### Women in Tech 2017 pre-survey

(n = 1182)



# How much does leadership as a task or a job interest you?

(scale 0-100; 100 being the highest)

2017: 82 %

2015: 69 %

2013: 58 %

(those who are interested)



# Would you be ready to start a career as an entrepreneur in technology?

(scale 0-100; 100 being the highest)

2017: 46 %

2015: 22 %

2013: 16 %

(those who are interested)



### In your understanding, has the interest of women towards technological endeavours?

Decreased 2,0%
Status quo 18,0%
Increased 80,0%



# Make the impossible possible :-)



I believe technology can not only make our lives easier and better, but also solve the biggest problems we have on this planet such as climate change.



It's the future, that's all.



I find the rapid change and constant development of different technologies very inspiring. Many things that were utopistic when I was a kid are now a norm!



You get to be creative and challenge yourself.



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You don't learn to walk by following rules, but by doing, and by falling over.



Technology creates huge possibilities in all different industries and in the end every company will become a technology company.



It is what I live and breathe, both at work and at home.



Technology enables great opportunities to develop services for the better and makes our lives easier when we keep the human centric approach in mind.



I feel the energy and excitement in technology.



The modern way of working in companies, the freedom and opportunities to work remotely.



The potential of technology and digital platforms to address global challenges such as poverty, inequality, gender gap, discrimination, among others.



The journey of a scientific discovery to a prototype to an economically feasible product or service.



The ways it can bring people together and give a communication platform to those who would not be heard otherwise.



The intelligence of technology in providing the solutions to known and unknown customer needs and problems in work and by enhancing the effectiveness globally.



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