DELL (WE) CITIES INDEX TECHNOLOGY DEEP DIVE

TECHNOLOGY IN THE WOMEN FOUNDERS ECOSYSTEM

TECHNOLOGY & TALENT

2X

More mentions of **reliance on tech professionals** versus using their own knowledge

Nearly Half

48% of all talent-related mentions cited **trusted support of an IT vendor** as critical

TECHNOLOGY & CAPITAL

49%

Cite **cost as the biggest barrier** to tech adoption

Cost issues for this group break down as follows:

30%
Ongoing software licensing fees

14%
Staffing costs

14%
Integration of technology

14%
Bespoke development costs

TOP TWO STRATEGIES FOR FINANCING TECH

CAPITAL MANAGEMENT
(Financing & Investor Community)

PRO
Helps facilitate long term growth-oriented strategy

CON
Can be difficult to access the ROI upfront, increasing risks

COST MANAGEMENT
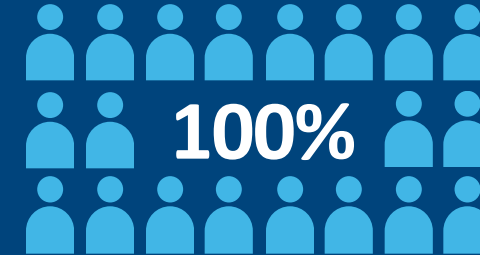(Subscription models/Matching fees with cash flows)

PRO
Can help reduce financial risk and might facilitate adoption/quicker ROI

CON
Can lead to technology lock-in, limiting ability to scale quickly

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TECHNOLOGY & MARKETS

100%

View the tech as an important part of **scaling their business**

50% want to capitalize on tech's ability to **access new markets**

30% see it as an enabler for **connecting with customers** deeply within existing markets

TECHNOLOGY & CULTURE

100%

Using cloud **computing technology** for anywhere access (with internet) to better manage work/life obligations

10/10

Cited **trusted networks** as key to making effective, informed tech decisions and use