



Sage State of the Canadian Start-up
Survey 2014
Summary report

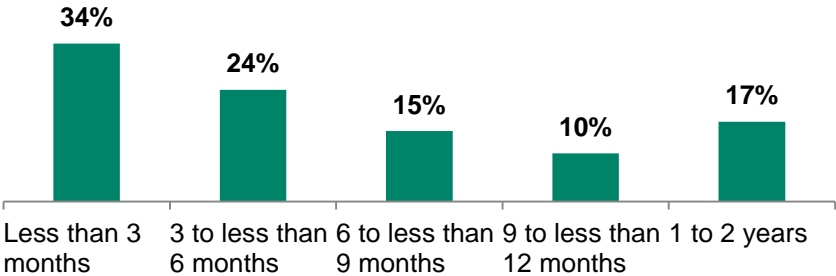
Introduction

[Sage North America](#) serves more than 3.2 million small and mid-sized organizations, regularly surveying them and other organizations for their opinions on a variety of business topics. This particular survey looked into the successes and challenges of new and established entrepreneurs in Canada while identifying differing trends between these two small business owner populations.

Start-up growth and timing

More than half of small business owners said they went from business idea to opening in less than six months. About seven in ten had their first sale in the first six months after start-up. Two-thirds were able to pay themselves in the first year, while about three in ten added employees in the first two years of business.

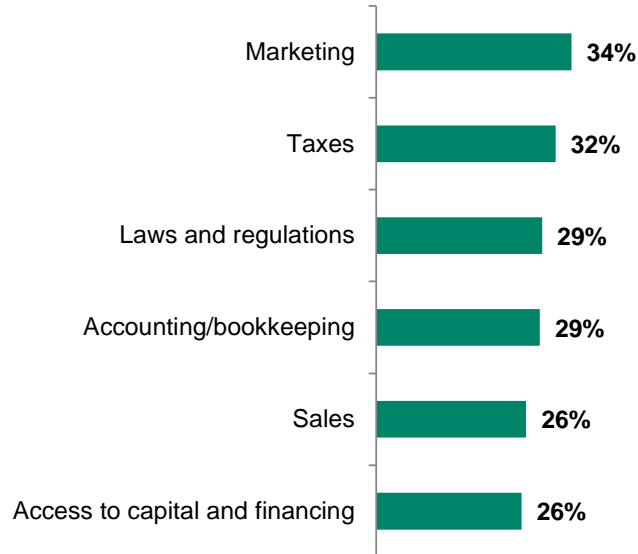
Time from business idea to start-up
(N=251)



Start-up struggles, support, and software

According to respondents, the top business challenges during the start-up process were marketing and taxes. Top personal challenges during start-up were work/life balance and time management.

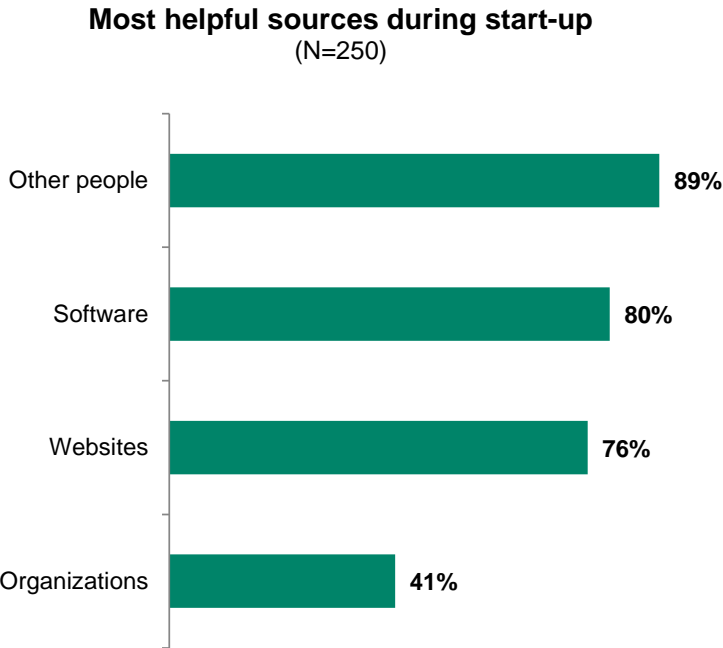
Start-ups' top six most challenging business areas
(N=250)



Start-ups' top five most challenging personal areas
(N=250)



Start-ups turned to other people most often for help during the process (89%). The next most popular sources were software (80%), websites (76%), and organizations (41%). People most often turned to were friends and family (56%), other business owners (43%), and an accountant (23%). Organizations most commonly used were those specific to an industry, profession, or trade (13%).



Start-up vs. established

Start-ups are more likely than established businesses to have challenges with marketing. Owners of start-ups are more likely than owners of established businesses to enlist the help of mentors/coaches, while established business owners are more likely to utilize accountants, lawyers, and bankers.

About the survey

The survey was conducted by Sage in December 2013 among an independent panel of 507 small business owners in Canada, split evenly between start-up and established businesses. The margin of error is +/- 4% with a confidence level of 95 per cent.

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