

# Supporting female entrepreneurs

FranFund creates personalised funding solutions for small business owners in the United States

**A**fter 20 years at a large corporation, Christina Lincicum left her role as director of human resources to become a business owner and began her search for a brand that would spark her passion for building teams.

After a thorough investigation, Christine bought an Ecomaid's franchise, providing cleaning services in Orange County, California.

She explains: "Once I found the brand, I had no hesitation about the business. I now have more flexibility and personal fulfillment. I love building a team and growing a culture that I'm proud of and where people love to work."

## OBTAINING FINANCE

Many women like Christina have partnered with FranFund to obtain funding for their business and have

successfully transitioned from corporate to entrepreneur life.

If you're considering becoming a new business owner, you have likely learned about the enormous opportunity the franchise industry presents. Multiple franchise brands represent nearly all market segments.

With a franchise business, you're buying a proven model. There is a common phrase in the industry: with franchise ownership, you are in business for yourself, but not by yourself.

Franchisors tend to offer their brand to people who meet specific criteria. Many brands evaluate their most successful owners and attempt to replicate that type of person to ensure their franchisees are successful. Franchise owners must be willing to follow the franchisor's proven system.



**At a Glance  
FranFund**

**Established:**  
2006

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**"At FranFund, women hold a majority of the company's leadership positions"**

## FEMALE LEADERS

The franchise industry provides opportunities for people with myriad interests and skill sets. In the past few years, there has been increased interest from female entrepreneurs. Business ownership is often a solution to gender pay gaps and biased hiring that may exist in the private sector.

There is a great deal of overlap between successful franchise business owners' traits and typical characteristics of female leaders. These include a relationship oriented nature, high adaptability, superior communication skills and a propensity for multitasking.

Women lead many of the largest franchise brands. At FranFund, women hold a majority of the company's leadership positions and many have advanced internally. The company is proud to have built an inclusive business where anyone has the opportunity to be successful.

## ACHIEVE YOUR DREAM

FranFund works with small business owners in the United States to create a personalised funding solution for each individual situation. It's proud to have worked with thousands of clients across the country to provide funding solutions that allow them to achieve their dream of business ownership.

Due to banking laws and restrictions, FranFund operations are limited to the US. The company says it will continue to support and promote female entrepreneurs into the future.

