



STARTUP WISCONSIN

FOUNDER PULSE SURVEY

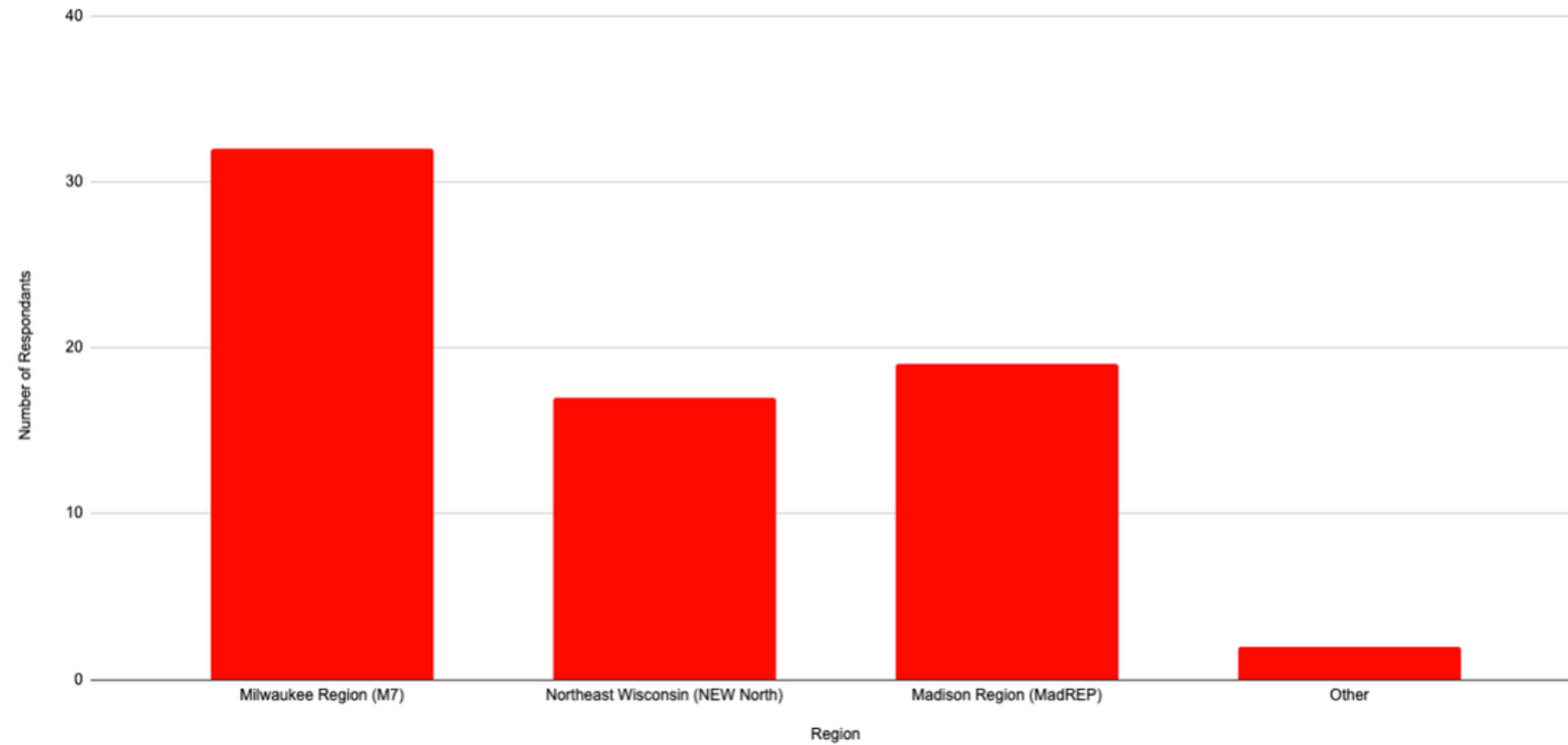
The founders and leaders of **70 high-growth startups**
from across the state responded to

STARTUP WISCONSIN'S FOUNDER PULSE SURVEY

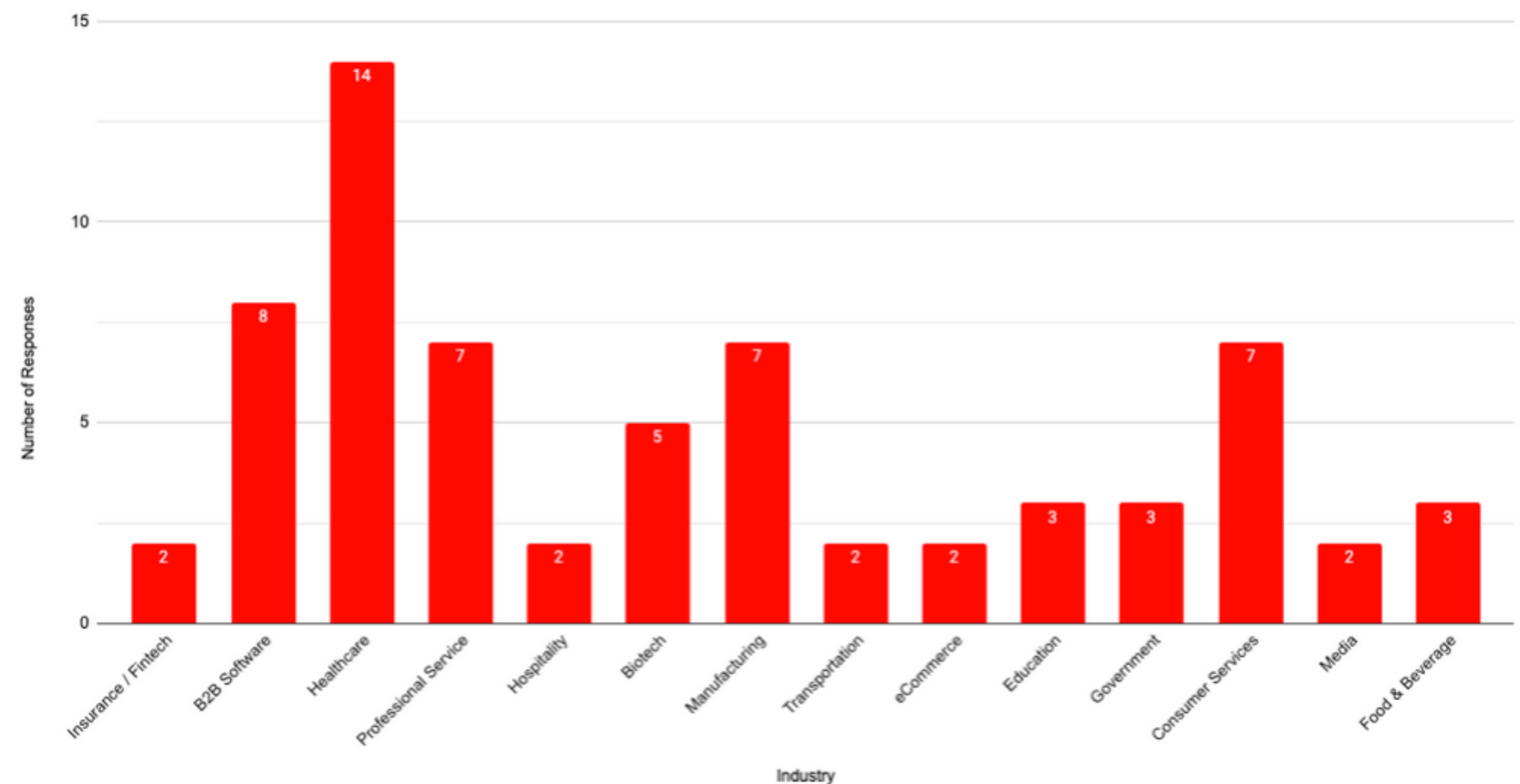
Conducted in April 2020 amid the COVID-19 Pandemic

Here are their insights...

LOCATION



INDUSTRY



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DEMOGRAPHICS

KEY INSIGHTS

Respondent Role

- 87% of respondents are founders of their startups, 13% are executives at high-growth Wisconsin startups.

Industries Represented

- Startups who responded to the survey serve a diverse group of industries including Healthcare, B2B Software, Professional Services, Manufacturing, and Biotech.

Employees

- The startups surveyed employ over 600 employees.
- The average number of employees per startup was 8.5 employees.

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80% OF STARTUPS PLAN TO RAISE CAPITAL IN THE NEXT 12 MONTHS

Of those planning to raise capital...

82.1%

Are pursuing Venture Capital

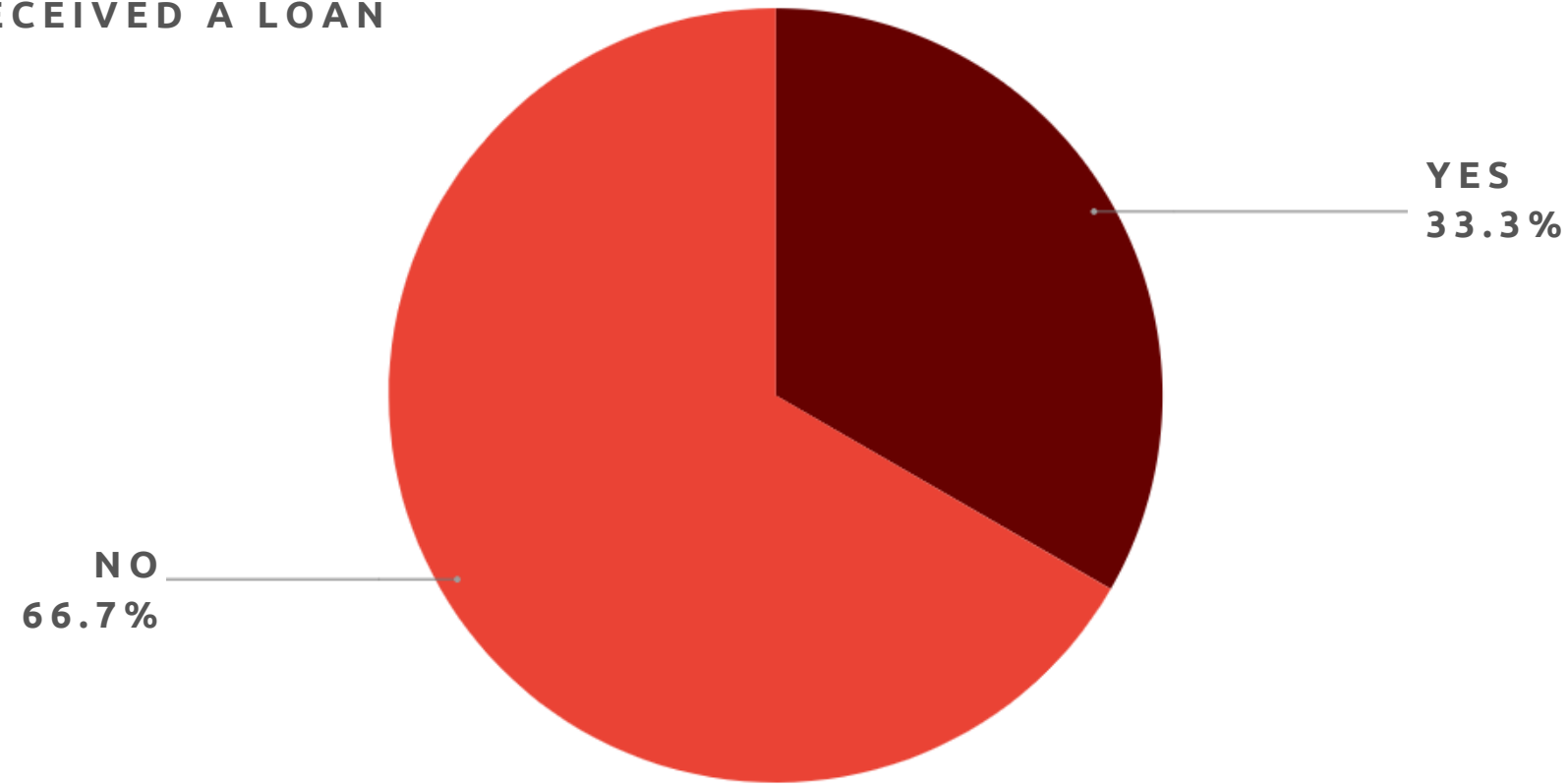
44.6%

Are pursuing
Venture Debt Financing

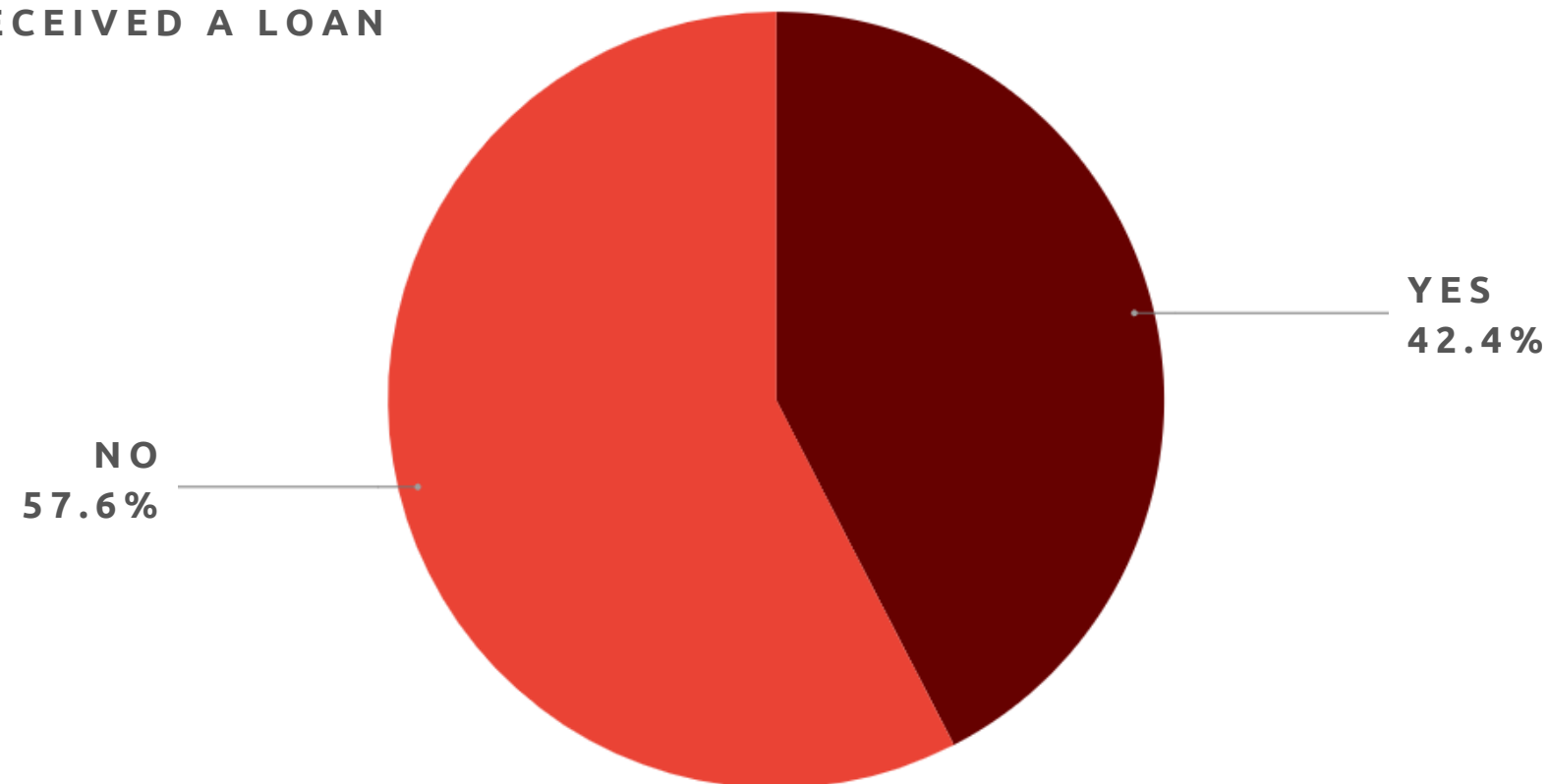
28.6%

Are pursuing Bank Financing

ONLY 33% OF STARTUPS WHO APPLIED FOR A SBA EIDL LOAN RECEIVED A LOAN



ONLY 42% OF STARTUPS WHO APPLIED FOR PPP LOANS RECEIVED A LOAN



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FEDERAL COVID-19 RELIEF LOANS

OF THOSE SURVEYED...

- 30% Didn't apply for either program, some indicated they were unable to apply due to lack of payroll.
- 35% applied for the SBA Paycheck Protection Program (PPP)
- 15% Applied for the Small Business Association's Economic Injury Disaster Loan Emergency Advances (SBA EIDL)
- 20% applied for both

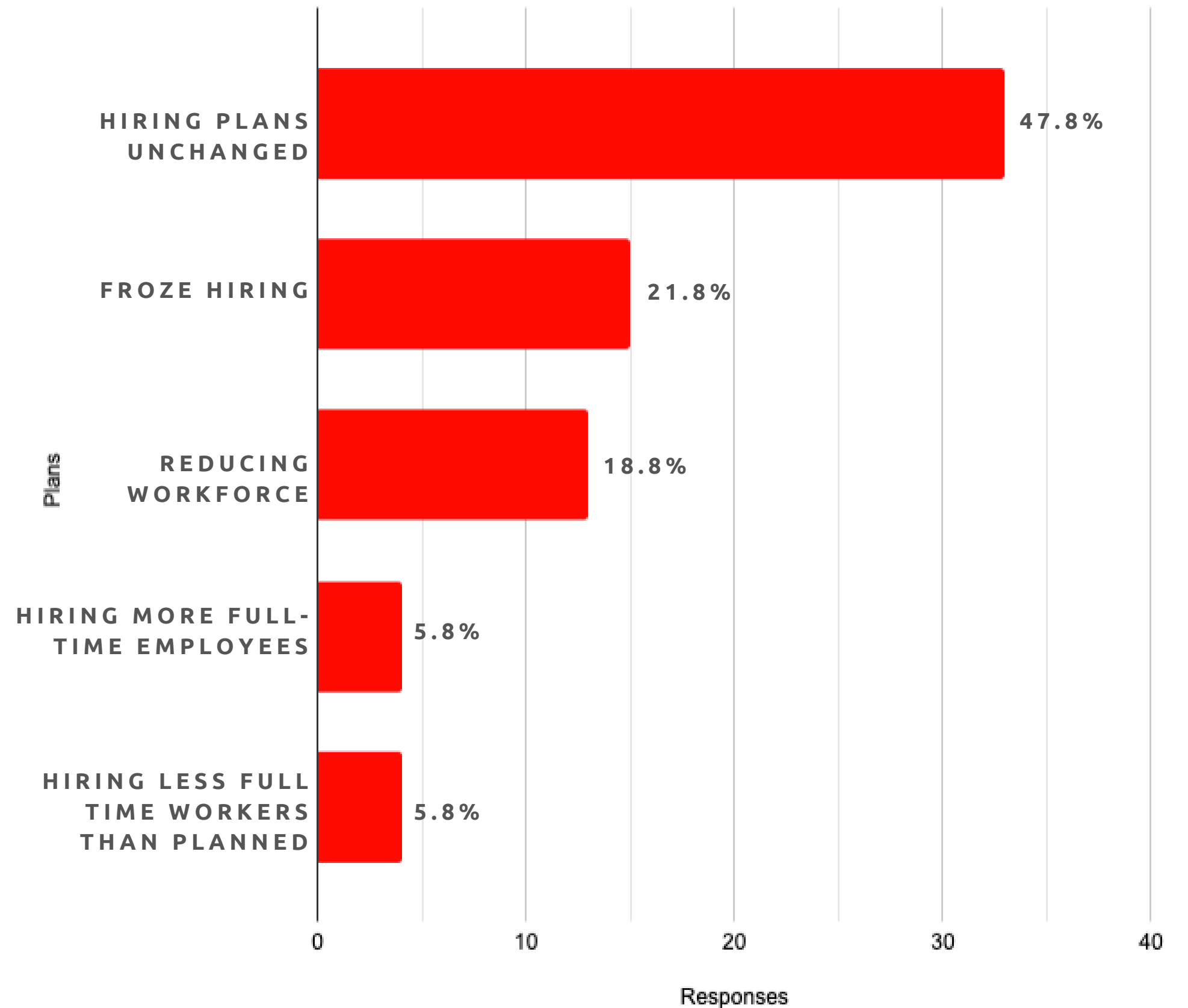
OF THOSE WHO RECEIVED RELIEF...

- Only 25% feel confident that the funding received from the federal relief programs will provide enough support to sustain their businesses.

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COVID-19'S IMPACT ON HIRING PLANS

While 47% of startups have not changed hiring plans, 40.6% of startups have reduced headcount or implemented a hiring freeze.



TAKING ACTION

The entrepreneurs and executives surveyed offered several ideas for state and local leaders tasked with overseeing the bounce-back of Wisconsin's innovation economy.

SOME OF THOSE IDEAS INCLUDE...

- Creating tax credits, grants or loan programs that lead to an increased number of investments in high-growth companies. These programs could be implemented by state or local governments and regional economic development groups.
- Implementing programs and policies that incentivize large companies and government agencies in Wisconsin to purchase products and services from Wisconsin-based high-growth companies.
- Safely reopening the state's economy as soon as possible.

“Taking bold action and implementing programs and policies that enable Wisconsin's high-growth companies to emerge stronger from the COVID-19 pandemic will pay long-term dividends to the state's economy. It is critical that state and local officials allocate some of the \$2 billion Wisconsin will receive from the CARES Act to bolster the State's innovation economy.”

MATT CORDIO
PRESIDENT, STARTUP WISCONSIN