

Business conditions

# Innovation leaders are optimistic and focused on growth

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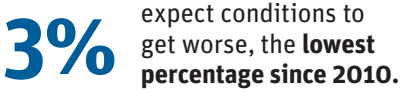
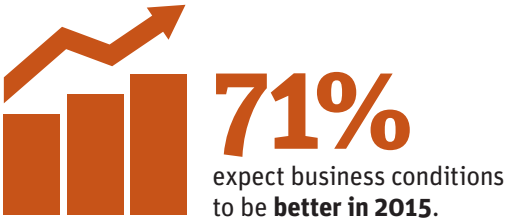
**After a great 2014, leaders in the innovation economy expect an even better 2015. Executives are optimistic yet realistic about growth opportunities and their ability to deliver. In our survey of executives at companies around the world – from startups to multinational enterprises – most said they met or beat their 2014 revenue targets.**

**While confidence is high, it's measured. Leaders recognize that fundraising, access to talent and global expansion won't be easy. But, their outlook suggests they're up for the challenge.**

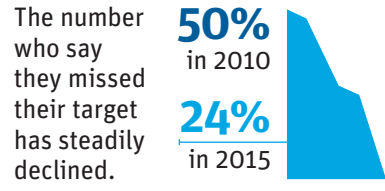
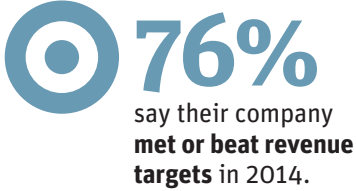
## Executives are bullish on 2015 and confident about delivering results.

Most executives expect 2015 to be even better than 2014.

Entrepreneurs and executives are getting more accurate in predicting their revenue targets, which suggests more realistic expectations for growth.



Even companies who beat or missed their targets came pretty close to hitting the mark.

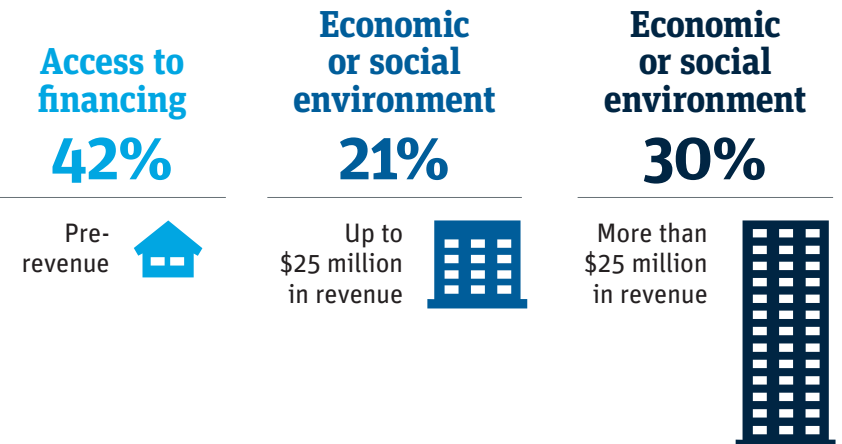


“The market is there. We simply need to execute.”

—Hardware executive

## The future looks bright, but it still comes with risk.

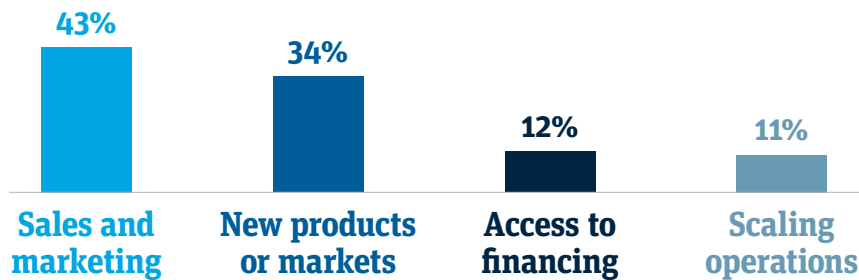
Top risk in 2015, by revenue stage



## Sales and marketing are top of mind as companies grow.

Executives know success requires more than innovating new products.

### Top drivers of success in 2015

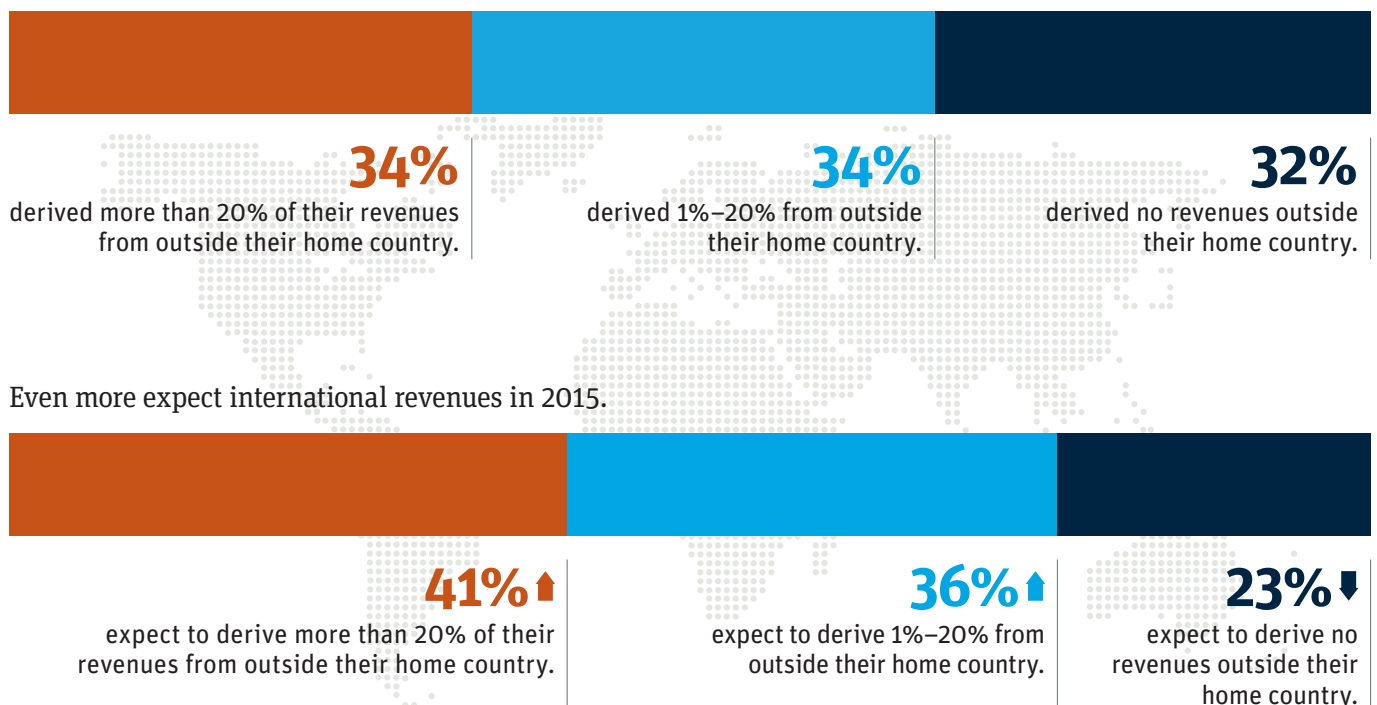


“Rapid market expansion is driving significant growth in our business.”

—Software executive

## Global growth remains a core strategy.

Innovation-focused companies continue to look internationally for growth. Of the respondents who generated revenue in 2014, more than two-thirds earned some revenue abroad.





### 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)

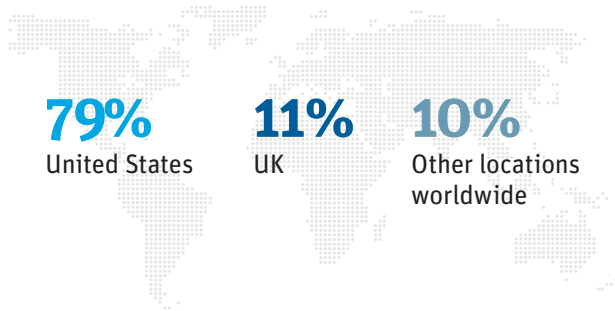
6% Other

Profitable



48% Yes  
52% No

Primary place of business

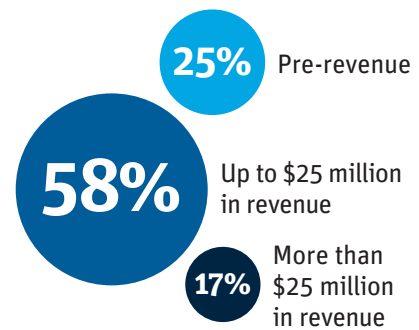


Ownership



93% Private  
7% Public

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.

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