START-UPS: STATE OF THE NATION

Start-ups are more confident of the future

- Expecting revenue increase in 2014: 38% (Start-ups) vs. 34% (All SMEs)
- Expecting national economy improvement within 12 months: 34% (Start-ups) vs. 26% (All SMEs)
- More work in the pipeline Feb-April 2014: 37% (Start-ups) vs. 33% (All SMEs)

Start-ups embrace online technologies

- Working in the cloud: 40% (Start-ups) vs. 33% (All SMEs)
- Online presence: 65% (Start-ups) vs. 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: 33%
- Online sales: 29%