business Data

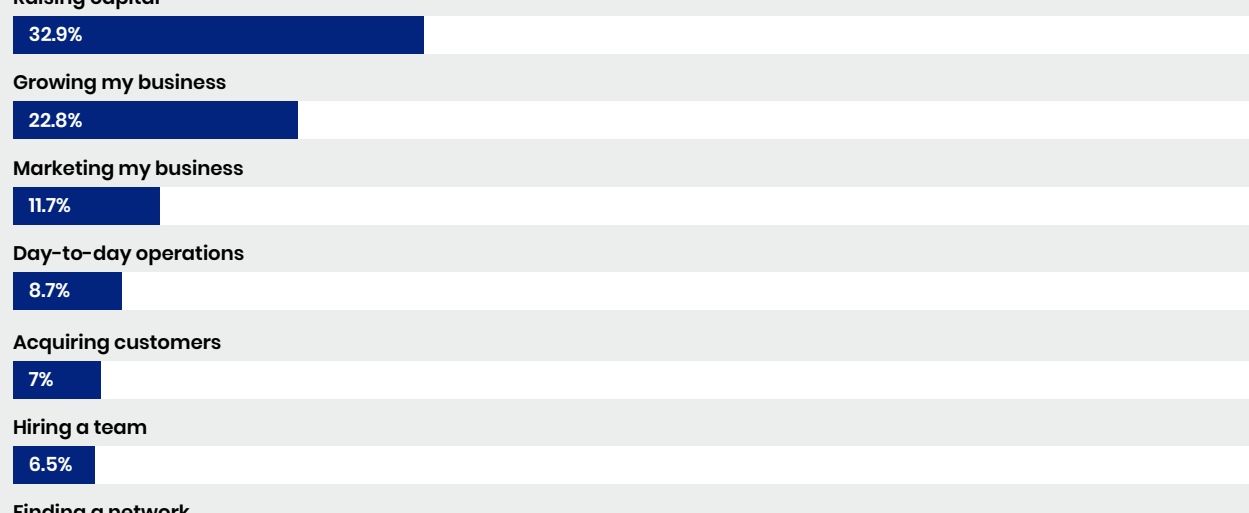
Q: Including yourself, how many employees does your company have?



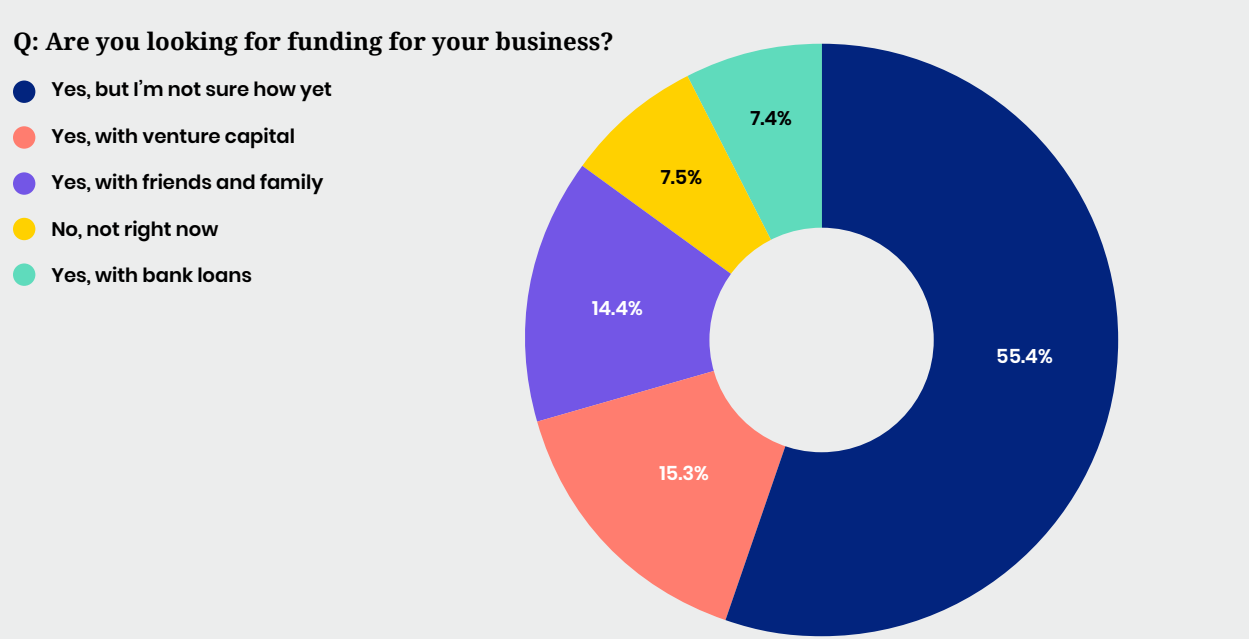
What was your annual revenue for 2021?



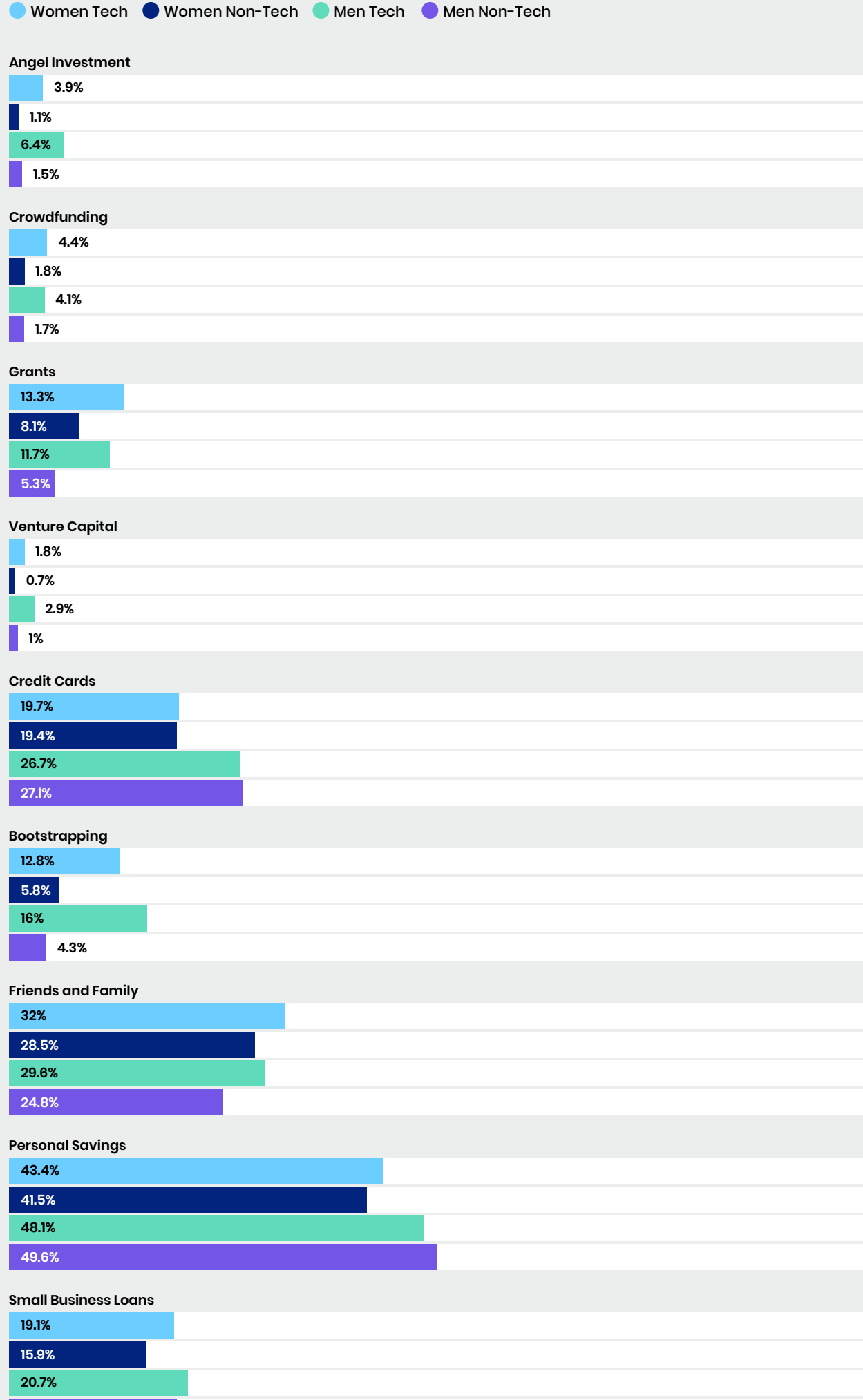
Q: What is your greatest business challenge?



Q: Are you looking for funding for your business?



Q: How have you funded your business to date?



Q: How do you predict your business will perform next year compared to this year?

