

# Gender Diversity in **STEM Entrepreneurship:** Insights and Strategies from a Female Founder

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# Agenda



- \* Challenges that women face in the business world
- \* Personal journey as a female founder
- \* Highlight the unique challenges that women face in the STEM industry
- \* Importance of supporting female entrepreneurship
- \* Practical tips
- \* Mentorship, networking, and access to capital



# Speaker



## Noemi Zabari

ASTROTECTONIC LTD.



- Particle astrophysicist
- Entrepreneur
- Worked in three different industries
- Loves working and sharing ideas with people



# AstroTectonic

AstroTectonic

# Earthquake AI prediction system.



# hardware -- software solution



Software - powerful tool that analyzes data and sends alerts to people living in endangered areas.



Dedicated cosmic rays detector. Remote, compact, easy-to use, share resilient.



# Women in STEM

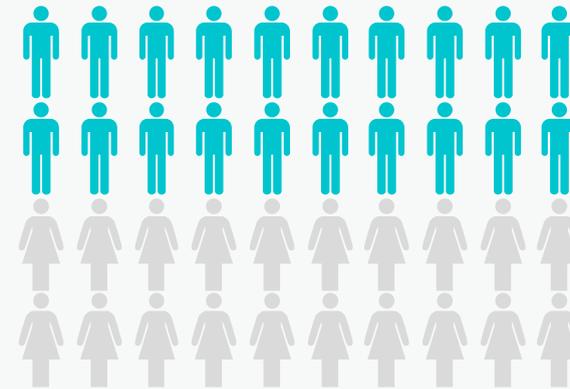
**Statistics:**

- Women make 48% of workforce.  
In STEM only: 24%.
- Female researchers: 30%
- There is decrease of these over last 18 years!  
It's not improving.
- Out of 209 Nobel Prizes in physics, only 3 are  
held by women.



- Women make up only 28% of the workforce in science, technology, engineering and math (STEM).
- Thousand of statistics: gender discrepancy in women in STEM is undeniable
- "it doesn't apply to me, i would never discriminate against a girl"
- If we all agree that we're not the one that discriminating, why there is a problem?

- May points in our lives that decide about our success
- Research show there is no one time in life that girls stop be interested in science and STEM.
- Imagine that:



For each boy that drops off, two or more girls drop off

Result: It's hard to say there is a problem until it becomes very significant.



There is no improvement if we throw to that science path more women. They are just dropping off faster than others

## Research findings:

### 1. Engineering.

Spacial analysis skills.

Visualization where to put specific pieces.

Toys.

Lack of confidence!



### 2. Cluster workspace.

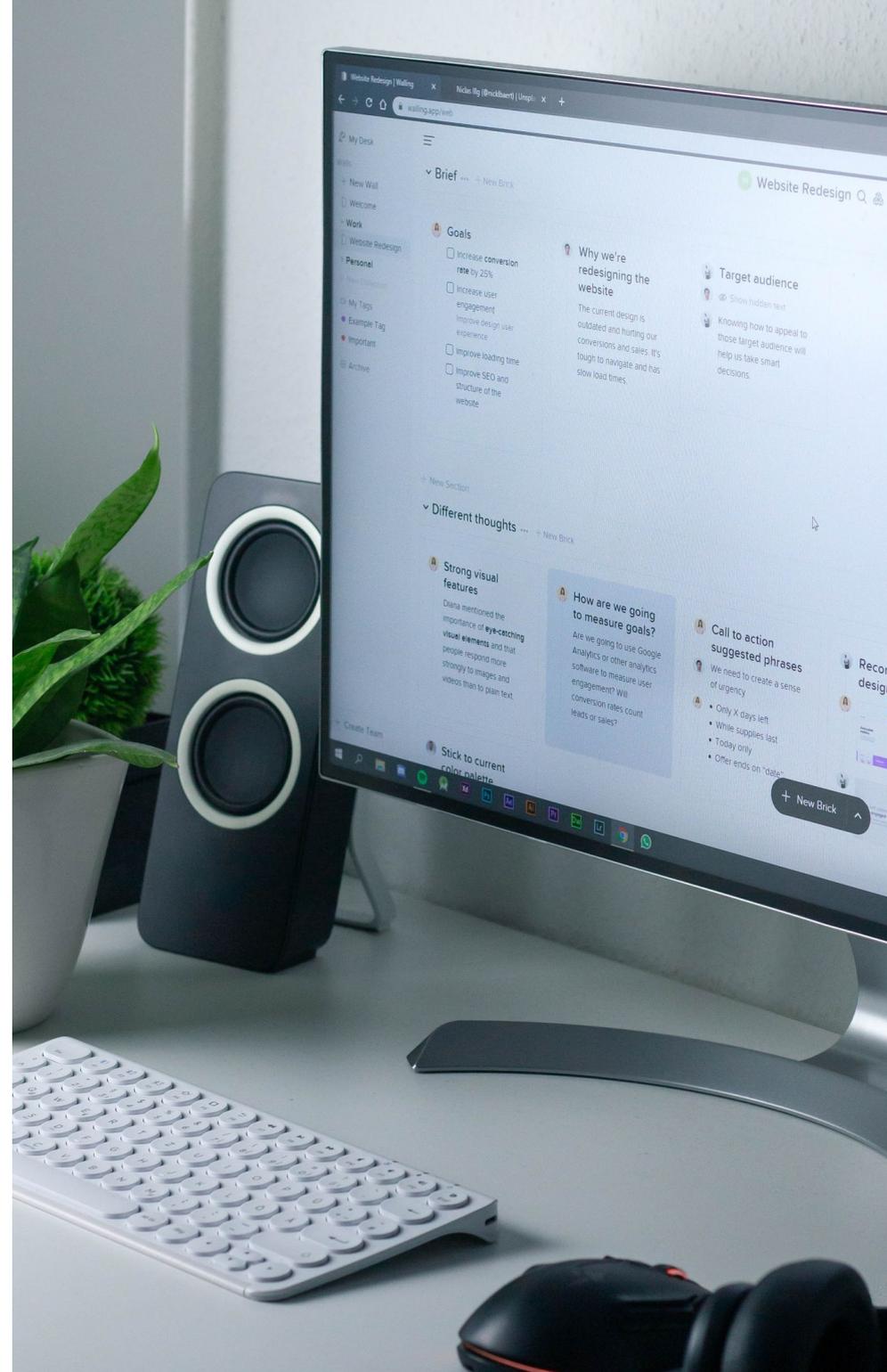
Stereotypes that women face.

They are being said:

- too emotional
- too aggressive
- too weak

Is it a bad thing?

With emotions come creation, passion.



## Research findings:

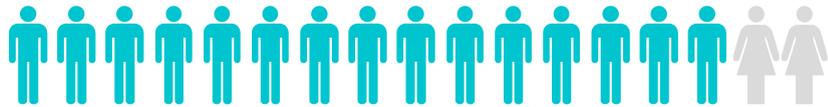
### 1. Teachers.

Male teachers treat girls and boys differently.

For boys: hints.

For girls: answers.

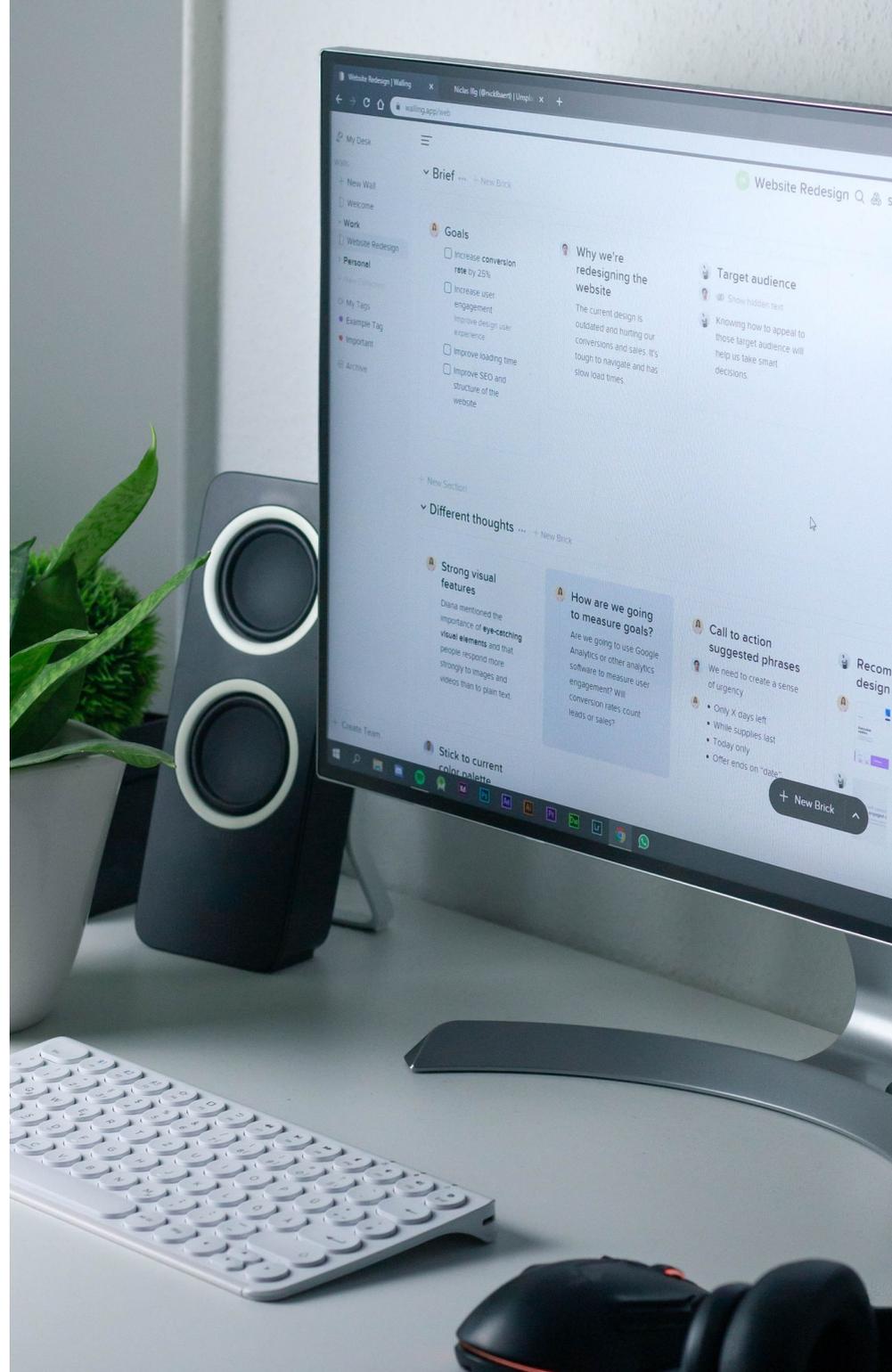
Lack of confidence!



### 2. Respect.

Girls: must earn respect.

Boys: automatic respect.





It's difficult to find one good solution. What we can do is to talk about it. But most importantly we need to check ourselves, evaluate, question ourselves.

# Female Founders

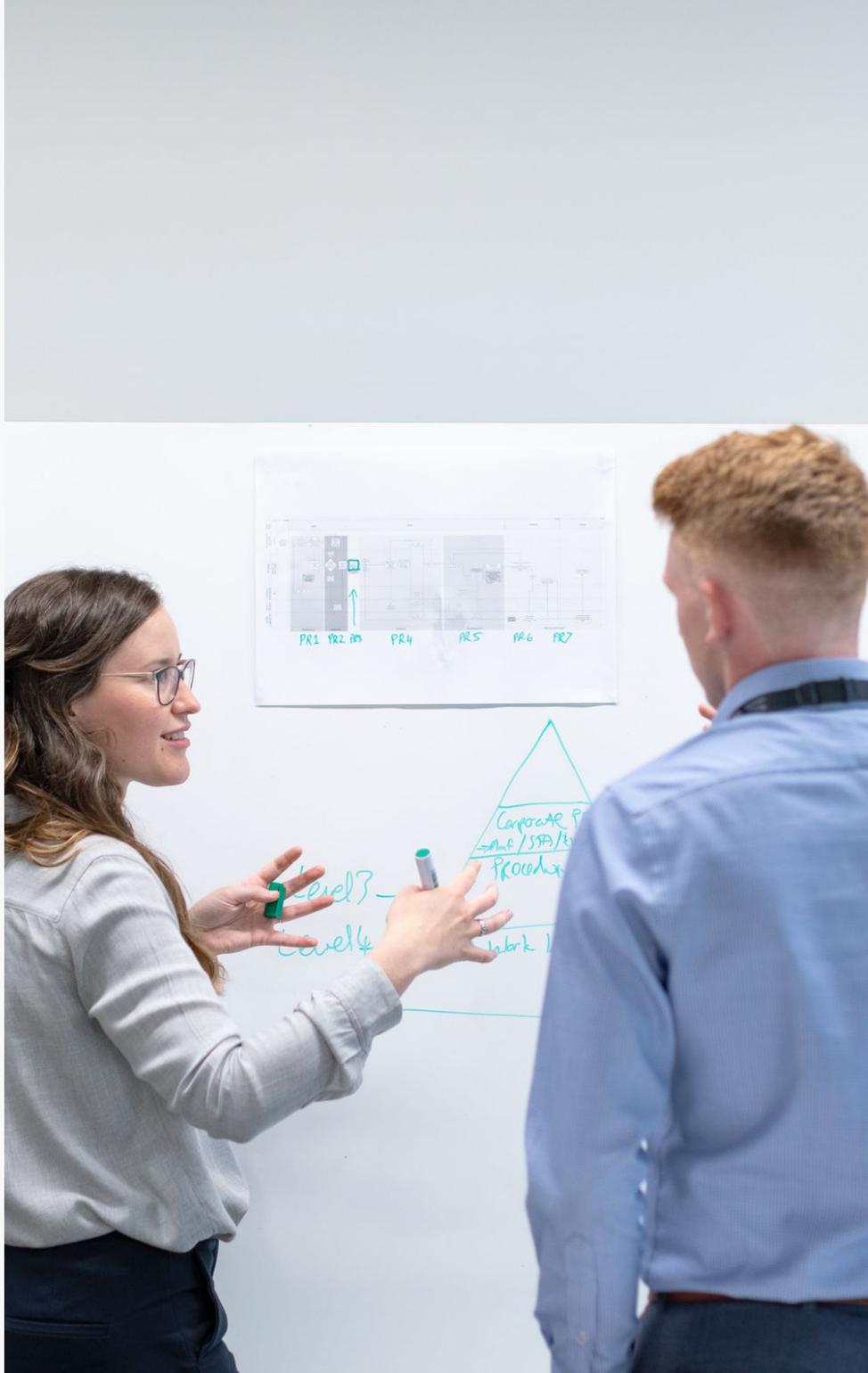
## Statistics:

- Only 1.9% of global VC funding went to all-female founding teams in 2022.
- Only 1.1% of EU VC funding went to all-female founding teams vs 8.8% mixed-gender founding teams in 2021
- Article: Women Founders And Funders Are Outperforming, So Why Is Gender Inequality Growing, And What Do We Do About It  
Forbes By: Eli Walker and Sophia Platt

“Women founders are outperforming their male counterparts. Yet, not a week goes by without another headline about the growing gender gap for both founders and funders. Quarterly venture funding for female founders dropped to a three-year low with women getting only 2.7% of the VC dollars despite the average annual revenue from women-led businesses increasing by 68%. ....

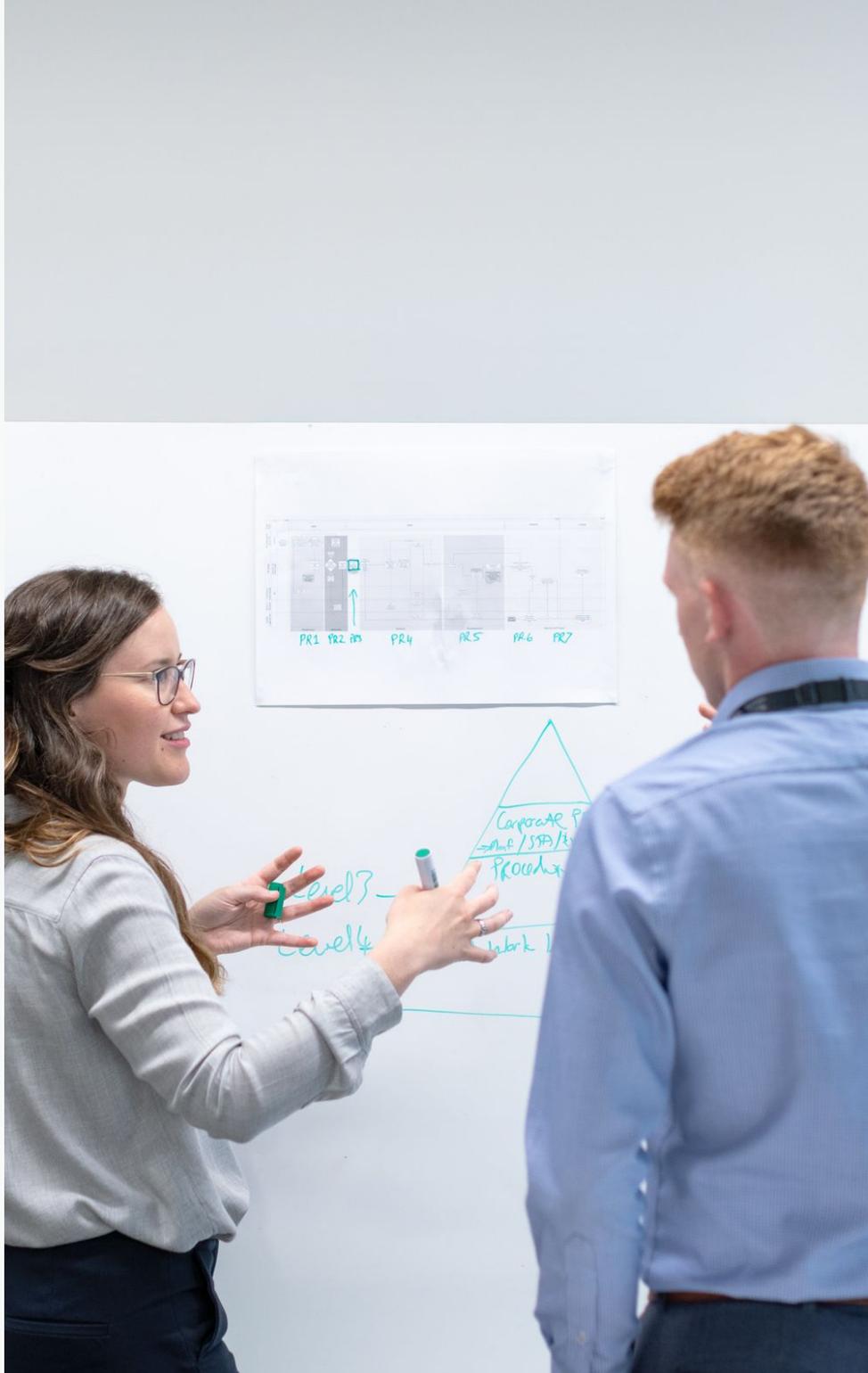
**it will take two and a half centuries for female fund managers to achieve equal status to their male counterparts at our current rate of progress.”**





# Why

- 1 Gender Bias in Investment Decision-Making:**  
 Research has shown that male investors are more likely to invest in male-led startups, regardless of the potential of the business idea.  
**Result:** female-founded startups being overlooked or not receiving the same level of support and mentorship as male-founded startups.
- 2 Lack of Female Role Models in Venture Capital:**  
 The venture capital industry has traditionally been male dominated.  
**Result:** harder for female entrepreneurs to find mentors and investors who understand their unique challenges.
- 3 Gender-Based Stereotypes:**  
 Investors may have biases about women's ability to lead and manage a successful company.  
**Result:** overlook promising female-led startups.



## Why

### 4 Fewer Female Founders with Prior Entrepreneurial Experience:

A smaller percentage of female founders have prior entrepreneurial experience compared to male entrepreneurs.

**Result:** harder for female entrepreneurs to secure investment and build the networks they need to succeed.

### 5 Lack of access to networks and resources:

One of the key reasons why female-led businesses struggle to secure funding is that they often lack access to networks and resources that are typically available to male founders.

# What do we have today

Number of initiatives working to change the landscape for female-led businesses.

The logo for She.E.O, featuring the word "She" in a black script font, ".E.O" in a bold black sans-serif font, and a small registered trademark symbol.The logo for we-fi, with "we-fi" in a purple-to-orange gradient sans-serif font. Below it, the text "WOMEN ENTREPRENEURS FINANCE INITIATIVE" is written in a smaller, grey, all-caps sans-serif font.The logo for Empowering Women Entrepreneurs, featuring a circular icon with three stylized human figures in purple, pink, and blue. To the right, the text "EMPOWERING WOMEN ENTREPRENEURS" is in a bold, black, all-caps sans-serif font, with the tagline "Connecting For Success" in a smaller, pink, all-caps sans-serif font below it.The logo for Female Founders, with "FEMALE" in a bold, red, all-caps sans-serif font and "FOUNDERS" in a bold, red, all-caps sans-serif font below it. A red arrow points from the end of "FEMALE" to the start of "FOUNDERS".The logo for wegate, with "we" in a teal-to-pink gradient sans-serif font and "gate" in a pink-to-teal gradient sans-serif font.

We open doors for Women Entrepreneurs

The logo for MAMOPRACUJ.PL, featuring a circular icon of colorful dots in shades of blue, purple, and pink. To the right, the text "MAMOPRACUJ.PL" is in a bold, black, all-caps sans-serif font, with the tagline "JEŚLI CHCESZ!" in a smaller, teal, all-caps sans-serif font below it.The logo for the European Commission, featuring the European Union flag (a blue rectangle with twelve yellow stars) and the text "European Commission" in a black, all-caps sans-serif font to its right.The logo for Hive Founders, featuring a yellow square background with a black outline of a honeycomb structure. Below the honeycomb, the text "HIVE FOUNDERS" is written in a black, all-caps sans-serif font.

# What can we do?

- Seek out female-focused investment funds and resources.
- Make sure your business is pitched in a way that investors will understand.
- Leverage your professional and personal networks to access advice, mentorship, and resources.



**Any questions?**



**Thank You!**

YOLK TALK