



DWEN

Dell
Women's
Entrepreneur
Network

Dell Technologies & DWEN WE Cities Index 2017

A ranking of top cities in the world for women
entrepreneurs to do more, scale faster and thrive

Manifesto



“Access to capital and technology, as well as cultural and political barriers, continue to limit the success of women-owned businesses. With the release of the WE City Deep Dives and Blueprints, leaders and policymakers can confidently move from ‘analysis to action,’ accelerating positive change that allows women entrepreneurs to thrive – which benefits local communities, wider society and the global economy.”

- Karen Quintos, executive vice president and chief customer officer, Dell

We believe that access to and development of financial and human capital is essential to fostering women's entrepreneurship; this can be supported through:

- Incentives for individuals and organizations to invest in women-owned companies through venture funds, corporate venture, private equity and social capital.
- Modernization of existing government certification, grant and loan programs that help women-owned businesses compete to reflect changing investment models.
- Promotion and marketing of existing government programs to encourage broader awareness and use.
- Continuing to or start to foster small-business lending programs.
- Creating new sources of capital such as crowdfunding and impact investments.
- Encouraging enterprise corporations, federal departments and state/local contracts to increase supplier diversity with a percentage of contracts being awarded to women-owned businesses.
- Considering a shortening of government payment cycles from 90 days to 30 days for small women-owned suppliers.
- Expanding access to family-friendly policies including access to high-quality, affordable child care, care-giving and paid family leave policies.



As women entrepreneurs and business owners turn to each other for help, we believe that local governments and business leaders can help facilitate connections by increasing access to local and global networks and markets, by:

- Supporting trade agreements that further liberalize trade and open new markets for businesses of all sizes.
- Promoting global and open standards, and reliable mechanisms for cross-border data transfers and business support services and networks, while providing sufficient protections for privacy and information security.
- Supporting mentorship efforts through financial support and encouragement of multiplier platforms such as accelerators, continuing education and training programs, and facilitated networking events.
- Encouraging conscious placement of women on boards, in venture partnerships and on executive teams.
- Promoting positive success stories of female founders and business owners through the media, conferences and leadership movements.



We see technology-driven implications for both government and business. Government and business leaders can help women entrepreneurs thrive in the changing-face of technology, through:

- Streamlining the process of partnering and applying for government resources,
- Emphasizing Science, Technology, Engineering and Mathematics (STEM) and digital literacy in education and early training programs.
- Working with business leaders and educators to encourage technology training programs to end unconscious biases in the STEM fields, government, corporations and institutions.
- Enabling access to broadband globally.
- Increasing awareness of options women have to the hardware, software and digital resources they need to scale their companies.



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