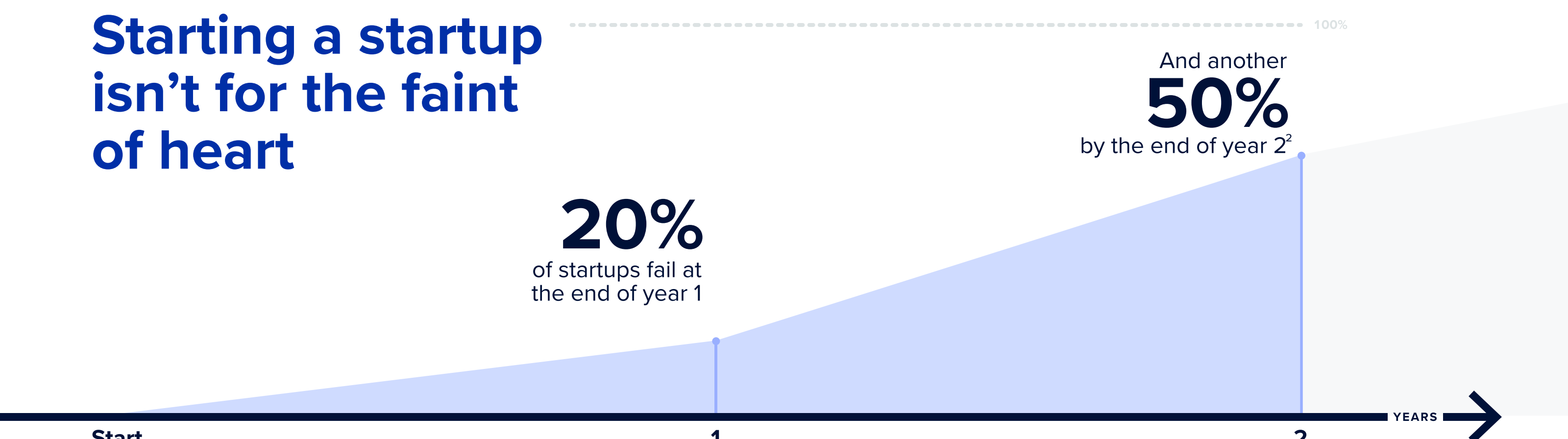


# Startup trends: A visual look

If you run your startup right, it could rival some of the biggest companies in the world



## Starting a startup isn't for the faint of heart



And even venture capital-funded startups with years of expertise and experience fail 75% of the time<sup>3</sup>

## Every dollar counts

Startups mostly get capitalized on less than

**\$25,000**

of personal capital<sup>4</sup>



You don't need a huge budget to start a business—just a smart one

**\$5,000** or less to start their businesses<sup>5</sup>

## Thinking globally—not locally—is becoming a survival tactic

91%

of respondents in a Silicon Valley Bank US Startups Outlook report say that finding talent is somewhat or extremely challenging<sup>6</sup>



30%

of US startups outsourced one of their most precious assets in 2017: their product development<sup>7</sup>

### PRO-TIP:

Anytime you outsource any kind of customer support or product development, you need a high level of communication and collaboration with your outsourced partners.

Out of startups that received funding from venture capital firm First Round, those that were founded outside New York and the San Francisco Bay Area performed just as well as their peers based in those startup epicenters. Of the 200 companies analyzed by First Round, 25% landed outside these cities and, on average, have even performed 1.3% better than companies in the Bay and NYC.<sup>8</sup>

## Collaboration is key to startup survival

It's been estimated that poor workplace communications systems collectively cost companies

**\$37 billion** per year<sup>9</sup>

## Startups aren't afraid to get creative when it comes to choosing an HQ location

69% of startups work from home<sup>10</sup>



## Here are a few immediate benefits that startups can gain from RingCentral's unified communications platform in the cloud:



### Unified

Bring together HD voice, video, SMS, team messaging, and more, all on a single platform from a single vendor.



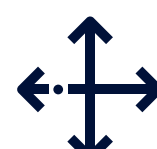
### Cost-effective

Leverage a SaaS-based pricing model that's favorable to your burn rate. Your startup will be able to scale communications as your business scales.



### Easy

No formal IT needed. Set up and customize your solution for your employees, and avoid business cycle disruptions from working remotely.



### Scalable

Need to support fast growth? RingCentral gives you enterprise-grade scalability from location to location and device to device.



### Open

Our platform is pre-integrated with many leading business apps—if you don't find the integration you need, use our APIs to easily build your own.

<sup>1</sup> Inc.digital Digital Assets research with Forbes, 2019

<sup>2</sup> failory.com/blog/startup-failure-rate

<sup>3</sup> smallbizgenius.net/by-the-numbers/startup-statistics/#ref

<sup>4</sup> smallbizgenius.net/by-the-numbers/startup-statistics/#ref

<sup>5</sup> incfile.com/blog/post/shocking-us-home-based-business-statistics

<sup>6</sup> svb.com/globalassets/library/uploadedfiles/content/trends\_and\_insights/reports/startup\_outlook\_report/us/svb-suo-us-report.pdf

<sup>7</sup> intersog.com/blog/why-nearly-30-percent-of-u-s-startups-will-outsource-their-product-development-in-2017/

<sup>8</sup> 10years.firstround.com

<sup>9</sup> Flock Blog, "The savvy startup's guide to effective workplace communications," October 2019

<sup>10</sup> fundera.com/resources/home-based-business-statistics