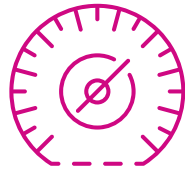


texas founder summer tour at a glance



4 cities

San Antonio
Houston
Austin
Dallas



3,200+

Total miles
driven/traveled by
attendees & Her Texas
team



643

Total event
registrations, four
Texas cities



48,273

Total social media
impressions, likes, follows
for the duration of the tour



\$13,509

Total economic impact of
tour and dollars spent in
each featured city

How long have you been in business?

SAN ANTONIO

I don't have a business yet: 7.7%
3 months - 1 year: 23.1%
1.5 years - 3 years: 23.1%
3.5 years - 6 years: 30.8%
Over 6 years: 15.4%

HOUSTON

I don't have a business yet: 8.6%
3 months - 1 year: 37.1%
1.5 years - 3 years: 22.9%
3.5 years - 6 years: 22.9%
Over 6 years: 8.6%

AUSTIN

I don't have a business yet: 7.7%
3 months - 1 year: 23.1%
1.5 years - 3 years: 23.1%
3.5 years - 6 years: 30.8%
Over 6 years: 15.4%

DALLAS

3 months - 1 year: 31.6 %
1.5 years - 3 years: 36.8 %
3.5 years - 6 years: 21.1%
Over 6 years: 10.5%

**HER
TEXAS**

How do you currently find out about resources, events and funding for women entrepreneurs?

SAN ANTONIO

Google/ Search Engine: 31.8%
From other women entrepreneurs: 9.1%
Social media: 36.4%
City website: 2.9%
Local incubator/accelerator: 4.5%
I'm not sure where to find this in: 9.1%
Launch SA: 9.1%

HOUSTON

Google/ Search Engine: 40%
From other women entrepreneurs: 11.4%
Social media: 37.1%
City of Houston website: 2.9%
Local incubator/accelerator: 0%
I'm not sure where to find this in: 8.6%

AUSTIN

Google/ Search Engine: 38.5%
Social media: 46.2%
City website: 2.9%
Local incubator/accelerator: 0%
I'm not sure where to find this in: 15.4%

DALLAS

Social media: 47.4%
From other women entrepreneurs: 31.6%
Google/ Search Engine: 15.8%
Local incubator/accelerator: 5.3%



What do you and your business need the most right now?

SAN ANTONIO

More staff: 2.4%
Capital/Funding: 26.8%
Marketing strategy/support: 31.7%
More time: 2.5%
Financial management/education: 7.3%
I need a Co-Founder/Business partner: 9.8%
Sales support: 19.5%

HOUSTON

Capital/Funding: 28.6%
Sales support: 25.7%
Marketing strategy/support: 37.1%
More time: 0%
More staffing: 2.9%
I need a Co-Founder/Business partner: 0%
Financial management/education: 5.7%

AUSTIN

Capital/Funding: 15.4%
Sales support: 7.7%
Marketing strategy/support: 46.2%
More time: 15.4%
More staffing: 0%
I need a Co-Founder/Business partner: 7.7%
Financial management/education: 7.7%

DALLAS

Mentorship: 31.6%
Capital/Funding: 26.3%
Marketing strategy/support: 15.8%
Sales support: 10.5%
More time: 10.5%
I need a Co-Founder/Business partner: 5.3%



observations

A survey was sent to registered attendees in advance of every city event. Approximately 34% responded. These findings are a reflection of those results. Note: attendees represented a diverse mix of founders (small business & startups), business professionals and leaders

01.

greater awareness needed of resources for success

The majority of survey respondents revealed that Google continues to be a primary tool used to find information on business related resources, groups and events. This poses a serious issue as the information found via search engines doesn't always reflect what's actually available



02.

support with all things marketing

Respondents in three out of the four cities we visited stated that marketing support (digital, social media, video, PR) are what their businesses need the most right now. Female founders not only need support but they need assistance with crafting a strong strategy too.

03.

the continued rise of black and brown founders in texas

With each city event, black and brown female founders and leaders not only showed up in a big way, but many expressed a desire get involved in a more visible way in the current Texas entrepreneurial ecosystem.



04.

our dollars have power and impact

Her Texas made a commitment to hire and buy local, from vendors and event support to, actual dollars spent in hotels, restaurants, entertainment and retail. Attendees joined us in this quest to directly impact the local economy as a sign of solidarity and unity among female founders.

**More founders.
More success.
More women-led
investment.**



Formed in 2019, Her Texas is the first women-led, statewide ecosystem and membership network created for female founders and leaders looking to build, network, invest and grow in the state of Texas. Our statewide membership launched in late July 2023.

By creating a diverse, women-led ecosystem and network fueled by strategic, interconnected “hubs” of community, influence and commerce throughout the state, Her Texas sets the stage for every woman to build and grow through the existence and direct support of other women.

20,000

**Her Texas membership
goal by the end of 2024**

ADVANCE THE HER TEXAS MOVEMENT FORWARD:

Become a Founding Member

(Choose: Entrepreneur or Business Professional)

Become a Small Business Supporter

Make a contribution to the Her Texas Fund

www.hertexas.co

HER