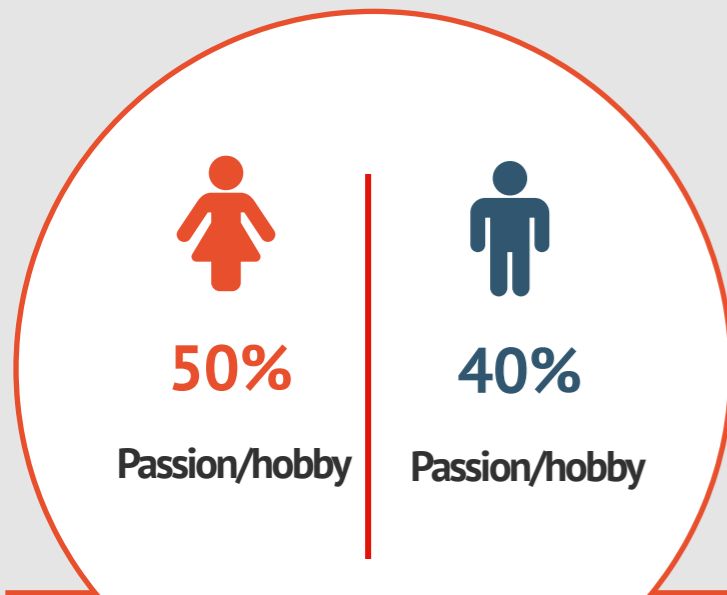


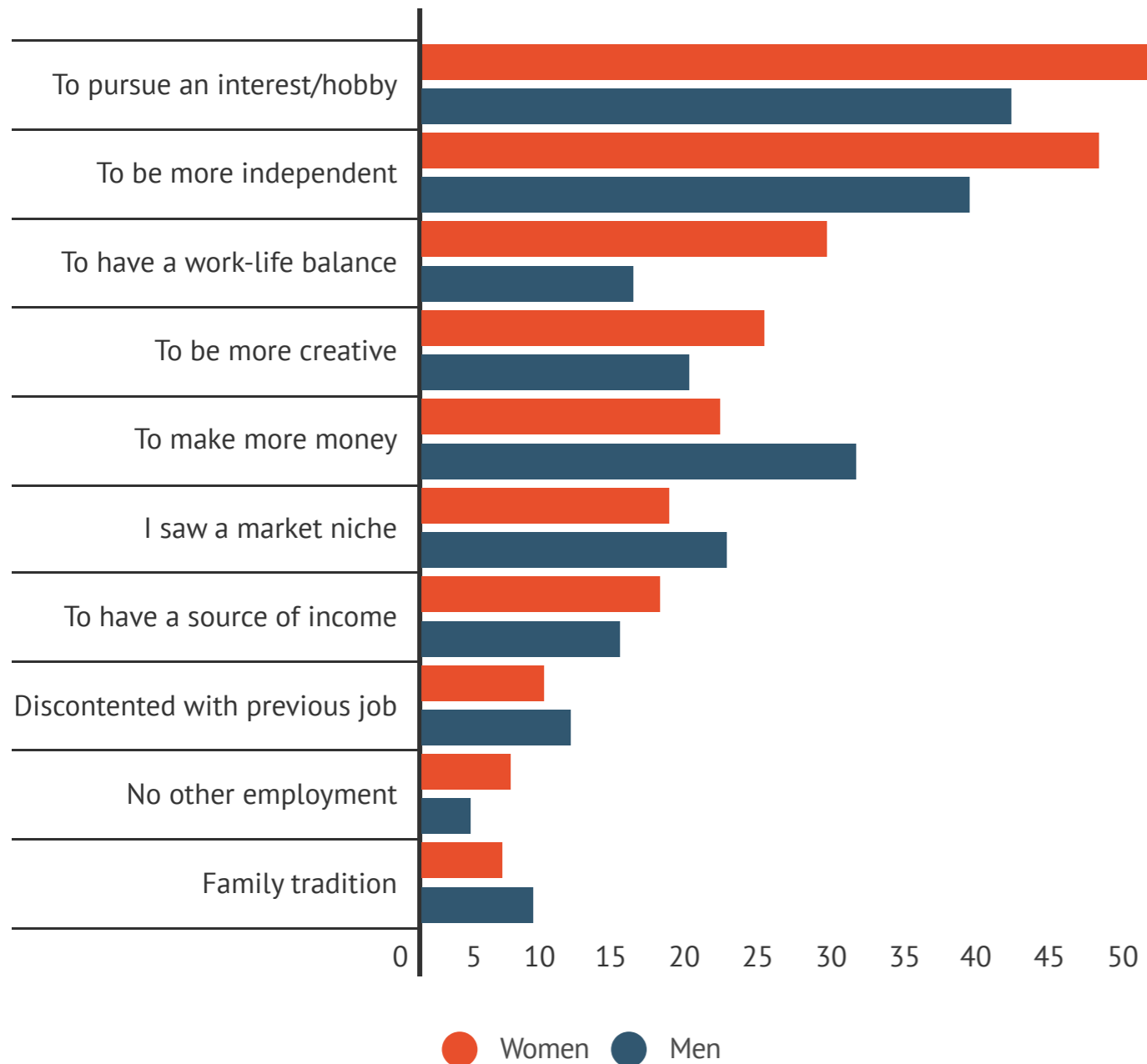


FEMALE vs MALE ENTREPRENEURS IN SWEDEN

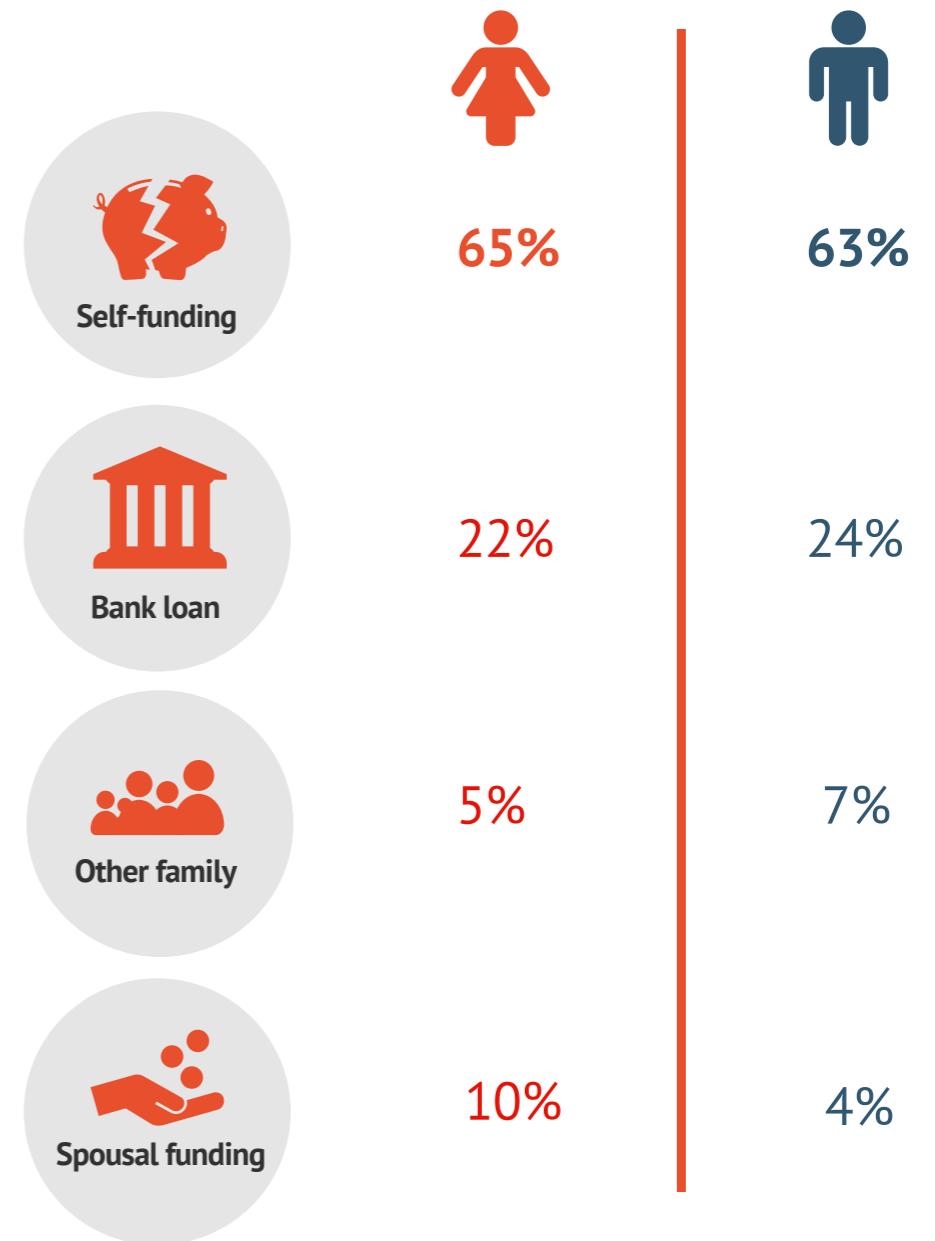


The graphs show the share of respondents to the **Future of Business Survey** that selected each category when answering multiple-choice questions on entrepreneurial motivations, financing and learning. Responses were collected in December 2017 and January 2018 from business owners whose companies' digital presence includes a Facebook page.

WHY DID YOU START YOUR BUSINESS?



WHAT SOURCES OF FINANCING DID YOU USE TO START YOUR BUSINESS?



HOW DO YOU KEEP LEARNING ABOUT BUSINESS MANAGEMENT?

