



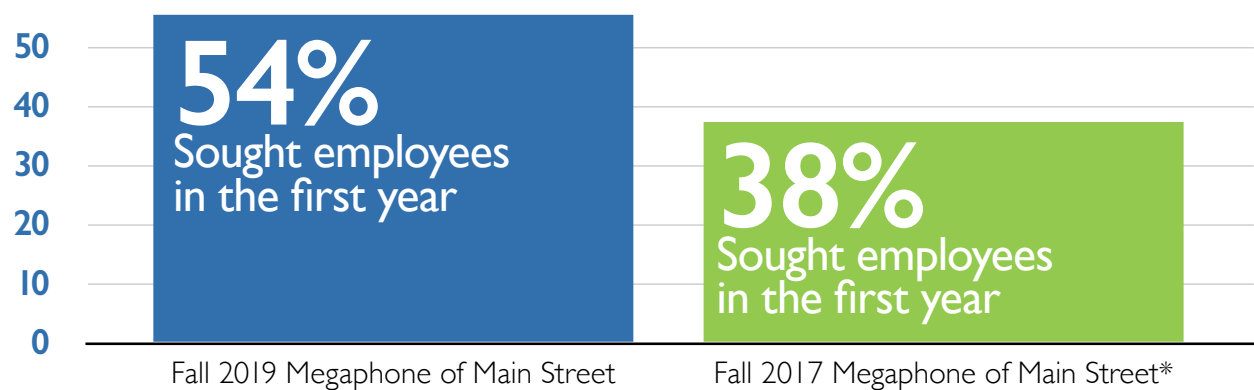
## The startup owner handles most business functions in the first year.

Who handled these responsibilities during your company's first year?

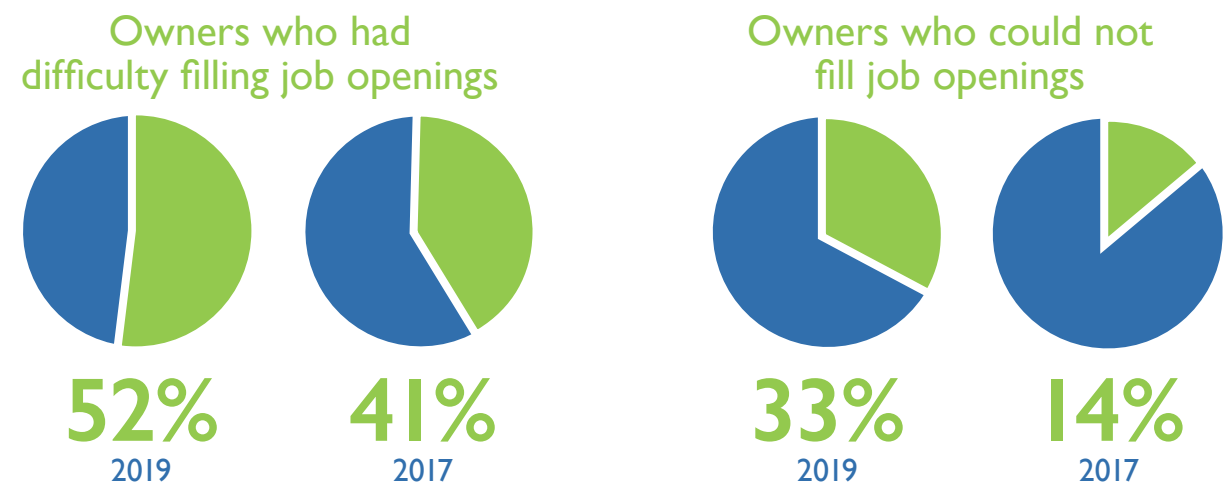


	Owner	Employee	Contractor	Intern	Family/Friend (unpaid)
Strategy/Planning	<b>96.6%</b>	0.6%	0.6%	0.1%	2.1%
Sales	<b>92.9%</b>	3.5%	1.5%	0.1%	1.8%
Marketing	<b>92.3%</b>	1.5%	2.4%	0.1%	3.5%
Logistics/Inventory/Distribution	<b>88.9%</b>	5.3%	2.8%	0.1%	2.8%
Service Delivery or Product Creation/Manufacturing	<b>82.6%</b>	9.3%	6.1%	0%	2.0%
Technology	<b>79.1%</b>	2.5%	10.3%	0.3%	7.8%
Accounting/Finance	<b>76.7%</b>	3.5%	14.3%	0%	5.4%
Manufacturing	<b>72.7%</b>	6.1%	18.8%	0.3%	2.0%
Legal	<b>60.5%</b>	1.3%	32.6%	0.4%	5.1%

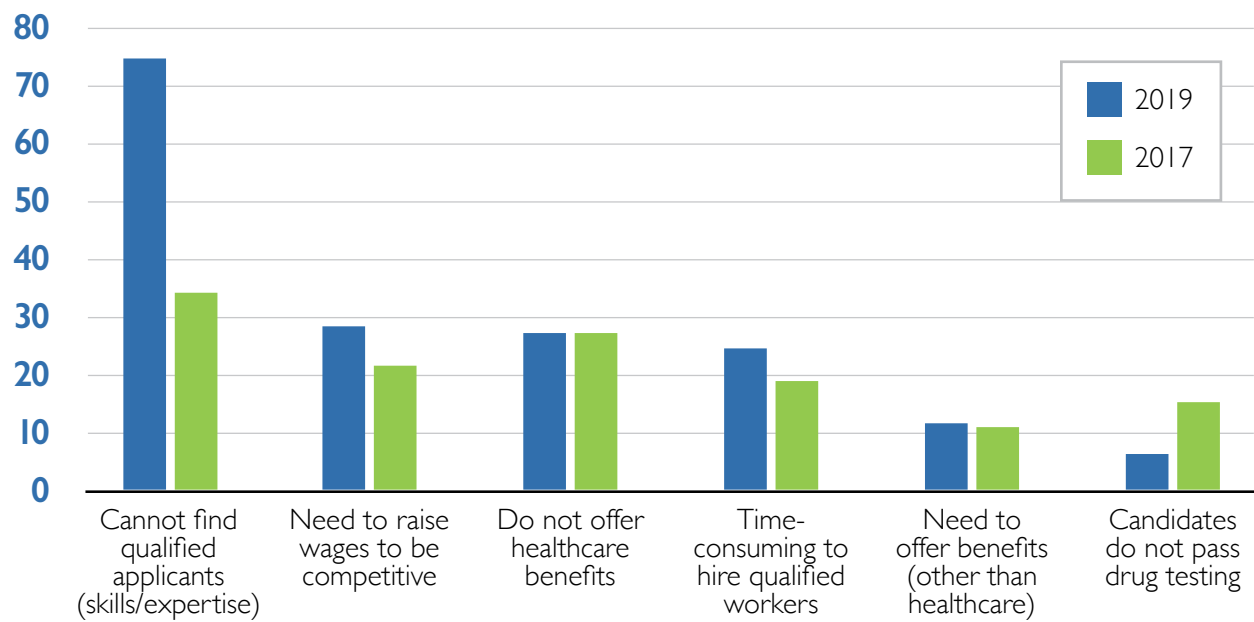
## More startups want to hire in the first year than those surveyed in 2017...



...but finding qualified people is a bigger struggle in 2019:



### Challenges in filling open positions:



SCORE SURVEYED  
**1,000** NEW BUSINESSES

#### Why focus on startups?

The number of new business startups is considered a significant indicator of economic health and innovation.

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