Final Report
2020 WBAF
Global Survey
Expectations of Startups & Entrepreneurs For The Post-Pandemic World Economy

A Global Survey initiated by the

WBAF Global Startup Committee
May 9th-May 31st, 2020
Key Survey Highlights
Responses From: 81 Countries

Top 5 Countries With Highest Responses:

- Turkey
- India
- Singapore
- Spain
- USA
Top 5 Industries Affected

Consulting & Professional Services: **29.02%**
Information Technology: **13.33%**
Health, Healthcare & Life Sciences: **8.24%**
Food, F&B & Agriculture: **7.06%**
Finance: **7.45%**
Funding, Demand and Workforce represent 37.93% of challenges faced by startups.
Funding Without Additional Cash-Injection

Only 3-6 months: 52.22% of respondents
Business Valuation

Decrease: 39.90% of respondents

&

Increase: 21.67% of respondents
Duration of Pandemic Impact

6 months to 1 year: 46.53% of respondents
Pivoting Business

During This business cycle: 36.14%

Post-Pandemic business cycle: 63.05%
Survey Report Details
Respondent Demographics

- Male: 1.96%
- Female: 26.67%
- No response: 71.37%
Years in Business

- Less Than 1 Year: 21.57%
- 1-2 Years: 18.82%
- More Than 2 Years: 59.61%
Affected Industries

- Consulting & Professional Services: 29.02%
- Other: 20.78%
- Health, Healthcare & Life Sciences: 8.24%
- Food, F&B, Agriculture: 7.06%
- Finance: 7.45%
- e-Commerce & Apps: 7.06%
- Arts & Entertainment: 2.75%
- Logistics: 2.35%
- Electronics: 1.96%
What are the top 3 challenges your start-up is facing due to the Pandemic?

<table>
<thead>
<tr>
<th>Type Of Challenge</th>
<th>Percent Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial</td>
<td>28.08</td>
</tr>
<tr>
<td>Demand</td>
<td>16.75</td>
</tr>
<tr>
<td>Workforce</td>
<td>8.37</td>
</tr>
<tr>
<td>All 3 Combined</td>
<td>37.93</td>
</tr>
<tr>
<td>Other</td>
<td>8.87</td>
</tr>
</tbody>
</table>
How long can you continue running your start-up without a new cash-injection?

Runway Without New Cash-Injection

- 20.33% Less Than 3 Months
- 22.93% 3-6 Months
- 56.74% Other
How significantly has the demand for your start-up been affected?

- Dropped 30-50%: 22.16%
- Dropped 50-80%: 20.69%
- Dropped >80%: 23.65%
- Increased: 18.72%
- Not able to evaluate: 14.78%
What are your contingency plans for this cycle?

### Contingency Plans

<table>
<thead>
<tr>
<th>Types of Contingency Plans</th>
<th>Percent Responders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost Reduction Only</td>
<td>19.70</td>
</tr>
<tr>
<td>Staff Reduction Only</td>
<td>2.46</td>
</tr>
<tr>
<td>Cost &amp; Staff Reduction</td>
<td>27.09</td>
</tr>
<tr>
<td>Raise more Equity</td>
<td>22.17</td>
</tr>
<tr>
<td>Borrow More Money From…</td>
<td>19.21</td>
</tr>
<tr>
<td>Other</td>
<td>9.36</td>
</tr>
</tbody>
</table>
How long do you believe the downturn will last?

- < 6 Months: 46.53%
- 6 Months-1 Year: 22.28%
- 1-2 years: 19.80%
- >2 years: 11.39%
How important are analytics in facilitating recovery?
Do you need assistance in facilitating conversations between policymakers and the start-up community?

**Assistance In Facilitating Conversations**

<table>
<thead>
<tr>
<th>Ranking</th>
<th>Percent Responders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Definitely Yes</td>
<td>48.77</td>
</tr>
<tr>
<td>Probably Yes</td>
<td>26.11</td>
</tr>
<tr>
<td>Maybe</td>
<td>11.82</td>
</tr>
<tr>
<td>Probably Not</td>
<td>9.85</td>
</tr>
<tr>
<td>Definitely Not</td>
<td>3.45</td>
</tr>
</tbody>
</table>
Are you experiencing a downturn in short-term and long-term investors?

Downturn In Investors

- Only Short Term Investors: 18.23%
- Only Long Term Investors: 8.87%
- Both: 39.41%
- Not Able To Determine Yet: 33.50%
Do you have plans to pivot during this cycle?

- **Definitely Yes**: 40.16%
- **Probably Yes**: 39%
- **Maybe**: 8%
- **Probably Not**: 10%
- **Definitely Not**: 3%

**Plans to Pivot**
Do you plan to change your business model in order to be more compatible with the post-pandemic economic environment?

Plan To Change Business Model

- Yes: 63.06%
- No: 20%
- Not Decided Yet: 17%
Do you believe the valuation of your start-up venture changed due to the pandemic?

- **Yes-Dropped**: 27.09%
- **Yes-Increased**: 39.90%
- **No**: 11.33%
- **Not able to determine yet**: 21.67%
Summary: Top Responses For Key Categories

- Industry: Consulting & Professional Services: 29.02%
- Impact Duration Of 1 Year: 46.53%
- Valuation Decreased: 39.90%
- Decrease In Long & Short Term Investors: 39.41%
- Combined Challenges: 37.93%
Questions?