About the Startup Outlook Survey

Our annual survey offers insights into what is on the minds of technology and healthcare startup leaders. For the 2020 report, we conducted the survey in October and November 2019 and received responses from startup executives in innovation hubs primarily in the US, the UK, Canada and China.

**Total respondents**

- **1,100**
- Industry sector: 69% Technology (net), 17% Healthcare (net), 14% Other
- Size: 58% 0–25 employees, 27% 26–100 employees, 15% > 100 employees
- Company age: 71% < 5 years old, 29% > 5 years old
- Profitable: 56% Yes, 44% No

**Primary place of business**

- 63% US, 24% China, 7% UK, 5% Canada, 1% Other

**Ownership**

- 63% Private, 3% Public, 97%

**Revenue stage**

- 64% < $25 million in revenue, 24% Pre-revenue, 12% ≥ $25 million in revenue

**Founder gender**

- 32% At least one female founder
- 68% Male-only founder(s)

**Companies with at least one founder born outside their primary country**

- 52% US, 53% UK, 52% Canada