

**Opportunities abound for the fast-moving software sector.** Companies in our survey cite expansion into new markets, the confluence of social, local, and mobile and the increasing demand for cloud computing to handle the explosion of big data as primary growth areas. Hyper-growth makes it difficult to find and retain skilled employees as startups compete for talent with the established companies that can pay top dollar. Technical (STEM) skills are in demand, with sales and marketing a key expertise also needed in the consumer Internet space.

On the policy front, IP is viewed as a valuable strategic asset, but most startups choose speed of innovation rather than IP protection to address competition. All-in-all, the future looks bright. Our software survey respondents rated current business conditions as better than last year and believe the future will be even better.

## **OPPORTUNITIES**

"Increased use of and reliance on social media content expected to open up numerous opportunities to leverage our core analytics technology."

"We feel that a weak macroeconomy provides opportunity to expand the team and our product range at a much lower burn."

## **CHALLENGES**

Our challenge: "Ability to hire enough resources to fuel expected growth."

"It's a bloodbath for engineering talent."

It's a challenge "competing against potential entrants from larger players such as Facebook and Google."

