

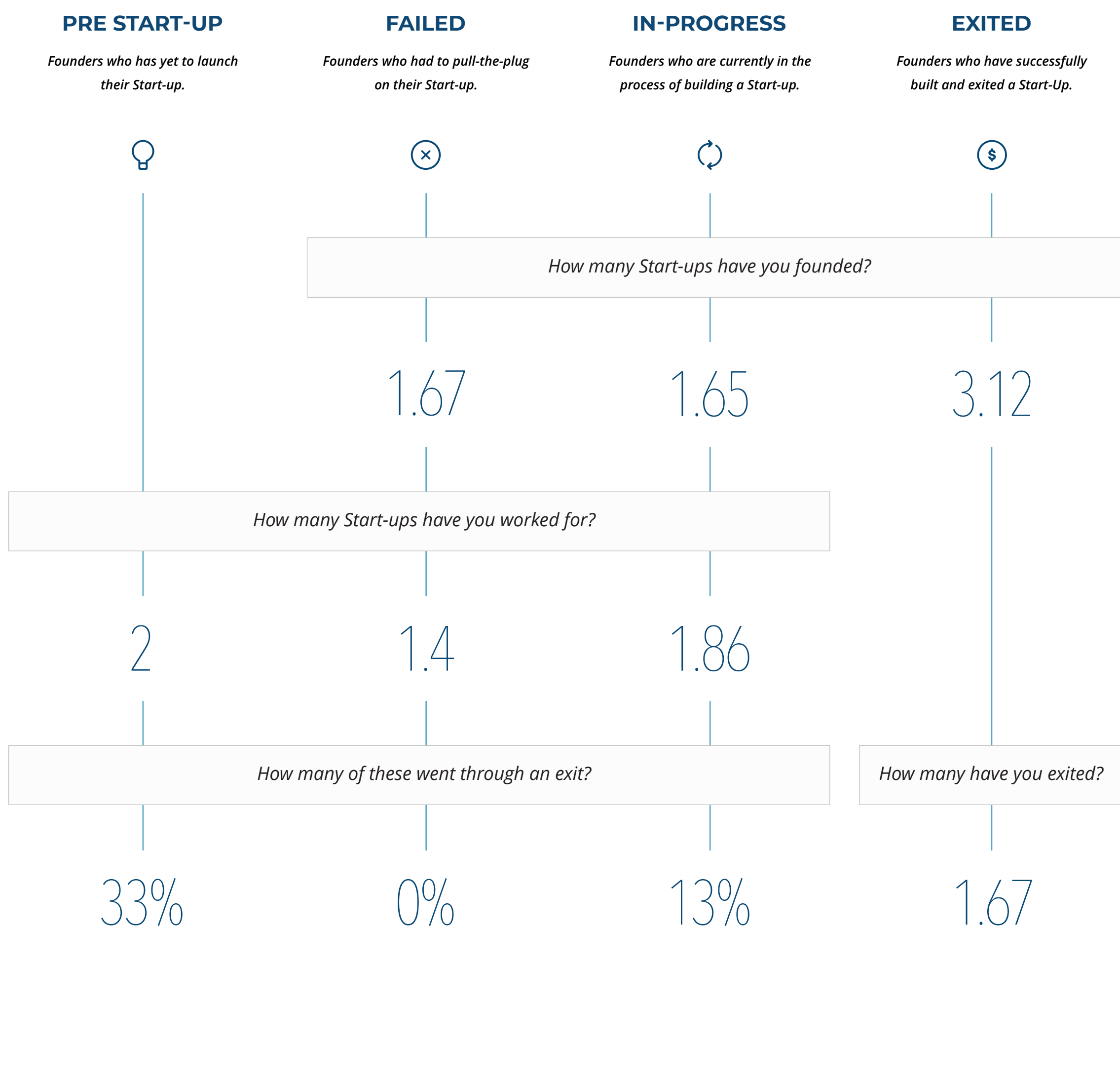
# FOUNDER SURVEY - FOUNDERS' VOICES

Founders have shared their opinions, perspectives and experiences with Kavedon Kapital.



## MEET THE FOUNDERS //

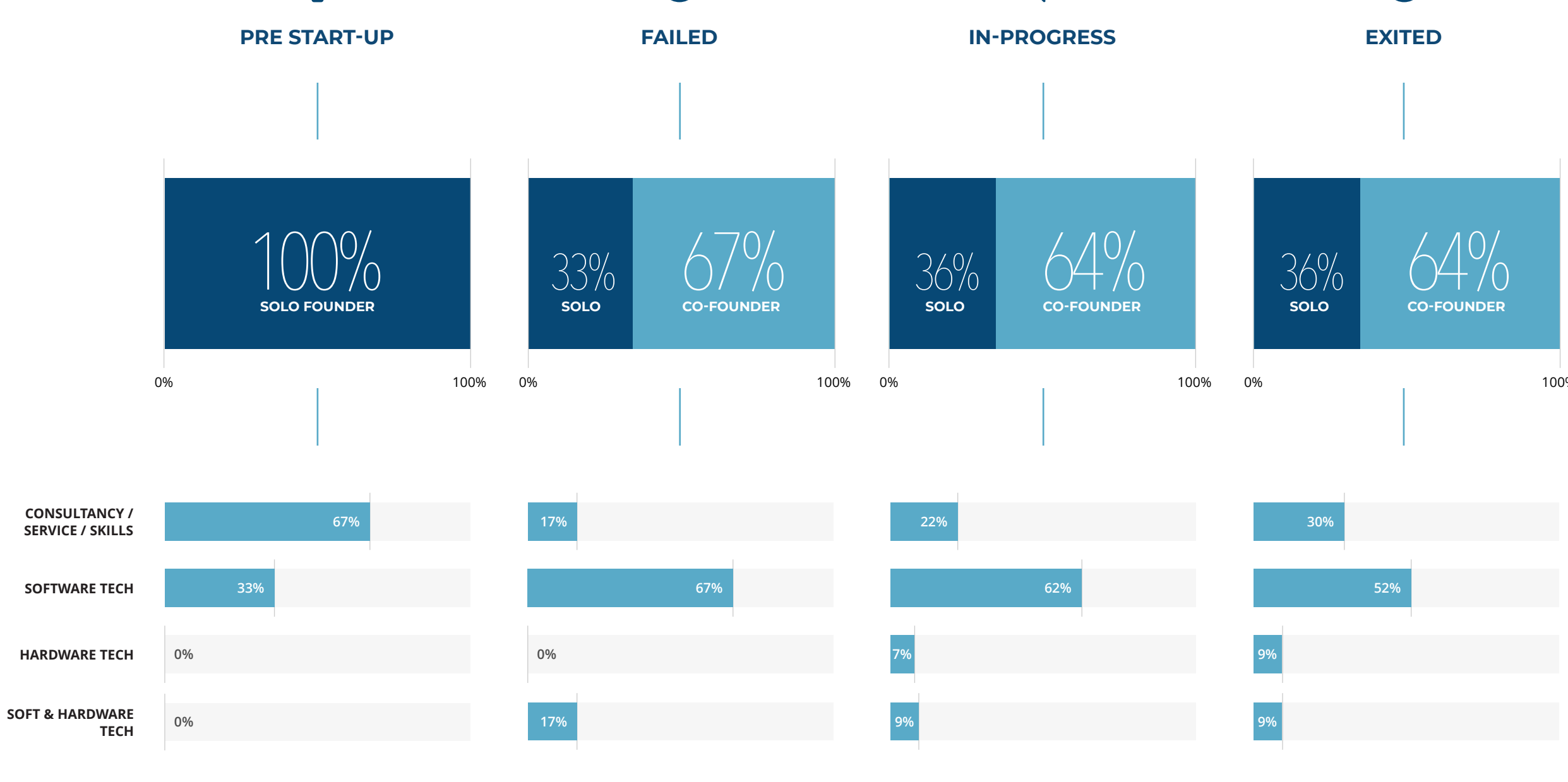
We divided our Founders into four groups; Pre-Start, Failed, In-Progress and Exited. Each group presents unique expectations and experiences.



**INSIGHT**  
Serial Founders have the most Exits making Founder retention paramount.

## SOLO vs. CO-FOUNDER //

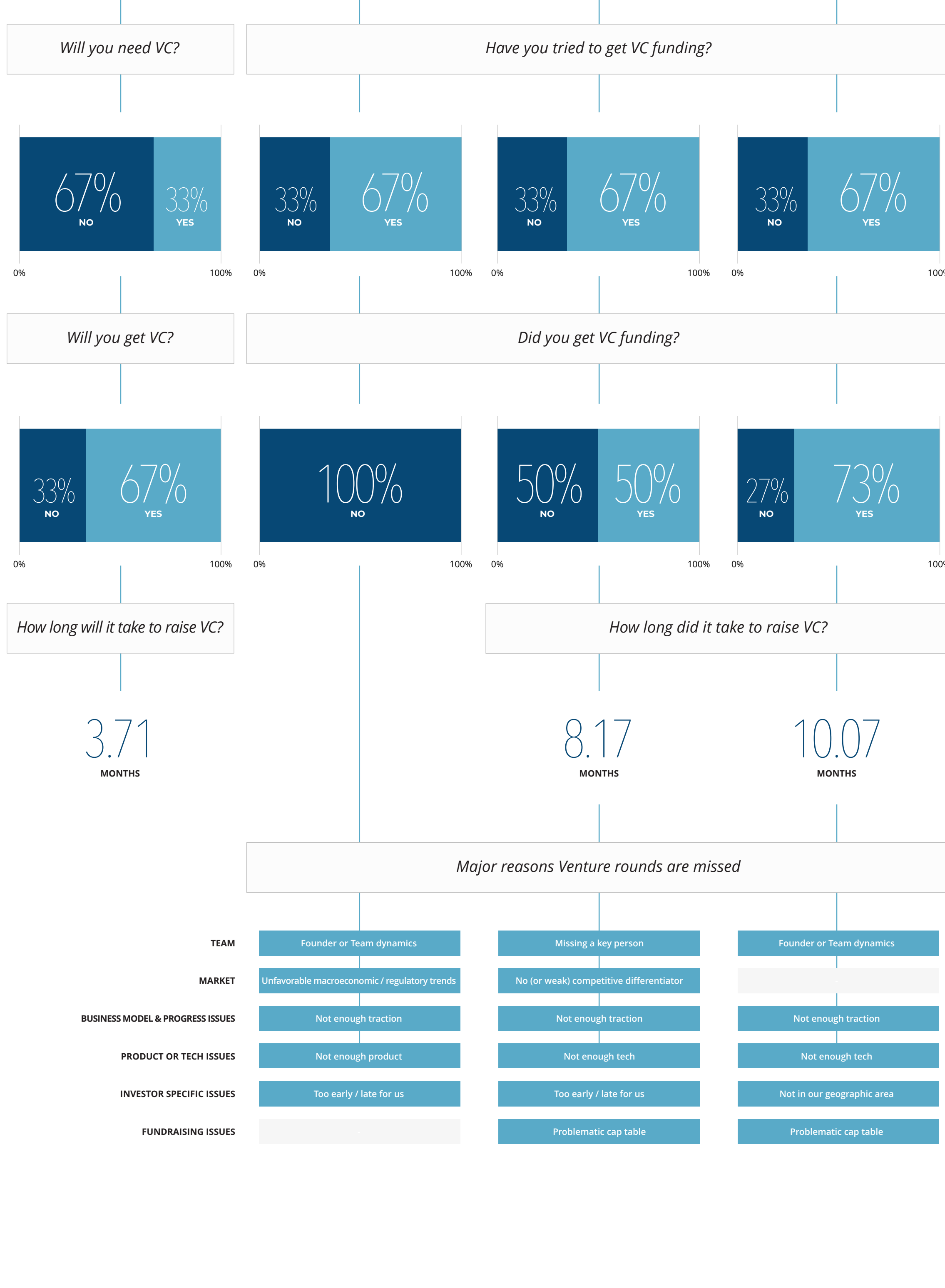
Do Founders prefer to go Solo or get a Co-Founder?



**INSIGHT**  
Having the right complementary Co-founder is fundamental to Start-up success.

## FUNDING //

Founders have clear ideas, experiences & realities surrounding VC funding. The need, the effort, the success and the reasons for missing out.

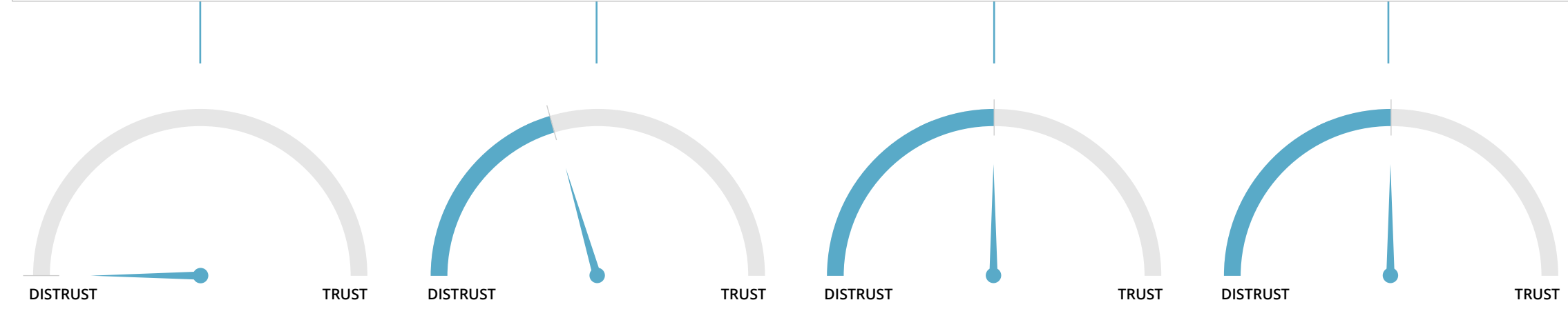


**INSIGHT**  
73% of Exited companies received VC funding compared to 0% of Failed companies.

**INSIGHT**  
Founders need support, help and guidance to increase their chances of receiving funding.

## TRUST //

Do Founders Trust the VC market?



**INSIGHT**  
Transparency, Stewardship and Collaboration are fundamental principles in building Trust with Founders.

## PRIORITIES //

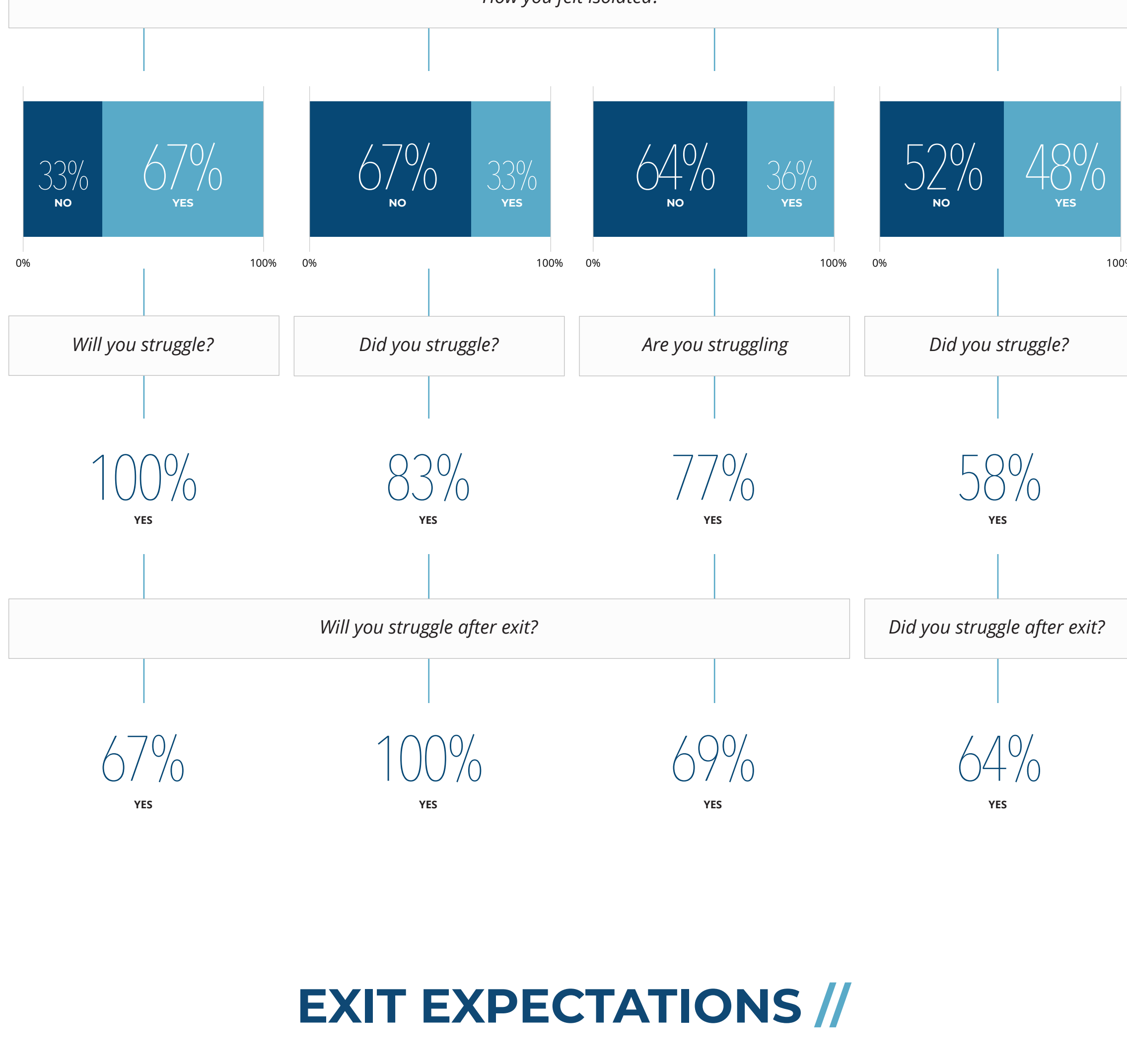
What do Founders prioritise and spend most of their time on?



**INSIGHT**  
Failed Founders spend too much on their time product focused at the expense of Fundraising, Sales and Recruitment.

## MENTAL HEALTH //

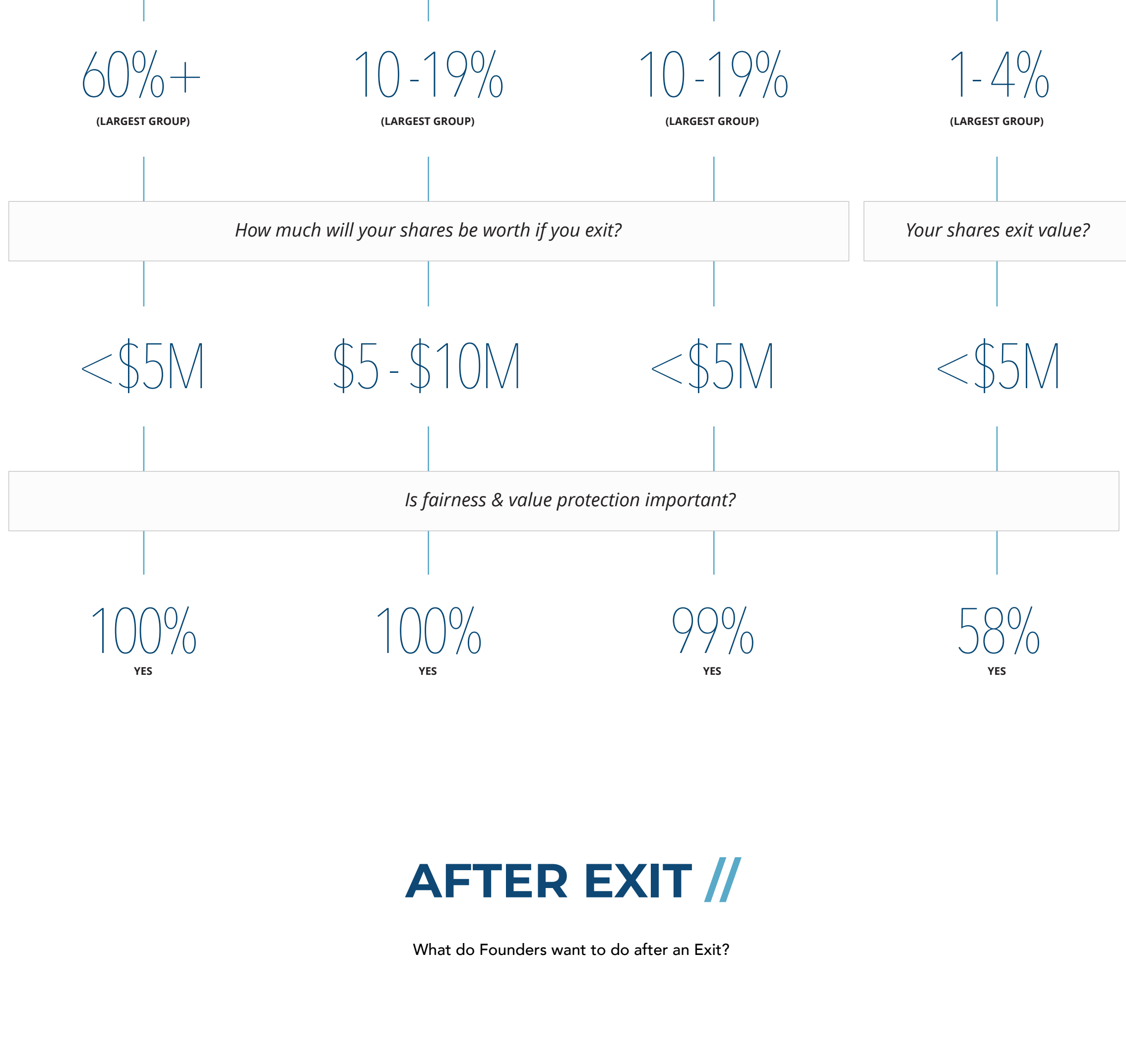
Do Founders Suffer?



**INSIGHT**  
Founders struggle to cope before Funding, whilst building their Start-Up and also after Exit.

## EXIT EXPECTATIONS //

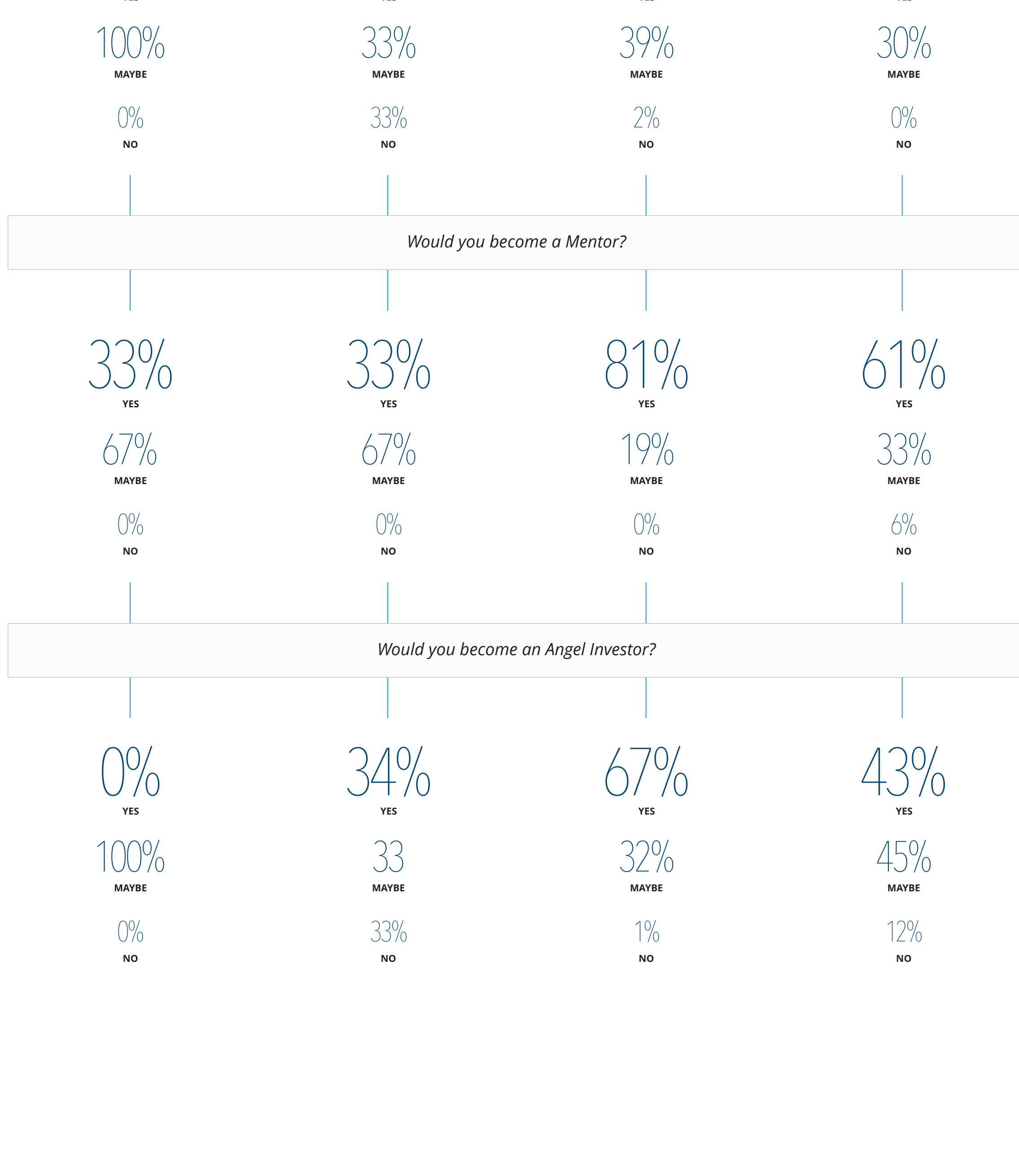
Do the reality of an Exit live up to Founders' Expectations?



**INSIGHT**  
Founders' equity expectations are higher than reality. Founders' equity earning expectations are higher than reality.

## AFTER EXIT //

What do Founders want to do after an Exit?



**INSIGHT**  
43% of all Founders would like to either Re-Found, Mentor or become an Angel Investor after Exit. Another 50% of Founders would 'maybe' like to do the same.

