

## Women Entrepreneurs Statistics 2023: The Rise of Sheconomy

An in-depth study from TechReport analyses several data about female entrepreneurship in 2023, finding an even more relevant role of women in business. Here the key points:

- 1. Growing Presence:** Women now own 42% of U.S. businesses, with significant numbers in health care, education, retail, and professional services.
- 2. Economic Impact:** Women-owned businesses generate \$1.8 trillion annually and employ 9.4 million people.
- 3. Challenges:** Women face hurdles like limited access to funding, receiving only 2.3% of venture capital, alongside gender bias and work-life balance issues.
- 4. Pandemic Resilience:** The COVID-19 pandemic showcased the adaptability and resilience of women entrepreneurs as many shifted their business models.
- 5. Global Trend:** Women worldwide are increasingly pursuing entrepreneurship for economic independence and societal impact.

[Click here to read the full article about women in tech](#)

### ECommerce4Women training has started!

We're glad to announce that the eCommerce4Women training course is ready and the online platform is open!

Diving into the e-learning environment, you will browse through a rich didactic materials covering all the different relevant aspects of e-commerce. For each Module you will find introductory videos and interactive activities. Textual insights, enriched with bibliography and sitography, will help you to gain additions knowledge. The learning environment will help you to track your progresses. After completing all the activities and passing the final assessment, you will be awarded of a certification from the project. Gamified resources will help you to test your knowledge and gain practical competences and skills.

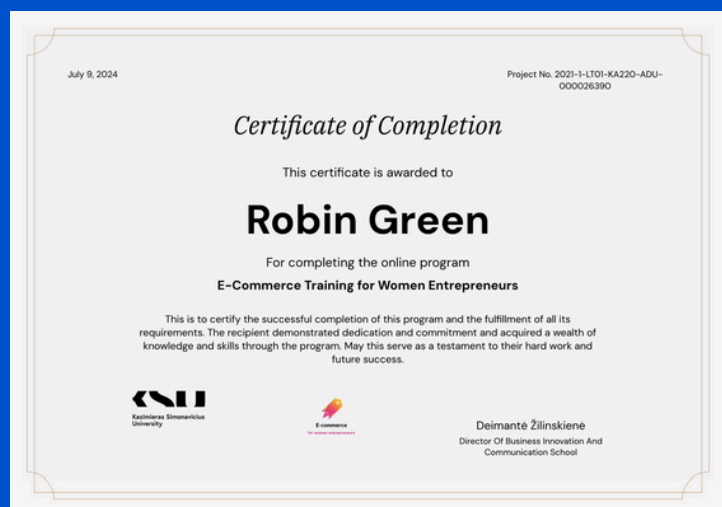
And everything is free! So, don't loose this opportunity. Learn to navigate the exciting world of e-commerce with confidence and be successful in your business!

And more, all the training materials are available in 8 languages:

- English
- Italian
- Croatian
- Lithuanian
- French
- Romanian
- German
- Turkish



**Join the course and  
get qualified!**



#### Partners



#### More information about the project?



[www.ecommerce4women.com](http://www.ecommerce4women.com)

## EU Corner

### EU initiatives supporting female entrepreneurship

#### Ecommerce Europe

Ecommerce Europe, founded in 2012, is the leading organization representing online retail companies across Europe. Its mission is to enhance the growth and competitiveness of the e-commerce sector within the European digital market. Ecommerce Europe actively engages with European policymakers and stakeholders to shape favorable regulations, advocating for policies that improve the digital single market, consumer protection, and data privacy standards.

The organization provides valuable market insights and research, publishing data and reports on e-commerce trends to help members make informed decisions. It fosters networking through events, conferences, and working groups, creating platforms for professionals to connect and collaborate. Ecommerce Europe also focuses on developing industry standards and best practices, offering guidelines to improve business operations and customer experiences.



[Click here to see the official web site of Ecommerce Europe](#)

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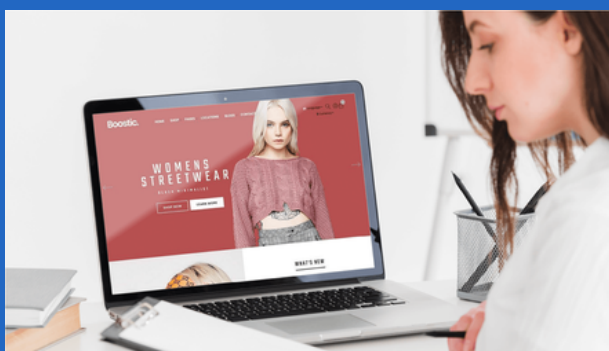
*“Failure is not the opposite of success, it’s part of success.”*

Arianna Huffington, co-Founder, Huffington Post

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## News from the web

### Digital Resources for Entrepreneurial Insights



[21 Ideal Online Businesses for Women to Thrive in 2024 | Tigren.com](#)



[Female Entrepreneur Spotlight Michelle Lieu, eCommerce Entrepreneur](#)

