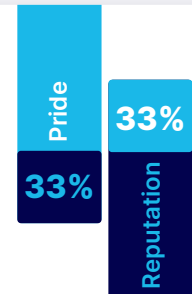


1

Individual Risk: Founders are willing to take personal risks to drive success for their startup, but only to a point.

33% of startup founders said they are **willing to push aside their pride** for the sake of company growth, but the same percentage are **not willing to risk their reputation** in the process.



2

Business Risk: Operating capital and costs weigh heavily on the minds of startups in 2022.

One in four founders cite increased **debt**, rising **costs** and **inflation** as top business risks in 2022.



3

Risk and Response: Founders are retrenching in the face of adversity.

To **address** the growing internal and external risk in the market, founders identified three primary strategies: **seeking help from advisors** (32%), **controlling growth** (30%) and **prioritizing risks** (30%).



4

The Investor Factor: With company growth comes new investor expectations and demands.

Across the board, **38%** of founders said their investors' primary concerns are **fundamentally financial**: funding, profitability, and cash flow. But **as companies grow**, investors' primary concerns begin to reflect growing responsibility of the startup, with **DEI (Diversity, Equity, and Inclusion)** at the top of the list.



5

Founders and Risk Archetypes:
What Kind of Founder Are You?

63% of founders consider themselves **'risk averse'**, yet **65%** admit that risk is a **part of doing business and necessary to grow**.

