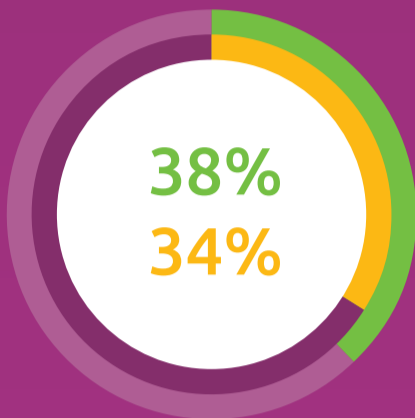


START-UPS: STATE OF THE NATION

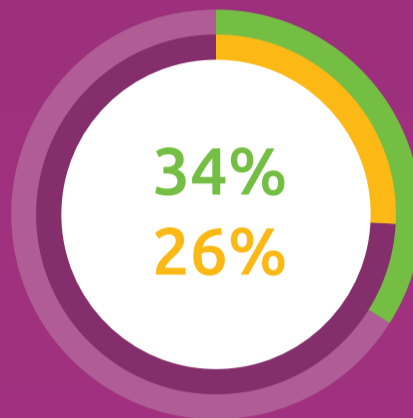
Start-ups are more confident of the future

● Start-ups ● All SMEs

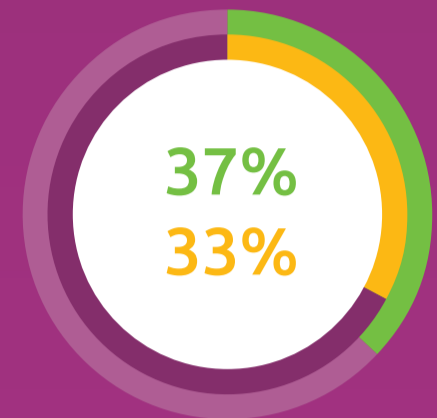
Expecting revenue increase in 2014



Expecting national economy improvement within 12 months



More work in the pipeline Feb-April 2014



Start-ups embrace online technologies

Working in the cloud



40%
Start-ups

33%
All SMEs

Online presence



65%
Start-ups

53%
All SMEs



Start-ups business pressures



Fuel prices
34%

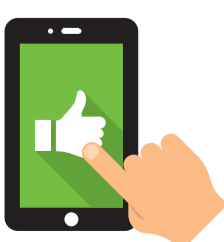


Attracting new customers
32%



Cash flow
31%

Where start-ups plan to invest in 2014



Customer retention
42%



Variety of products or services
35%



Online sales
29%