

# Women in the finance and fintech industry

## Turning women into investors

Investing is a man's business. Really? Karen Wendt explains in an interview how she wants to change that with the "SwissFinTechLadies" platform.

**Karen Wendt**  
Founder  
Swiss Fintech Ladies



### **Karen Wendt, what was the deciding factor in founding the platform "SwissFinTechLadies" to be founded?**

It was a personal experience. I come from investment banking and I gave a lecture on the subject of a lecture on the subject of sustainable finance. And when I looked into the auditorium, I saw about 1000 men sitting there and only about twenty women. That was something like the key moment for me, to do something about it. Of course I asked myself wondered whether these women even existed, interested in finance, tech, fintech and blockchain industries. industries. So the first thing we did So the first thing we did was to look for these women. To do this, we founded an association with the Goal of networking them. The platform "SwissFinTech- Ladies" makes women

in the fintech sector visible and connects them from different industries. After this first step, it was a matter of making women the tech industry palatable - to eliminate reservations, such as "that's such as" it's all too difficult, too complicated or too too difficult, too complicated or too mathematical for me." By the way, this year we are developing a program that makes it easy to create your own create your own game. This helps to a sense of achievement, because it shows that there are simple programming languages exist and that the tech industry doesn't always have to be so technical.

### **Why are such platforms necessary for women at all, why do they - unlike men - need to be motivated to found a start-up in the tech industry or to invest in the industry?**

The question is: Where do women get their financial knowledge? get their financial knowledge? Growing up, they are not by their fathers, but by their mothers. but by their mothers. And it was from their mothers that they learned to budget and save, in other words, to manage their household to manage household assets well. As a result, they have become savers but not investors.

And yet as the French economist Thomas Piketty puts it in his book Piketty describes in his book "A Brief History of Equality" describes: You can only get rich if you investing - especially today, when interest rates are zero interest rates are the rule. This means in Conversely, women must have the courage to become investors. and that's where we want to help them.

### **And how do you help women help women to enter the world of investment world and take away their fear of - including the fear of losses?**

By creating visibility and also highlighting opportunities opportunities to invest with a low risk of loss. can be invested. If you invest in a FINMA-regulated venture capital fund - and initially only only 5000 or 10000 Swiss francs in the beginning - you can experience can be gained with relatively low risk. can be gained. Normally, such small tickets are not but we have discussed this with the funds, that this is necessary so that women can also become shareholders. become shareholders. And we also have an academy and a Female Business Angel Network for this purpose.

Further information is available on [swissfintechladies.ch](https://swissfintechladies.ch)

Angel Investing Club



Swiss Fintech Ladies



Podcast

