**Case study Template**

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| **Title of Case study / Good practice** | **Female Founders and their Key to Success** |
| **Keywords (meta tag)** | **Crowdfunding by Female Founders, Startup Developing, Innovative and Creative Product** |
| **Provided by** | **CDI** |
| **Language** | **ENGLISH** |
| **Case study** | |
| Female start-up founders are extremely rare in Europe. This is due in part to the fact that women start fewer businesses than men. Despite accounting for more than half of the population, women account for less than one-third of all entrepreneurs. Despite receiving less than half the investment capital of their male counterparts, female-founded businesses generate twice the revenue per dollar invested.  According to the European Investment Bank's Innovation *Finance Advisory study, Funding Women Entrepreneurs: How to Empower Growth* (2020)*,* venture capital and seed funding for women-led and -owned businesses in the EU is gradually improving.  A successful example is the organic and environmentally friendly whisky distillery *Nc'nean* in Scotland, founded by Annabel Thomas who left a management-consulting career to pursue her dream. In just a short space of time, she become a true leader in the field.  *Nc'nean* represents one of the examples of growth through crowdfunding. In order to expedite the company's current expansion objectives, the creator, Annabel Thomas, was successful in raising €1.9 million through a crowdfunding effort on [Seedrs](https://www.seedrs.com/) (and from private investors). How did they achieve success? The key was a unique and imaginative product that captures Scotland's soul. | |
| **Reference Link (if any)** | <https://femalefounderspace.com/5-crowdfunding-campaigns-of-female-founders-and-their-key-to-success/>  <https://scotchwhisky.com/magazine/interviews/five-minutes-with/23235/annabel-thomas-ncn-ean/>  <https://www.thespiritsbusiness.com/2022/03/the-big-interview-annabel-thomas-ncnean/> |
| **Type of material** | CASE STUDY |