



Superheroes Launch Data

What the Superheroes campaign is:

Superheroes is a Women In Dating campaign to recognize and celebrate the superheroes among us, those women transforming lives through their daily contributions and betterment to our industry.

Each month, the Women In Dating council will honor a woman superhero who we are better for having part of our lives and industry. These women will be featured on the Women In Dating site and immortalized with a personal superhero illustration, capturing their positive impact, great strength, and steadfast spirit.

Why are we doing this:

Many women make our industry better every day. This year, Women In Dating honors their work, bringing their true superhero powers to life.

Why we need superheroes:

The network of women in our lives is powerful and can give rise to movements greater than our imaginations. Historically, women invest more in female founders, hire more women, and have a greater return for investors. We need female superheroes to inspire us to forge this path and build equity in industries and work environments.

Some statistics for female founders

- [Women founders](#)
 - VC Funding Raised
 - Female founders raised just 2% of venture capital in 2021; the second year in a row, women's percentage in VC funding shrank.
 - 2020 was a similar 2.3% in venture capital raised for female-led startups, as published by [Harvard Business Review](#) in 2021.
 - With collaborative female and male founding teams, the total raised reached 15.6% in 2021.
 - A record year
 - 2021 was a record year for fundraising with \$330B, nearly doubling the previous record in 2020.
 - Women-led companies saw \$6.4B of this \$330B, which is +83% higher than 2020 but still disproportionately lower than the total funding for the year.
 - A place of growth
 - Massive growth for female fundraising came from female angel investors, which grew after the #MeToo movement.
- [The return](#)
 - Women-led companies deliver higher revenue with more than twice as much per dollar invested.
 - Female founders hire more women by nearly 2.5 times.

Global Data of culture and environments

- General
 - Nearly 48% of women in the workforce thought about leaving their job since the pandemic.
 - 52% of women experience non-inclusive behaviors at work, and 25% of these women do not report this behavior for fear it will hurt their careers.
- Retaining female talent and supporting career development
 - 41% of women said providing better learning development opportunities and stretch projects will help.
 - 27% of women said flexible working options and improvement of diversity and inclusion.
- Female Entrepreneurs
 - Over 35% of female entrepreneurs experienced gender bias directly.