

**GLOBAL TRENDS AND SUPPORT FOR WOMEN'S STARTUPS IN THE WORLD**

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**Annotation.** This article reveals the prospects for the development of women's entrepreneurship based on foreign experience, as well as the conditions created for women entrepreneurs in Uzbekistan.

**Keywords:** women's entrepreneurship, venture investments, women's startups, female leaders, accelerators and incubators.

**Introduction**

Women entrepreneurs are a powerful driver of innovation and economic growth around the world. They often bring a unique perspective to solving social and market problems by creating products and services that target a wider audience.

Current economic realities demonstrate that women have become a powerful engine of global growth. Today, they make up almost 50% of the world's total labor force and account for about 37% of global GDP. Women entrepreneurs bring unique perspectives that contribute to the development of new solutions to social and market problems, reaching wider segments of the population, as experts from the SCO Center for People's Diplomacy emphasize. The importance of women's entrepreneurship is recognized at the global level, for example, through UN initiatives, which indicates the importance of involving women in the business environment. Despite the positive trends, female founders often face difficulties in obtaining funding, especially venture capital.

Despite the growing number of female founders, the challenge of accessing venture capital remains acute. Between 2019 and 2023, startups founded entirely by women received, on average, only about 2.1% of all global venture capital funding. This share fluctuates, but rarely exceeds 3%.

Startups with mixed teams (men and women) actually perform better and attract more venture capital investments than all-male ones, although the shares of 15-18% may vary depending on the year and the specific study, but the key conclusion is that gender diversity in management positively affects financial performance and investment attractiveness.

Female startups attract more capital in sectors traditionally considered "feminine" (such as education, health, and beauty), but face more resistance in Deep Tech, FinTech (financial technology), and B2B SaaS (software as a service for businesses), where predominantly male investors tend to invest in areas they are familiar with. types and networks.

To illustrate the breakthrough in high-tech and fast-growing sectors, here are examples of successful startups founded by female leaders in global startups that have attracted significant funding:

**Table 1**

**Startups founded by female leaders that have attracted significant funding**

Startup	Founder	Field of activity	Success in Entrepreneurship
Bumble	Whitney Wolfe	Social media	IPO in 2021, becoming the youngest



	Herd	companies	female billionaire to make a public offering.
Canva	Melanie Perkins	Graphic Design-SaaS	Valuation exceeds \$40 billion, is one of the largest private startups in the world.
Glossier	Emily Weiss	Beauty, E-commerce (DTC)	The valuation of more than \$ 1 billion has reached the status of a "unicorn", changing the approach to interacting with consumers through social networks.
Stripe (co-founder)	Isabel & Elizabeth Collins	Fintech, payments	Although they left the company, their early contributions helped Stripe become one of the most expensive startups in history.

Specialized ecosystems are actively developing in the world to overcome financial and network barriers. Accelerators and incubators in the form of the global organization Astia (Australia), which invests in companies with female leaders, providing not only capital, but also access to an extensive network of mentors. As well as the Female Founders Fund (F3) (USA) - one of the first venture funds that specifically invest in early-stage startups founded by women.

In addition, major tech companies such as Google for Startups Accelerator: Women Founders and Microsoft, are launching programs that provide women entrepreneurs with technical support, cloud loans, and mentoring.

There are also "women's" investment syndicates and Portfolio investment clubs Portfolia that specifically focus on financing female startups, often focusing on impact investments.

Today, the topic of women's entrepreneurship is no longer just an item on the agenda of social reforms. In Uzbekistan, this is a powerful economic driver. As I watch the business landscape of our country change, I see that women are no longer "invisible" participants in the economy, but are becoming strong players who set trends.

In recent years, Uzbekistan has created a base that has allowed women to step out of the shadows. We moved from a simple discussion of problems to real mechanisms by adopting the "Strategy for Achieving Gender Equality until 2030", which gave a clear signal to the market about women's participation in management and business — this is a state priority.

Concessional lending programs through Hulk Bank and other financial institutions opened the door for those who had an idea but no start-up capital. Today, getting a grant or subsidy for small business development has become a reality, not a bureaucratic quest.

For a long time, women's business in Uzbekistan was associated exclusively with applied arts — gold embroidery, atlas or ceramics production. Of course, the Hunarmand sector Hunarmand remains our pride and an important part of our exports. However, the modern portrait of an entrepreneur has become much more complex. Thanks to projects like Tumaris Tech, our girls are launching startups, outsourcing and developing educational platforms.

Private kindergartens, schools, and medical centers are also areas where women's empathy and high standards of service translate into successful business models. In addition, in the regions, women are increasingly taking over the management of intensive gardens and greenhouse complexes, introducing modern drip irrigation technologies. Organizations such as the Association of Business Women "Entrepreneur woman" create a platform for the exchange

of experience. But no less important are informal communities, business clubs, closed Telegram groups, and mentoring programs where experienced business owners help newcomers avoid common mistakes.

Today, more than 35% of small businesses in the country are headed by women. And this number continues to grow, demonstrating the resilience of women's management models even during periods of economic shocks.

Of course, the path of women in business in Uzbekistan is still fraught with difficulties. Traditional views on the role of women in the family often create a "double burden" situation. While a female executive is the norm in Tashkent, entrepreneurs in remote areas have to make twice as much effort to gain the trust of their partners. Access to quality business education in the regions is still lower than in the capital.

Women's entrepreneurship in Uzbekistan is no longer about "self-employment", but about scale. We see how local brands created by women enter international marketplaces, and how our IT specialists receive contracts in Europe and the United States.

In conclusion, we can note the contribution of investments in women's business — this is the most effective investment in the future of the country. After all, when a woman earns money, she invests in the education of her children, in the health of her family, and in the development of her community. Achieving full gender parity is not only a matter of social justice, but also a powerful economic incentive. Forecasts show that equal participation of men and women in the economy can ensure a 26% increase in global GDP in the near future.

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