

# breakthrough labs

powered by women

Female entrepreneurs aren't being funded at anywhere near the same level as their male counterparts, regardless of their industry or country of origin. Why does this matter? There's the obvious issue of equity, making sure products and services aimed at women make it to market and that product testing is conducted using women's data. Perhaps most important for investors, however, is the body of research saying that female-founded businesses deliver both higher revenue and profit than those founded by men.

So why aren't women getting funded? According to the research, women are likely pitching to men who might not be familiar with products that female-founded businesses market to other women. Women are often more conservative in their pitches than men are. Investors ask women more negative or "closed" questions than they ask men. Finally, female-founded businesses can be valued lower if they are in industries stereotypically perceived as "male" or if they received their first investment from a female investor.

## What we offer

To support women with these challenges, we created **Breakthrough Labs, an accelerator and community** offering research-backed support to help female-founded businesses succeed.

Our initial offering is a 4-month accelerator programme that runs twice a year and provides women with expert advice and guidance to help them build a business that is attractive to investors. The programme is packed with 12 two-hour online workshops and three in-person sessions covering a wide range of topics and delivered by experts in each area. It culminates in a pitch event to a panel of representatives from angel syndicates and other investment organisations.

## Who we work with

Our first accelerator cohort launched in March 2023 and consists of 10 female-founded tech start-ups preparing to pitch for investment at the seed level. To be eligible for the programme, start-ups must:

- Be founded or co-founded by women
- Have a viable technology product or service in any sector
- Have a product prototype or MVP, at a minimum
- Be EIS/SEIS eligible

## The future of Breakthrough Labs

The inaugural accelerator cohort is just the beginning. Our plans for future offerings for female founders fall under three pillars designed to address the issues around funding women from multiple angles.

Programmes	Community	Angel network
<ul style="list-style-type: none"><li>- Multiple accelerator cohorts per year.</li><li>- Workshop series to help women get their product to market or for women with early-stage ideas.</li></ul>	<ul style="list-style-type: none"><li>- An online community to grow women's networks beyond the UK.</li><li>- A monthly rotating content programme providing skills- and industry-based workshops, entrepreneur talks and networking opportunities for founders.</li><li>- Discounts and offers from partners.</li></ul>	<p>A Breakthrough Labs female investment collective will educate women to start investing smaller amounts as a collective and provide another avenue for our founders to pitch for investment.</p>

If you're interested in supporting our work helping female-founders succeed, contact our founder Dr Kristen Weatherby at [info@breakthroughlabs.net](mailto:info@breakthroughlabs.net) or visit our website at <https://www.breakthroughlabs.net>.