

Sage start-up survey 2013

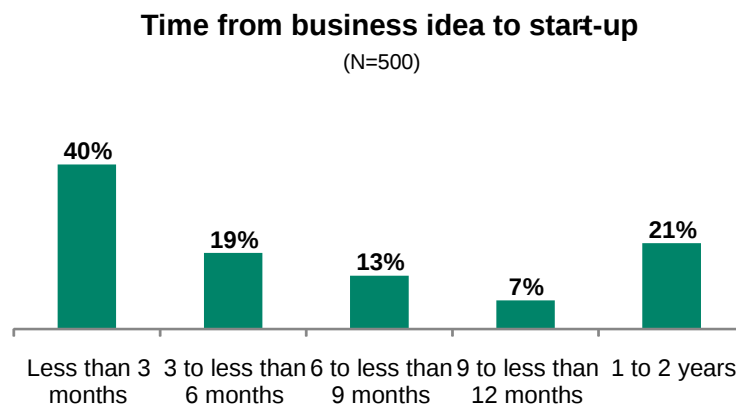
Summary report

Introduction

[Sage North America](#) serves more than 6 million small and midsize organizations worldwide, regularly surveying them and other organizations for their opinions on a variety of business topics. This particular survey looked into successes and challenges of new and established entrepreneurs in the United States while identifying differing trends between these two small business owner populations.

Start-up growth and timing

More than half of small business owners said they went from idea to open for business in less than six months. About three-quarters had their first sale in the first six months after start-up. Seven in ten were able to pay themselves in the first year, while about half added employees in the first two years of business.

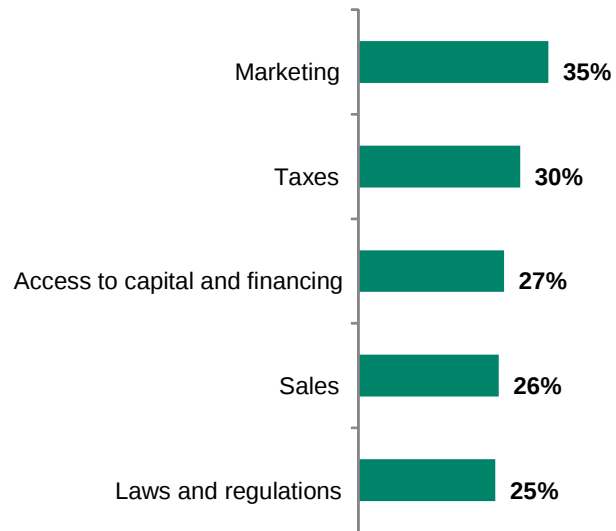


Start-up struggles, support, and software

According to respondents, the top business challenges during the start-up process were marketing and taxes. Top personal challenges during start-up were work/life balance, time management, money management, and stress management.

Start-ups' top five most challenging business areas

(N=500)

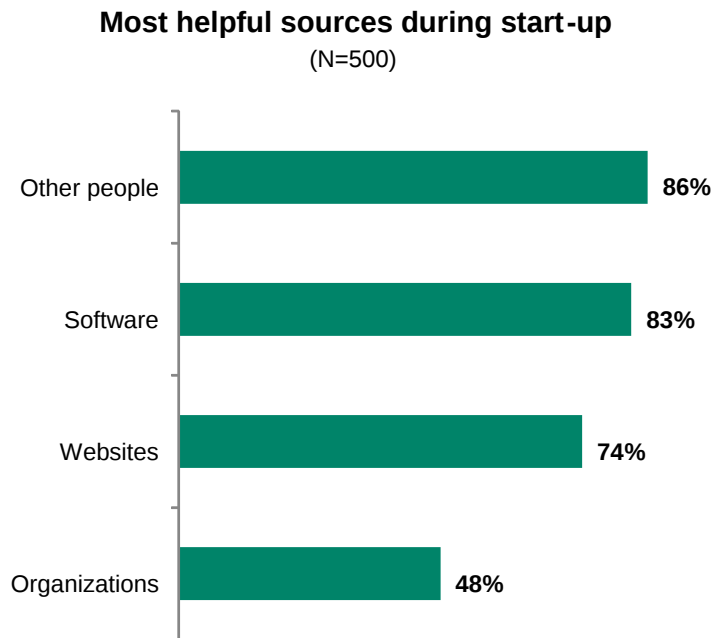


Start-ups' top five most challenging personal areas

(N=500)



Start-ups turned to other people most often for help during the process (86%). The next popular sources were software (83%), websites (74%), and organizations (48%). People most often turned to were friends and family (60%), other business owners (37%), and a business mentor/coach (19%). Software most often used was email (49%), office productivity (31%), website/e-commerce (26%), and accounting/invoicing (24%). Organizations most commonly used were the SBA (21%), an organization specific to an industry, profession, or trade (12%), and a local organization (10%).



Start-up vs. established

Start-ups are more likely than established businesses to be having challenges with access to capital and financing, marketing, creating a business plan, accounting/bookkeeping, work/life balance, time management, and money management. Start-up owners are more likely than established business owners to turn to people like friends, family, and mentors/coaches for help, while established business owners are more likely to utilize accountants, lawyers, and bankers.

About the survey

The survey was conducted by Sage during October 2013 among an independent panel of 1,004 small business owners in the U.S, split evenly between start-up and established businesses. The margin of error is +/- 3% with a confidence level of 95 percent.

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