

6.1 Underrepresented Women Entrepreneurs



1 MIN READ

One of Canada's core strengths is the diversity of its people. However, even among Canadian entrepreneurs, many women are still underrepresented and underappreciated. Our entrepreneurial ecosystem should embrace this incredible opportunity with the following women:

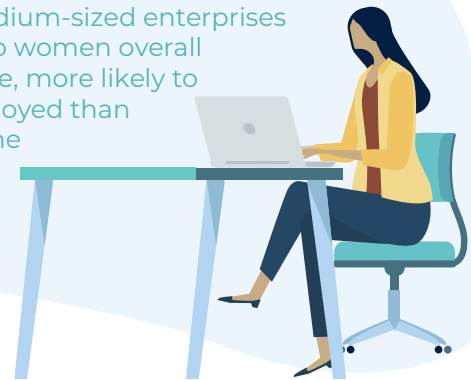
- **Racialized Women**
- **Indigenous Women**
- **Women with a Disability**
- **Immigrant Women**
- **LGBTQI2SA+ Women**
- **Women in rural/remote areas**

More Data Needed

The experiences of these underrepresented women are different from those of other Canadian entrepreneurs.

Racialized women and Indigenous women:

- Generally more likely to own small or medium-sized enterprises compared to women overall
- On average, more likely to be self-employed than the rest of the Canadian population



Unfortunately, the available data on their experiences is scarce — we must learn to apply an intersectional lens when gathering data on women entrepreneurs.

Potential to be Leveraged

For example, **racialized women and Indigenous women are generally more likely to own small or medium-sized enterprises compared to women overall.** On average, **these sub-groups are also more likely to be self-employed than the rest of the Canadian population.** It's important for us to remember that self-employment is often a pathway to entrepreneurship — making them an obvious choice as potential applicants for business loans.¹

Understand Their Needs

Women entrepreneurs face many barriers and when it comes to underrepresented women, these barriers are even more numerous and daunting.² Become more aware of these realities and understand their needs, which will support them more effectively in their entrepreneurial adventures. Get more comfortable with underrepresented group of women entrepreneurs by checking out these tools:

- **6.2 Indigenous Women Entrepreneurs**
- **6.3 Black Women Entrepreneurs**

References

1 Women Entrepreneurship Knowledge Hub (2020). The State of Women's Entrepreneurship in Canada 2020, Toronto, Diversity Institute, Toronto Metropolitan University, p. iii.

2 Women Entrepreneurship Knowledge Hub (2020). The State of Women's Entrepreneurship in Canada 2020, Toronto, Diversity Institute, Toronto Metropolitan University, p. iii.

Disclaimer

All documents prepared for the LEADING LENDERS project were developed in line with the most appropriate and recent terminology. However, we recognize that terminology is subject to change over time. To the best of our ability, we have attempted to use terminology that respects the dignity and rights of all individuals.