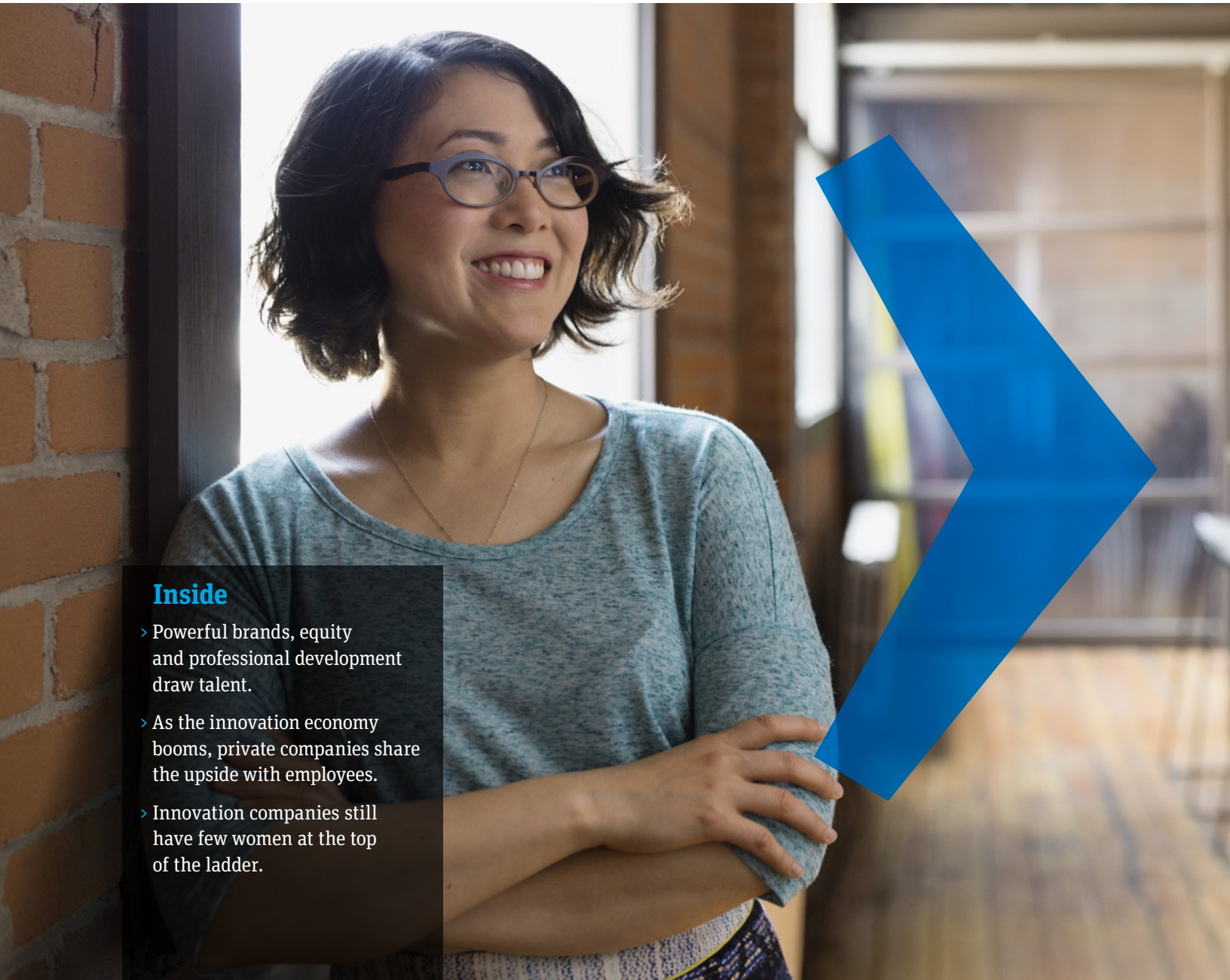


Attracting and retaining talent

Employees think beyond the paycheck

Inside

- > Powerful brands, equity and professional development draw talent.
- > As the innovation economy booms, private companies share the upside with employees.
- > Innovation companies still have few women at the top of the ladder.



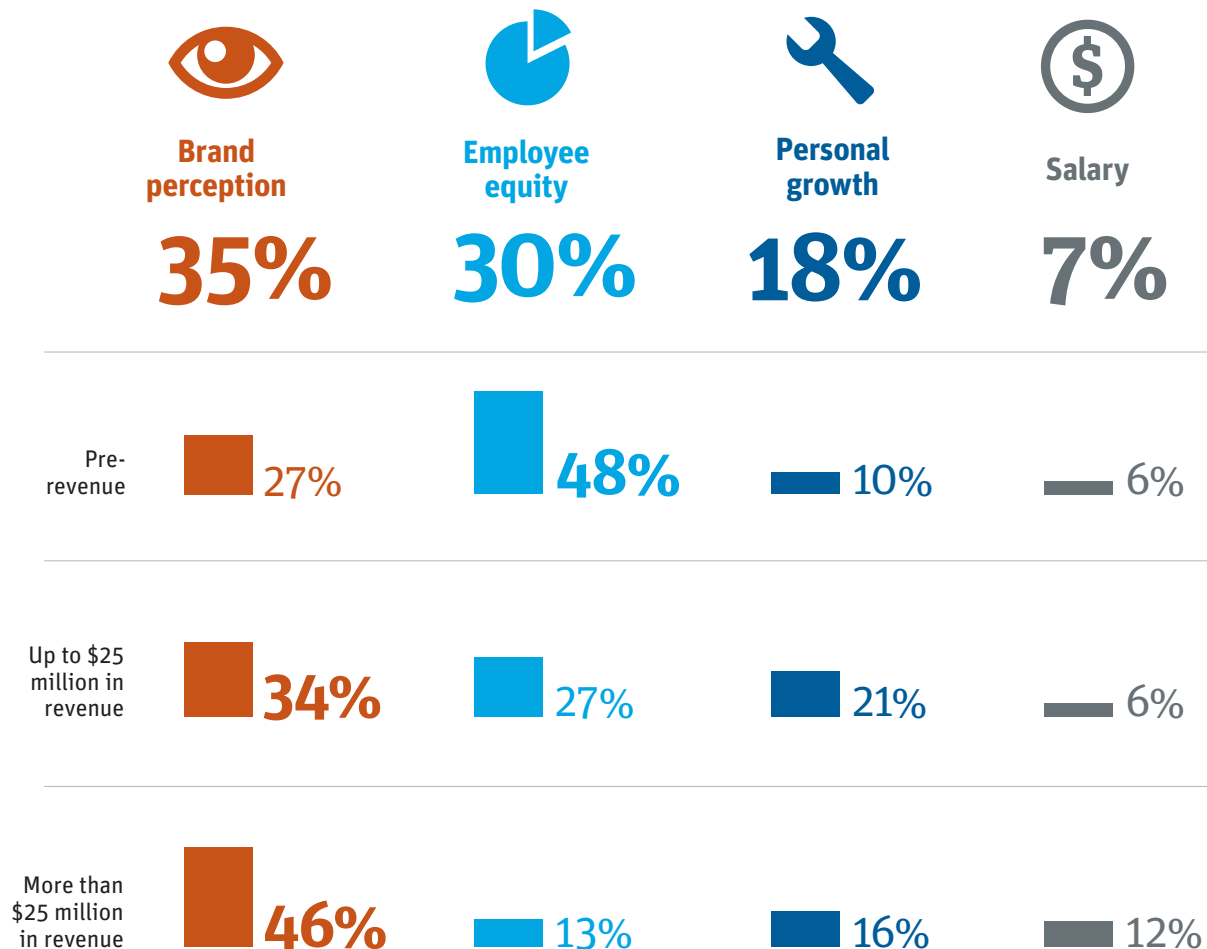
As companies mature, they see their brand, more than salary or even equity, appealing to the talent they need. In our *Innovation Economy Outlook 2015* survey, we asked executives to give us their view on what employees want. While salary matters, employees looking at growing companies often care more about other aspects, including a company's reputation, culture and mission.

For new and growing companies, understanding how to handle employee equity – from promise to payout – is key to attracting the talent they need to grow. And despite many technology companies publicly acknowledging the need for more women in their ranks, few are taking concrete steps to add more women leaders.

Powerful brands, equity and professional development draw talent.

Few innovation economy executives believe salary is their best offer. Startups believe employee equity is their trump card, and as companies grow, they bank on brand perception and personal growth opportunities. Salary is most important for larger companies, although it's still low on the list.

Key selling point for employees



As the innovation economy booms, private companies share the upside with employees.

While three-quarters of executives agree employee liquidity is important to their company, delivering on the promise is difficult as companies stay private longer.

74%

agree or strongly agree that employee liquidity is important to their company.

↑ 38%

say it's become **more important** over the past 12 months.

Private companies are split on whether to plan for equity distribution ahead of an exit event.

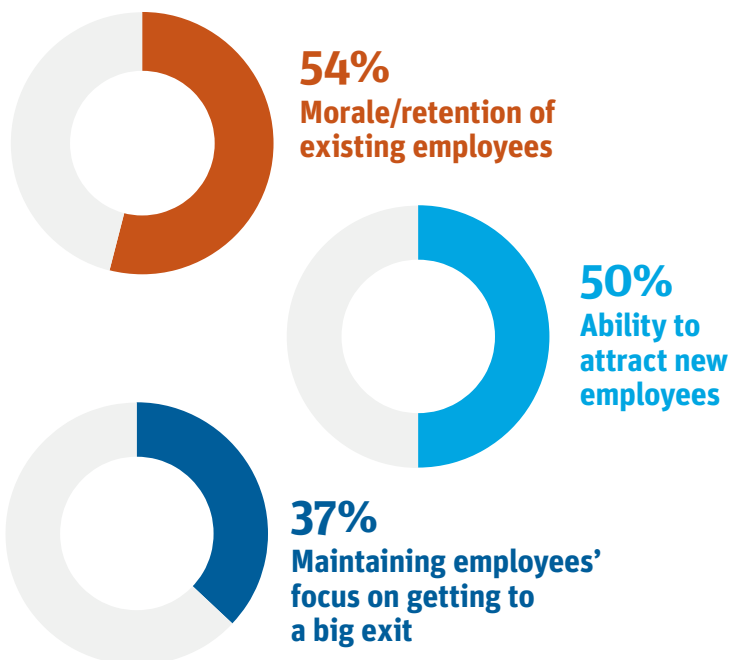
54%



say having a strategy in place for employees to sell or pledge shares prior to an exit event is important for employee retention.

Employers are looking for the right balance between making employees happy and keeping their team focused on getting to a big exit.

Most important considerations when it comes to employee liquidity



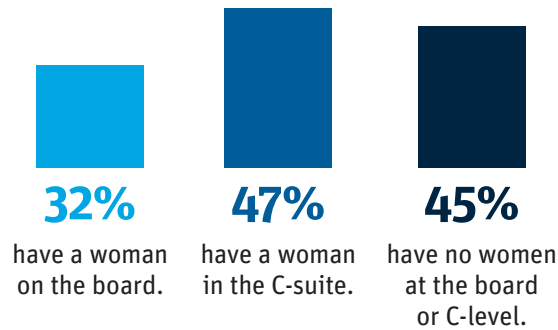
“The biggest risk is that we will not find the capable and competent employees that we need.”

—Enterprise software executive

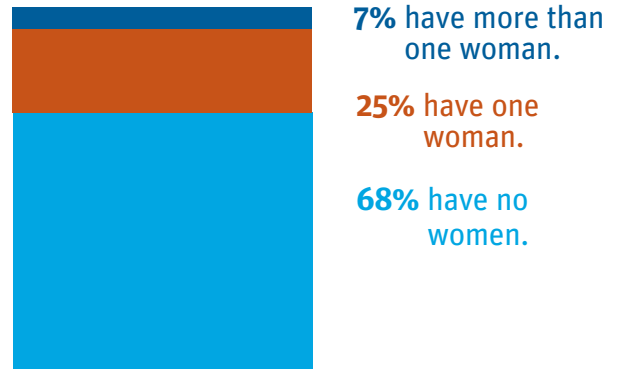
Innovation companies still have few women at the top of the ladder.

Nearly half of the companies in our survey do not have a woman on either the executive team or the board.

Companies with a woman in a leadership role

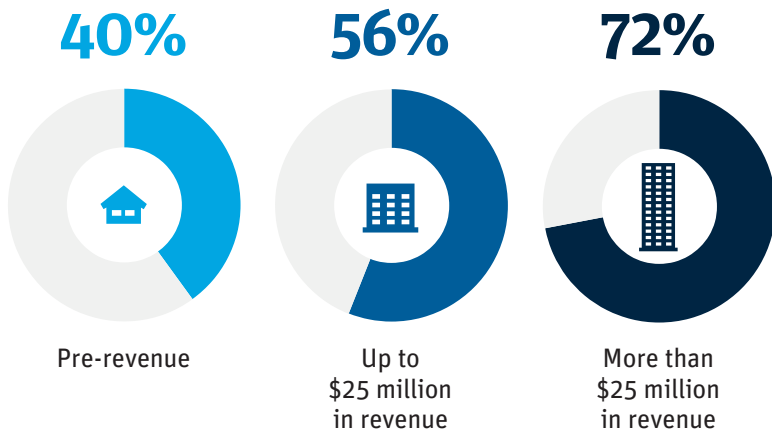


Number of women on the board

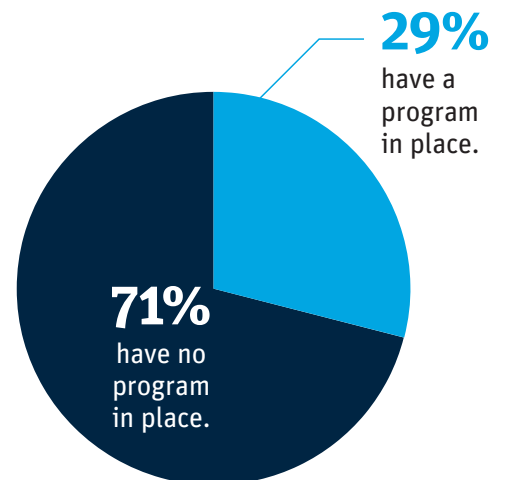


Pre-revenue companies are least likely to have a woman on the board or executive team. The picture for women improves somewhat as companies grow. But the numbers are still low.

Companies with at least one woman on the board or executive team



Despite the obvious disparity, few companies have implemented programs to increase the number of women in leadership positions.



About the *Innovation Economy Outlook 2015* survey

Our sixth annual survey of executives from innovative companies worldwide offers insight into what's on the minds of leaders in the global innovation economy today. In the *Innovation Economy Outlook 2015* survey, we received more than 1,100 responses from executives in more than 30 countries, covering such topics as how innovation companies are faring, hiring projections and how government policies are affecting business growth. We heard from executives in innovation hubs around the world, who represent companies ranging from startups to global enterprises.

Total respondents

1,116

Industry sector



76%
Technology
(net)



18%
Healthcare
(net)

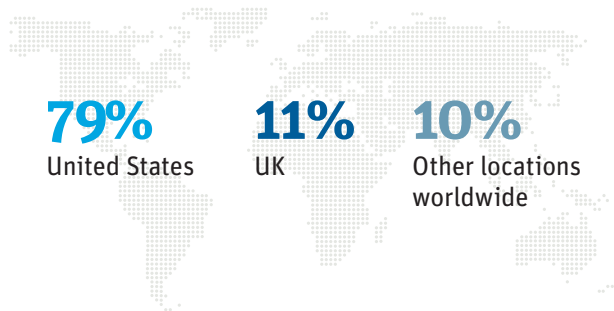
6%
Other

Profitable

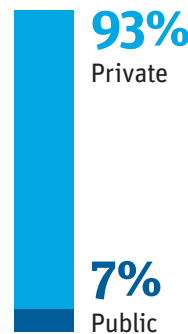


48% Yes
52% No

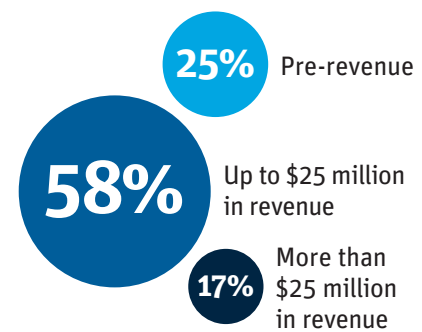
Primary place of business



Ownership



Revenue stage



About Silicon Valley Bank

For more than 30 years, Silicon Valley Bank (SVB) has helped innovative companies and their investors move bold ideas forward, fast. SVB provides targeted financial services and expertise through its offices in innovation centers around the world. With commercial, international and private banking services, SVB helps address the unique needs of innovators. *Forbes* named SVB one of America's best banks (2015) and one of America's best-managed companies (2014).

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A third-party firm, Morpace, Inc., conducted the *Innovation Economy Outlook 2015* survey online on Silicon Valley Bank's behalf from December 6, 2014, to January 9, 2015.

The material, including without limitation the statistical information herein, is provided for informational purposes only and is compiled from the survey conducted by Morpace, a third-party source. The material is based in part upon information from third-party sources that we believe to be reliable. However, the material has not been independently verified by us, and as such, we do not represent that the information is accurate or complete. The information should not be viewed as tax, investment, legal or other advice, nor is it to be relied on in making an investment or other decisions.