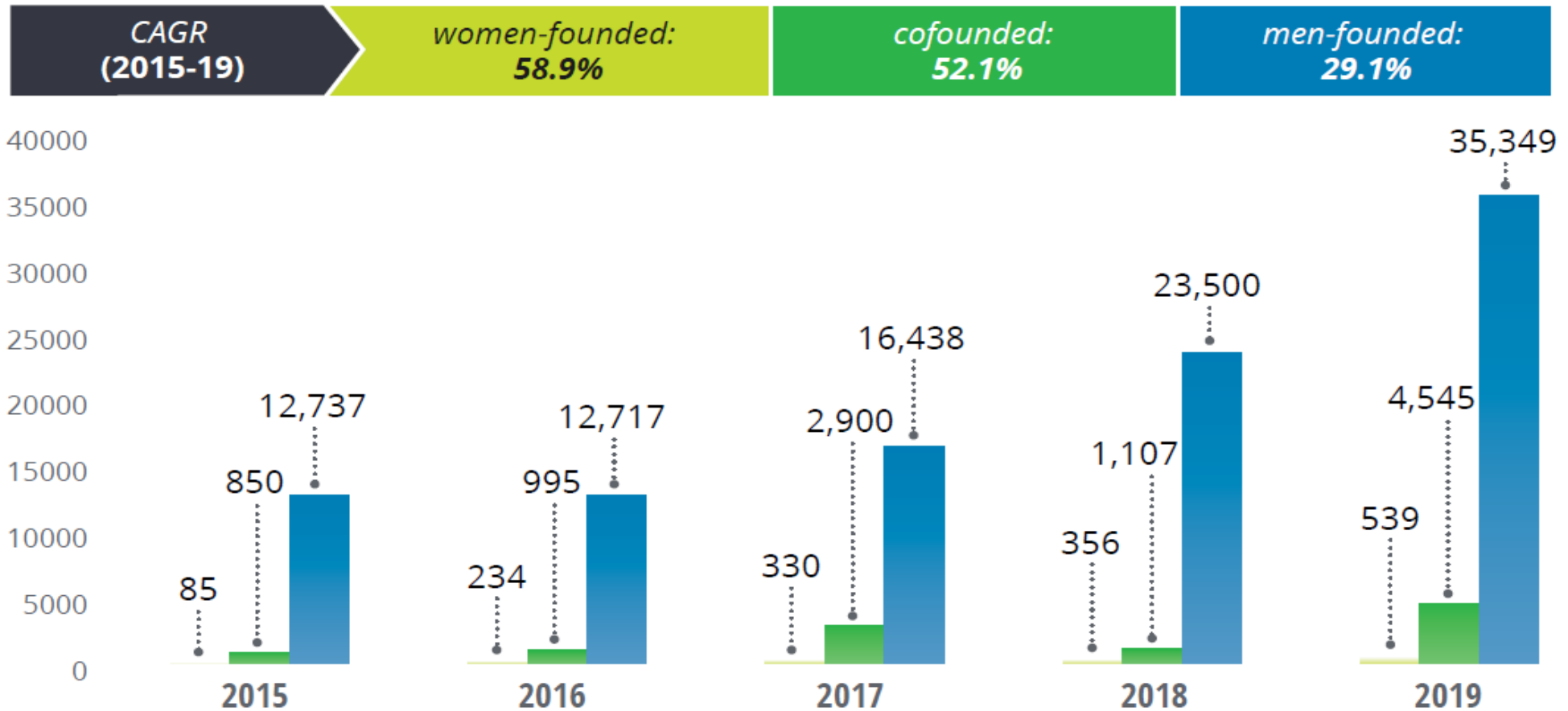


# Global fintech funding by founder category over the last 5 years (US\$M)

women-founded    cofounded    men-founded



Source: Deloitte Center for Financial Services' analysis of Venture Scanner data.

## CONTROL OF CONSUMER SPENDING

 **2/3**

of global household spending is controlled by women.<sup>1</sup>



Globally, women are

**25%** less confident in their **financial acumen**, compared to men.<sup>2</sup>

## INCREASING SHARE OF WEALTH



**40%**

of total global wealth is now held by women.<sup>3</sup>



In retirement, women have

**30–40%**

lower balances than men and are more likely to be in poverty.<sup>4</sup>

## RISE IN BUSINESS OWNERSHIP



**40%**

of entrepreneurs around the world are women.<sup>5</sup>



Women entrepreneurs are

**30%** less likely to have **access to sufficient funding** for their businesses compared to men.<sup>6</sup>

## GROWING CORPORATE BUYING POWER

Globally

**12%**

of CFOs in large-cap firms are women and

**34%**

of CFOs in mid-cap firms are women.<sup>7,8</sup>



**>50%** of women

who purchase financial services products for their corporations express **dissatisfaction with the gender balance** of teams that serve them.<sup>9</sup>

Source: Oliver Wyman, *Women in Financial Services 2020: A Panoramic Approach*