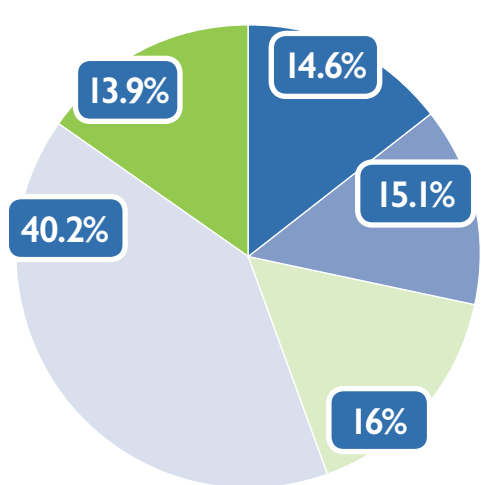




SCORE SURVEYED  
**1,000**  
NEW BUSINESSES  
about their experience as startups

**Why focus on startups?** The number of new business startups is considered a significant indicator of economic health and innovation.

## Their businesses were not started on a whim.



Most entrepreneurs begin a new business with passion and experience.

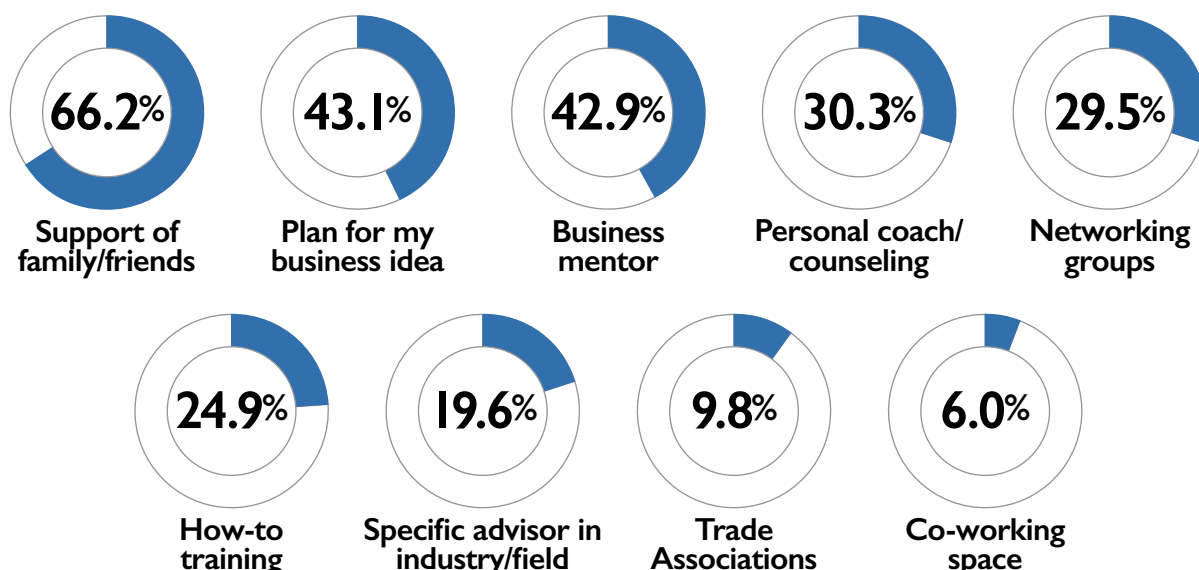
- Passion for the product/service I provide (40.2%)
- Wanted the flexibility of self-employment (16%)
- Saw a gap in the marketplace that I wanted to fill (15.1%)
- Unemployment or underemployment at my previous job (14.6%)
- Wanted to be my own boss (13.9%)

New owners have on average **11.5 years of experience** in their industry before starting. Only 15% start their businesses due to unemployment or underemployment.

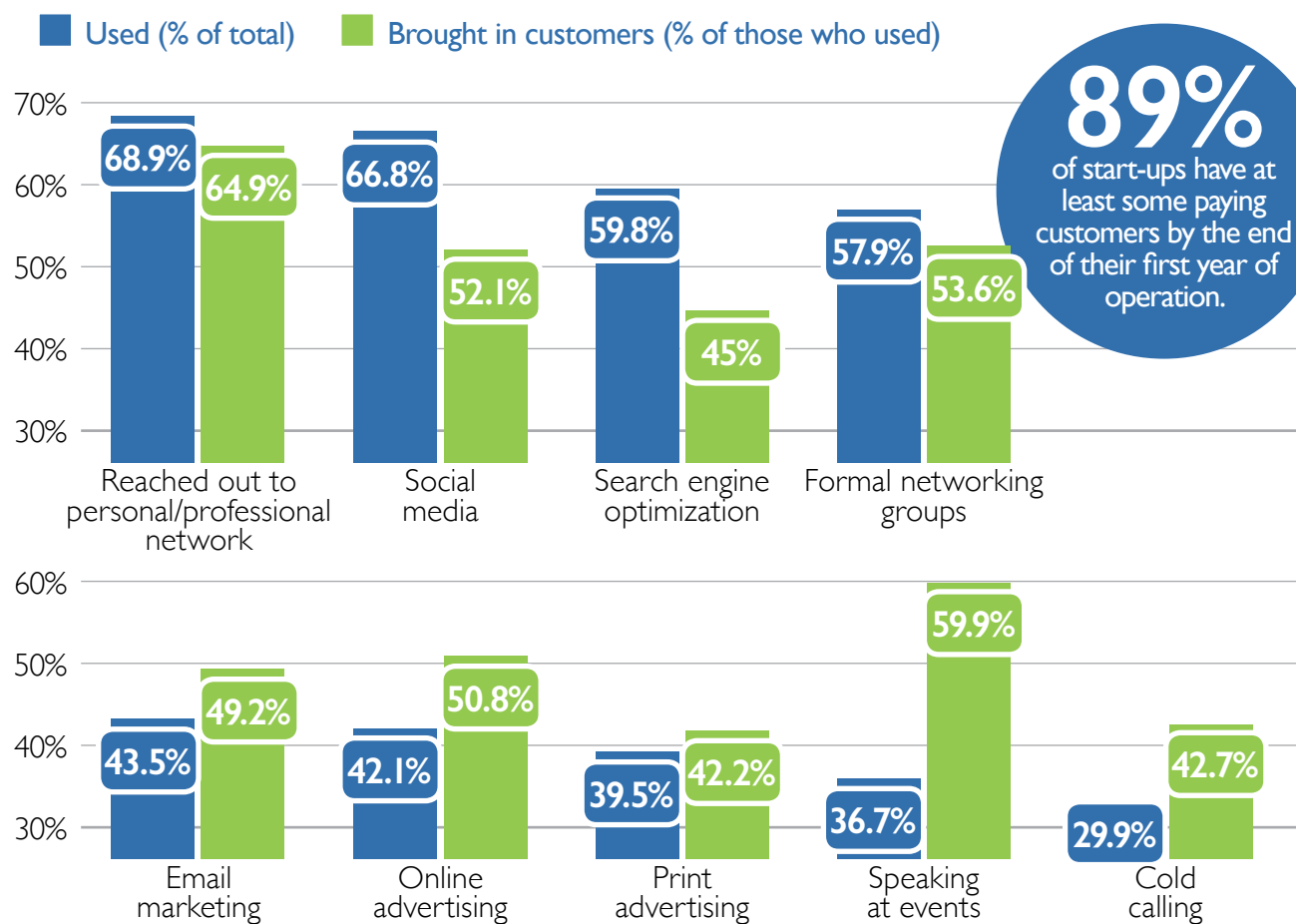


## Startup entrepreneurs turn to friends, family, mentors and their business plan for support.

What motivated entrepreneurs when they hit rough patches during their first year in business:



## The most effective marketing tactics were those that directly engaged with prospective customers.



**89%**  
of start-ups have at least some paying customers by the end of their first year of operation.

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