

Seventh Edition, April 2023

# STARTUP SNAPSHOT

THE UNTOLD TOLL:  
THE IMPACT OF STRESS ON  
THE WELL-BEING OF STARTUP  
FOUNDERS AND CEOS

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In partnership with:

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ECONA 

  
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**ZELL**  
Entrepreneurship Program



Startup Snapshot  
is on a mission to  
raise awareness  
for founder  
mental health

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Yael Benjamin, Founder and CEO

# Introduction

## THE PARADOX

Our technology ecosystem is gripped by a paradox. We use data-driven insights to make investment and business decisions every day. But when it comes to data about the individuals who constitute the ecosystem itself, there's a lot of conversation, anecdotes, rumor and gossip. But not a lot of facts

## VISIBILITY THROUGH DATA

We were created to fill that void. Our most recent research brings bracing and clarifying transparency to the emotional states of founders and entrepreneurs. It is a critical driver of success. Especially now.

Yet the emotional, cognitive and physical toll that founding and leading a start-up takes is dangerously overlooked and rarely spoken about. Stress and anxiety are toxic for brain

chemistry. They lead to bad decision making, poor judgment, breakdowns in relationships, and a negative, self-reinforcing spiral.

## REPORT #7

We must break the cycle, and that starts with insight. Here, we illuminate the current state of the start-up mindset through global data collected from hundreds of founders in start-ups of all sizes, in all verticals. It's the largest study of its kind. And it will be honest and gritty, with no punches pulled.

It's my hope the data and insights will normalize and encourage the conversation around founder mental health. Those building the future need support now. They need the recognition and tools required to build significantly healthier realities for themselves, their families and their growing organizations.



# Backed by leading psychologists, researchers and investors dedicated to supporting healthier founders and companies

» Startup Snapshot's insightful and provocative research sheds light on the big picture of founder mental health needs and solutions. Our innovation ecosystem, and the founders who make it work, will greatly benefit from this effort.



**Michael A. Freeman, MD**

Psychiatrist and psychologist for founders, leading researcher on entrepreneur mental health

» The greatest entrepreneurs are those who can disrupt industries while maintaining undisrupted personal lives. Thanks to Startup Snapshot for this study which highlights how non-trivial that balance is.



**Brad Feld**

Founder Techstars and Foundry VC

» As someone committed to the power of data to add insights and effect change, it is great to see Startup Snapshot taking a data-driven approach to founder well-being, a key topic which has not gotten the attention it deserves.



**Dr. Noam Wasserman**

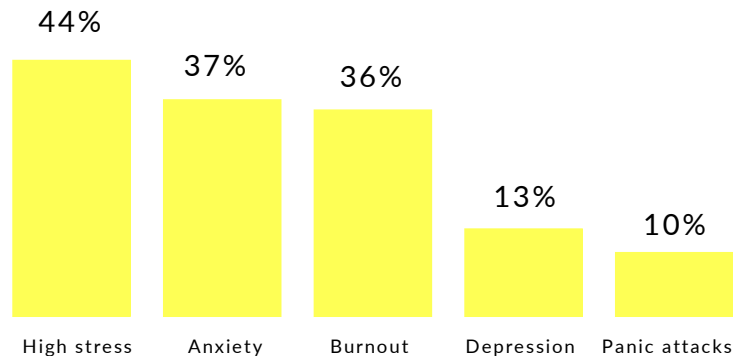
Author of the bestselling book "The Founder's Dilemmas"

# Key Insights

The startup grind takes a major toll on founder mental health



FOUNDERS SUFFER FROM ONE OR MORE OF THE FOLLOWING:

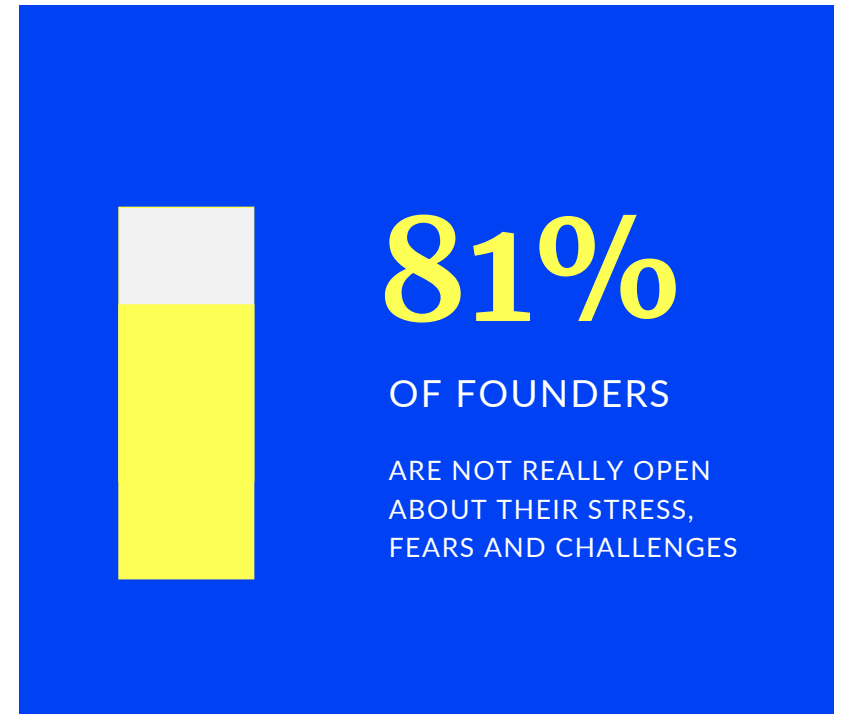


Hard has become even harder in today's uncertain markets

54%

OF FOUNDERS ARE VERY STRESSED ABOUT THE FUTURE OF THEIR STARTUP

Founders mask their stress and it catches up to them in the end



# Key Insights

Founders are known for their innovative spirit, but in terms of therapy, they are stuck in the past

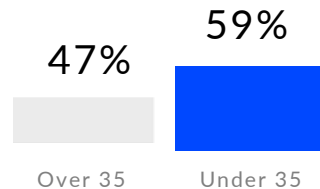
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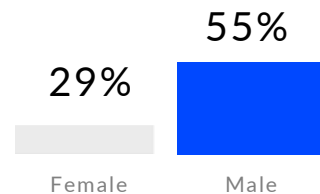
## STRONG STIGMA AROUND PROFESSIONAL SUPPORT

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YOUNGER  
FOUNDERS HAVE A  
GREATER STIGMA

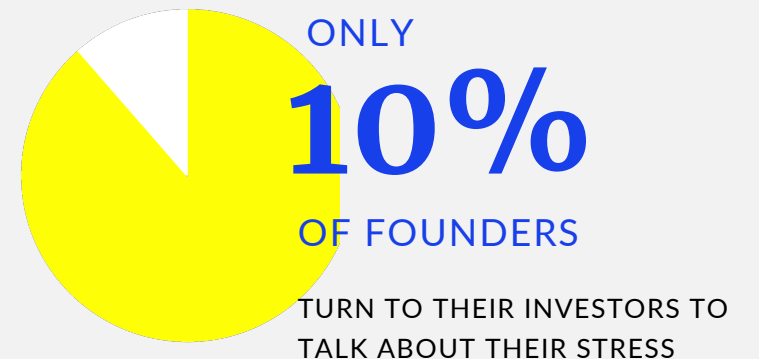


MALE FOUNDERS  
HAVE A GREATER  
STIGMA



Venture needs some serious self-reflection as their portfolio companies don't turn to them for support

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THE STRESS  
PARADOX



# It's stressful. It's joyful. It's exhausting. It's exhilarating.

The intensity of starting a business presents a volatile complexity of interconnected stresses, including financial, emotional, familial and health-related, all of which have been under-studied.

The current macro-economic climate dials up this underlying reality, as the scene buzzes with the language of down rounds and layoffs - terms rarely in the air during the last boom decade.

To understand what's happening in the heads and hearts of those driving the start-up economy, we set out to collect data from our global network of founders and entrepreneurs, in all verticals, in start-ups of all sizes.

The results capture the multi-dimensional reality of running a new venture in 2023, as thrills are mixed with isolation. We call this roller-coaster reality the stress paradox. And its emotional downside - once recognized - can be managed in the same way that we manage business realities.

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**Founders are stress junkies, they thrive in the arena and often mask the consequences.**

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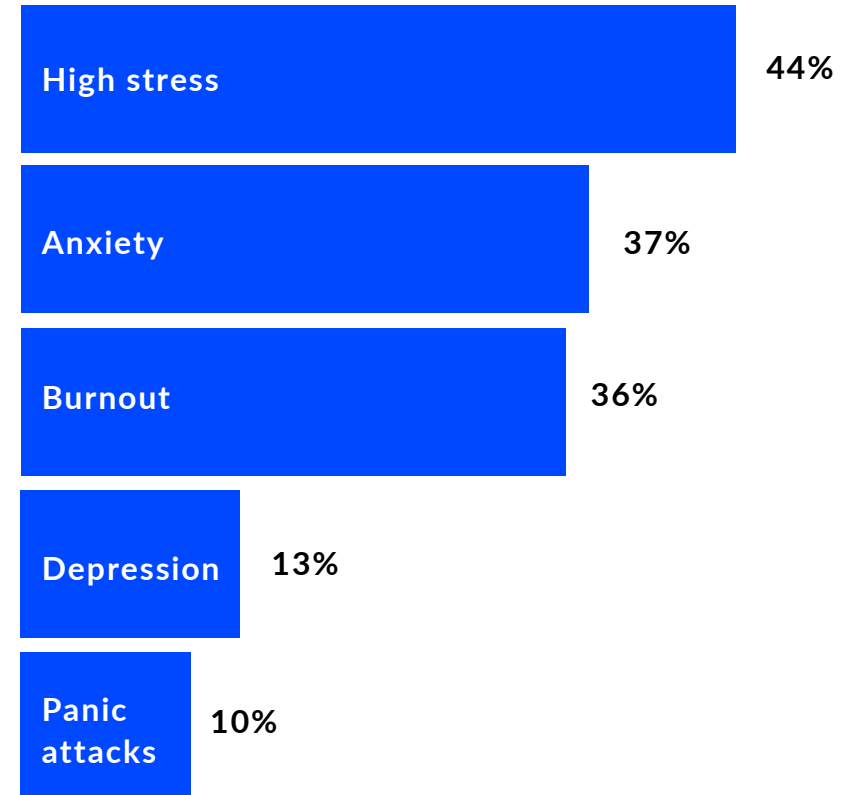
# The startup grind takes a major toll on founder mental health

Being a startup founder is demanding and challenging, and it is not uncommon for founders to experience high levels of stress and anxiety. The financial pressures, time constraints, and risk of failure that come with starting a business can all contribute to strong feelings of overwhelm and uncertainty, taking a toll on the founders' mental health.

# 72%

OF FOUNDERS REPORT AN IMPACT ON THEIR MENTAL HEALTH

DO YOU SUFFER FROM ANY OF THE FOLLOWING?



“

Investors empower founders to build and fly one-of-a-kind high-performance business jets, which are guaranteed to run out of fuel before they reach their destination. And as the majority of startups crash and burn, founders discover too late that nobody gave them a parachute.



– Michael Freeman, MD  
Psychiatrist and psychologist for founders, leading researcher on entrepreneur mental health

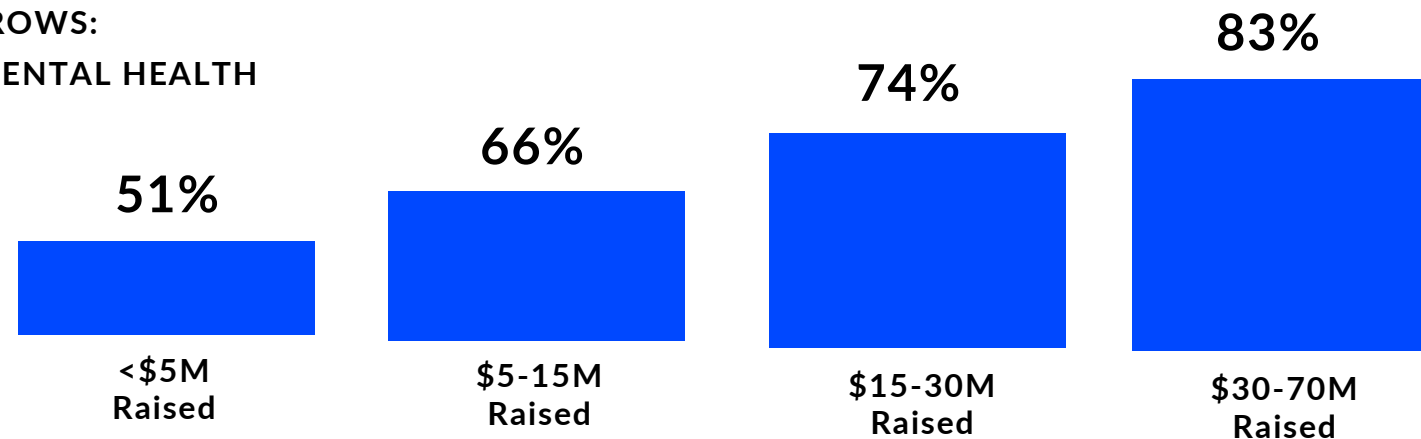
# The stress flywheel: More worry and less sleep exacerbates the stress

Starting a venture often requires long hours and hard work, and many founders to experience a decrease in sleep as they juggle the demands of their business. This can contribute to feelings of stress and anxiety, as well as negatively impacting physical health. As the startup grows and more worries pile up, it can be even harder for founders to get the rest they need, leading to a vicious cycle of increased stress and decreased sleep.

**59%** OF FOUNDERS  
SLEEP LESS SINCE  
STARTING A STARTUP

## DECREASING SLEEP AS THE STARTUP GROWS: THE NEGATIVE IMPACT ON FOUNDER MENTAL HEALTH

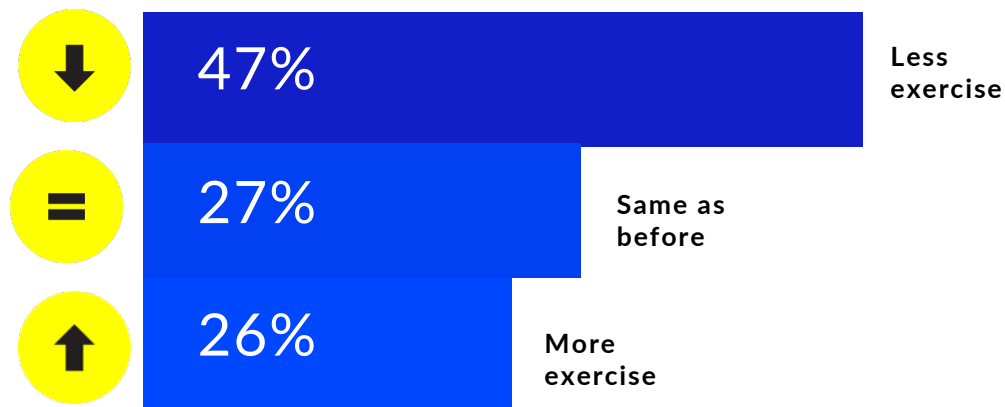
% of founders that reported they sleep less since founding a startup



# Exercise is the first line of defense against emotional stress, yet the majority do not exercise regularly

Exercise is a proven way to manage stress and improve mental health, but unfortunately, many founders struggle to find the time or energy to prioritize physical activity. The demands of starting a new business can be all-consuming, and it is not uncommon for founders to prioritize work over their own well-being.

## THE MAJORITY OF FOUNDERS EXERCISE LESS TODAY THAN BEFORE THEY STARTED THEIR STARTUP



”

**Physical activity and exercise are valuable tools for managing stress.**

Just a 20-minute walk in nature is enough to reset our stress to baseline, and exercise enhances cognition, emotion regulation, and promotes sleep and healthy adaptation. Regular exercise is a cornerstone of a regimen of excellence, and founders can take advantage of this to both relieve stress and elevate performance. Movement is medicine

- Alex Auerbach, Ph.D.  
Performance Psychologist,  
Chief Health & Innovation  
Officer Pioneer Mind

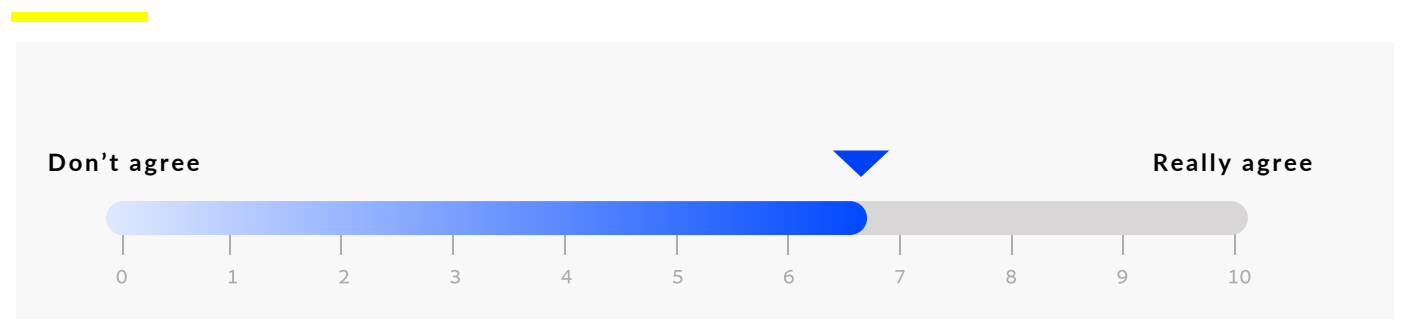


# No pain, no gain: Most founders accept the short term stress, but not by an overwhelming majority

Despite the never-ending stress and intense roller coaster of self-doubt, founders don't really believe as though they are sacrificing their present reality for their future success. They have learned to ignore their own well-being in order to achieve their long-term goal, accepting the mantra of 'no pain, no gain' often sold by today's leading entrepreneurs.

How much do you agree with the statement?

**"I FEEL AS THOUGH I AM SACRIFICING MY PRESENT FOR MY FUTURE SUCCESS "**



“ All too often, startup stress is celebrated. Founders proudly share stories of their all-nighters and missed social events. Unfortunately, these ‘modern stories of heroism’ normalize the strong emotional toll that comes along with the entrepreneurial journey, teaching founders to ignore their well-being to succeed.



- Tzahi Weisfeld  
VP & GM Intel Ignite:  
Intel for Startups



# Optimists or masochists? Founders report that they are enjoying the journey

## WHY IS FOUNDER PERCEPTION SO POSITIVE?

The majority of founders claim that they are enjoying the entrepreneurial journey, raising many questions as to their perception of reality. Some claim that the high enjoyment is due to the fact that founders are inherently optimistic people, a trait that they need in order to push their visions ahead against all the odds. However, others claim that this data point just highlights the slightly distorted story that founders tell themselves in order to keep motivated despite the hardships.

“ When people sacrifice, when people hurt, when people pay, they come to value things more.



- Daniel Gilbert  
Harvard professor and author  
of "Stumbling on Happiness"



How much are you enjoying  
the journey of being a  
founder?

**8.3**  
**out of 10**

# It's addictive! The majority of founders would do it again

## THE ENTREPRENEURIAL HIGH IS ADDICTIVE

Despite the intense uncertainty and strong emotional toll of starting a new venture, the majority of founders report that they would do it all over again without thinking twice. Entrepreneurs by heart, these founders are dedicated to bringing their vision to life and nothing can stop them, not even repeated failure.

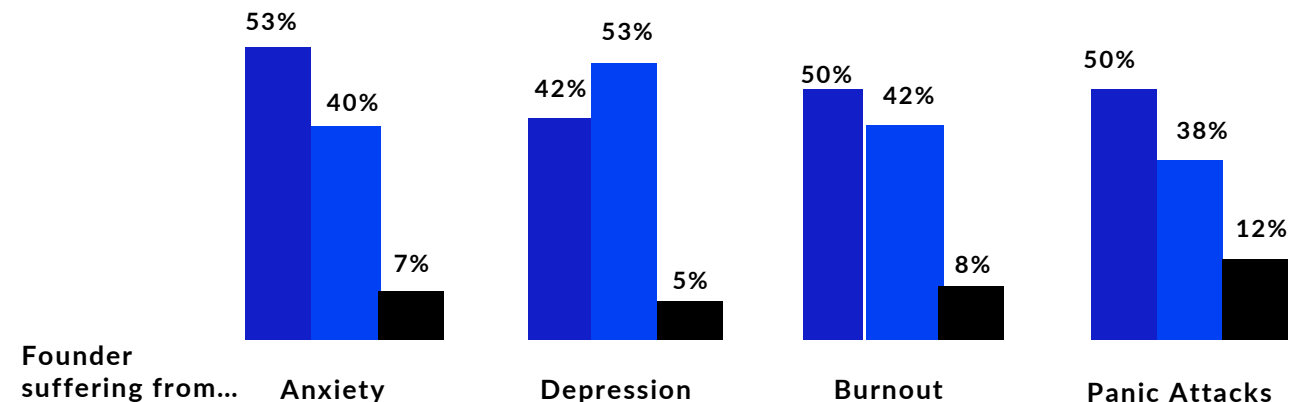
**93%**

**OF FOUNDERS  
WOULD DEFINITELY OR  
POTENTIALLY START  
ANOTHER VENTURE**

## DESPITE THE IMPACT ON THEIR MENTAL HEALTH, MOST FOUNDERS WOULD START ANOTHER VENTURE IF THEIR CURRENT ONE FAILS

If this startup fails, will you start another one?

- Yes
- Maybe
- No



# 2 SURVIVING THE STORM



# The recession brings new challenges

The past few years have been characterized by rapid business growth and the abundance of cheap capital. However, 2023 is marked by a much gloomier business reality, as the market downturn spreads and investors pump the brakes on new venture investments.

As a result, the founder reality has gone from hard to even harder. Today, the traditional entrepreneurial challenges are dwarfed by the staggering effects of the impending recession, as founders are faced with global economic uncertainty that leaves them questioning the future of their ventures.

Fundraising takes center stage, as VCs are slowing down their rate of investment and forcing founders to focus on ensuring that their ventures have the breathing room necessary to weather the storm.

The unparalleled uncertainty in today's markets has added an additional layer of stress and anxiety to the founders' already worry-filled existence. Driven to the edge, they are looking for strategies for dealing with their stress and fears.

To better understand how founders are dealing with the global economic situation, we set out to collect data about reality for startups in light of the recession.

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**Today's founders are dealing with the immense uncertainty of a global economic downturn, many of them for the first time**

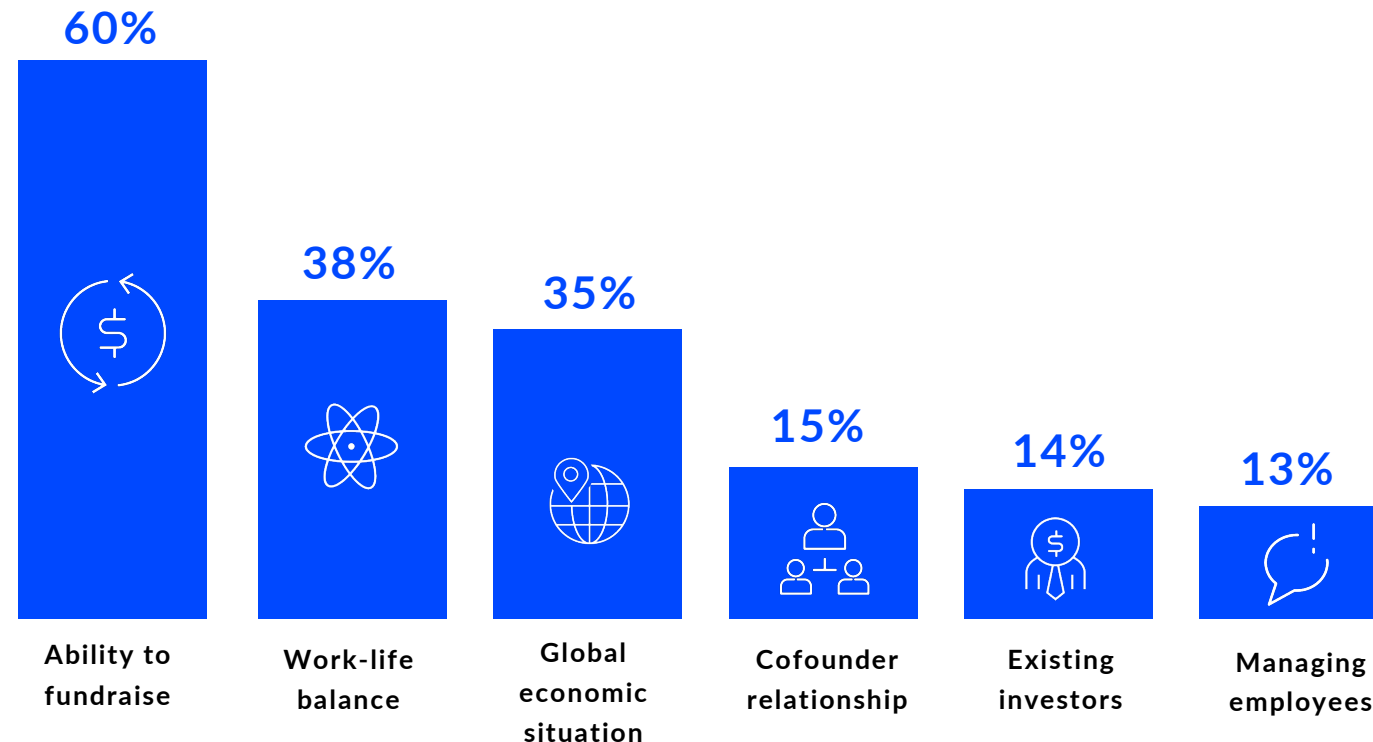
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# Hard has become even harder: Today's founders are dealing with macroeconomic uncertainty

## WHAT ARE YOUR MAIN SOURCES OF STRESS TODAY?

(% of founders that chose each stressor)



“

The way to make a startup recession-proof is to do exactly what you should do anyway: run it as cheaply as possible. For years I've been telling founders that the surest route to success is to be the cockroaches of the corporate world. The immediate cause of death in a startup is always running out of money. So the cheaper your company is to operate, the harder it is to kill.

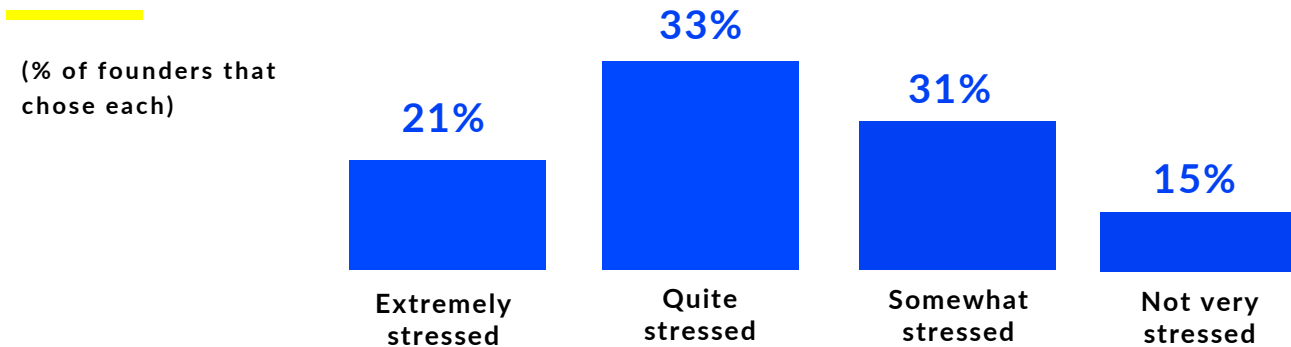
- Paul Graham  
Founder Y Combinator



# Surrounded by gloom: Layoffs and down rounds everywhere

With the rising interest rates, the era of cheap money and inflated private-market valuations has officially ended. In 2022, many startups were forced to dramatically cut costs through mass layoffs and other cost saving initiatives, with the trend continuing into 2023. With the intense market volatility, founders are dealing with strong uncertainty about the future of the economic markets and are extremely stressed about what this means for their next stage.

## HOW STRESSED ARE YOU ABOUT THE FUTURE OF YOUR STARTUP?



“ Today it is emotionally harder than ever to be a founder. You have to fire employees, cut costs and navigate down rounds, all while keeping a positive attitude and selling the dream, motivating everyone to keep going faster than ever.



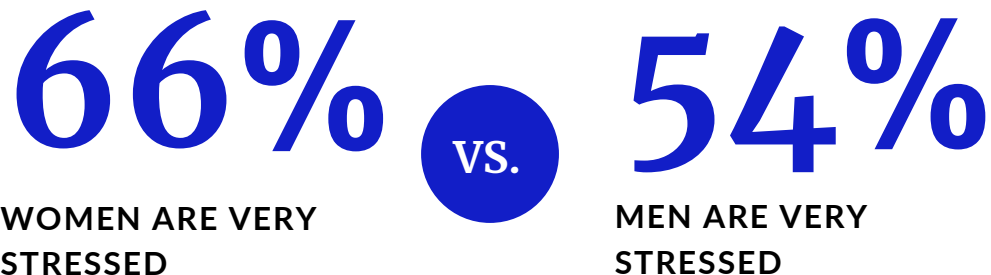
- Tzahi Weisfeld  
VP & GM Intel Ignite:  
Intel for Startups

# As usual, women bear the brunt of it

Female founders face a number of unique challenges and stressors, including the gender bias that exists in the world of entrepreneurship. Studies have shown that women-owned businesses are less likely to receive funding than those owned by men, and this can create additional stress for female founders who are worried about the future of their startups. In addition, the gender pay gap and lack of representation in leadership roles can create additional challenges for women in the business world, further contributing to their stress levels.

**Due to the gender bias in funding, women are more stressed about the future of their company**

**A LARGER PERCENT OF WOMEN ARE VERY STRESSED ABOUT THE FUTURE OF THEIR COMPANY**



”

Lack of access to finance is one of the greatest challenges that women entrepreneurs face around the world.

- Andrew Pitt  
Global Head of  
Research Citi

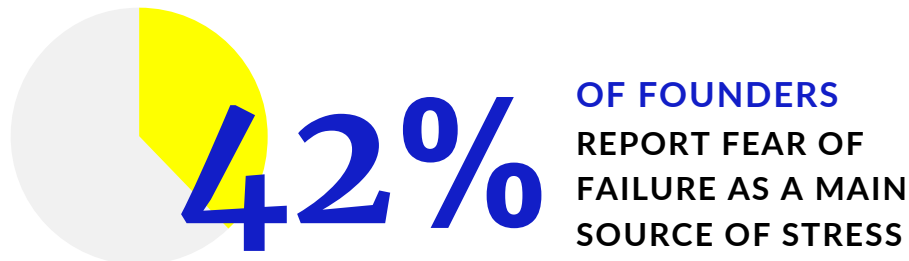


# Fear of failure takes center stage, with the fear often more destructive than the failure itself

## THE CONS OF PERFECTION

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Fear of failure is all too common among startup founders, as their strong drive for perfectionism shines through in all aspects of their business. This fear of failure can lead to increased stress and anxiety, and can impact the overall well-being of the founder. It can also hurt the success of the venture, paralyzing founder decision-making and risk-taking, as founders become hesitant to take on new challenges or try new approaches.



“

**Failure is an inescapable part of life and a critically important part of any successful life.** We learn to walk by falling, to talk by babbling, to shoot a basket by missing, and to color the inside of a square by scribbling outside the box. Those who intensely fear failing end up falling short of their potential. We either learn to fail or we fail to learn.

- Tal Ben Shahr  
Founder The Happiness  
Studies Academy



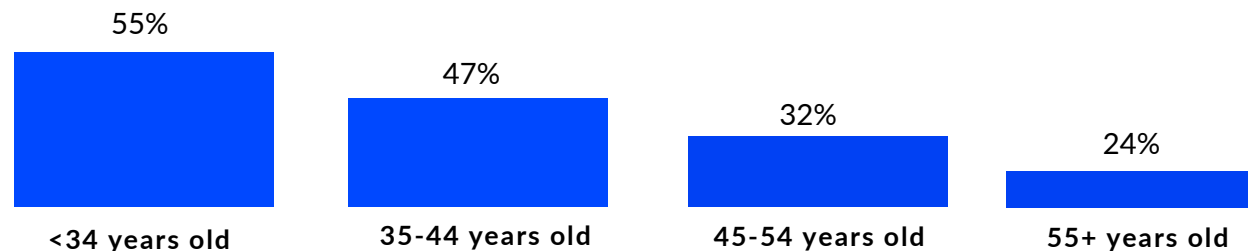


# Experience matters: Fear of failure lessens as entrepreneurs age

Fear of failure is a common concern for many startup founders, and it is not uncommon for younger founders to be particularly anxious about the risks of starting a venture. However, as founders age and gain more experience and success, this fear may decrease. This could be due to a variety of factors, including increased confidence in their abilities, a deeper understanding of the industry or a greater sense of resilience after experiencing setbacks and overcoming challenges. In order to better navigate the challenges of starting a business, founders must find strategies to manage their fear of failure and build resilience to new challenges.

## % RESPONDENTS THAT REPORTED FEAR OF FAILURE AS A TOP STRESSOR

(% of founders that chose each, by age)



“

**As entrepreneurs age, they are better able to put things into perspective and see the bigger picture.** To cultivate this ability, founders can practice different mindfulness tricks, my favorite being “and then what”, mapping out the various worst case scenarios and seeing they are not such a big deal, instead of dwelling on their current stress.



– Nimrod Vromen  
Partner Arnon, Tadmor  
Levy & CEO Consigliere

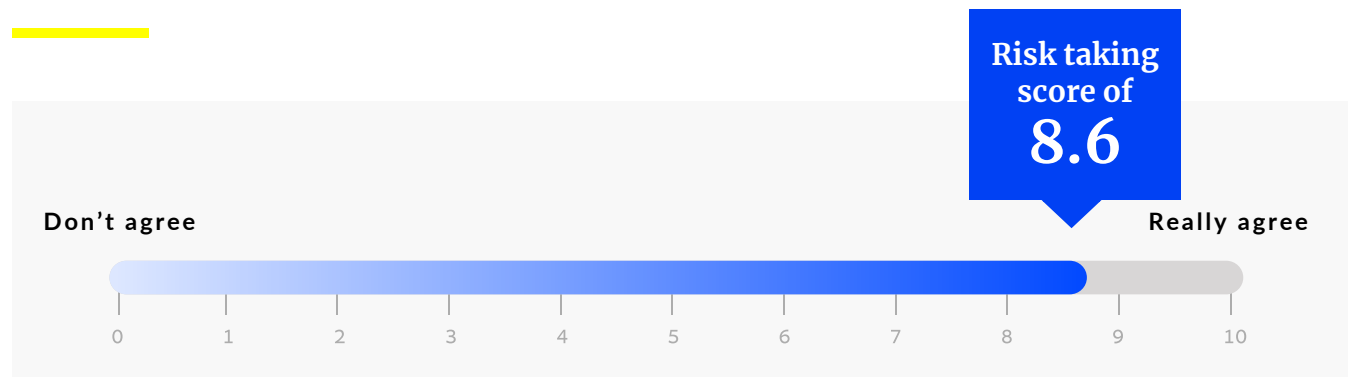
# Founders are wired to be risk-takers, helping them persevere in these difficult times

## FOUNDERS ARE COMFORTABLE BREAKING THE MOLD

The willingness to take risks is a crucial part of the entrepreneurial mindset, and it often distinguishes successful startup founders from those who are not. This is especially true in today's market dynamics, as founders who are not afraid to take risks will be able to see opportunities where others may not, and are willing to take action and make bold decisions to capitalize on those opportunities.

How much do you agree with the statement?

**"I AM COMFORTABLE TAKING RISKS IN MY CAREER"**



“

As a neurodivergent entrepreneur, I have learned to be resilient in the face of adversity. After experiencing worst-case scenarios and emerging stronger, I no longer fear taking risks. Instead, I actively seek out calculated risks and swing for the fences, knowing that even if I fail, I will quickly bounce back. This mindset has enabled me to seize opportunities that others may not."

- Naveed Lalani  
Founder & CEO Pioneer Mind,  
Creator FounderPledge.com



3

SURPRISINGLY  
ISOLATED



# The struggle for support

Starting a new venture is a very challenging experience and it is not uncommon for founders to experience high levels of stress and anxiety. Despite the importance of managing stress, many founders struggle to openly communicate their challenges and seek out help from professionals.

Many founders remain silent, fearful that if they express their anxieties it might be taken as a sign of weakness. Perfection is what they feel is expected of them; showcasing anything less, in their eyes, is deemed negative for investors, employees and the market.

Ironically, one of the key entrepreneurial characteristics is moving beyond ones comfort zone; trial and error are inherent to innovation; embracing mistakes turn into key learning tools. Yet disclosing personal

anxieties and struggles don't fall under the same rubric.

In order to better understand the various challenges faced by founders and how to support them, it is important to examine why founders may be hesitant to seek help and how to create a culture of openness and support the entrepreneurial journey.

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**Founders struggle to openly communicate their challenges, trying to maintain a façade of success despite the high levels of stress and anxiety**

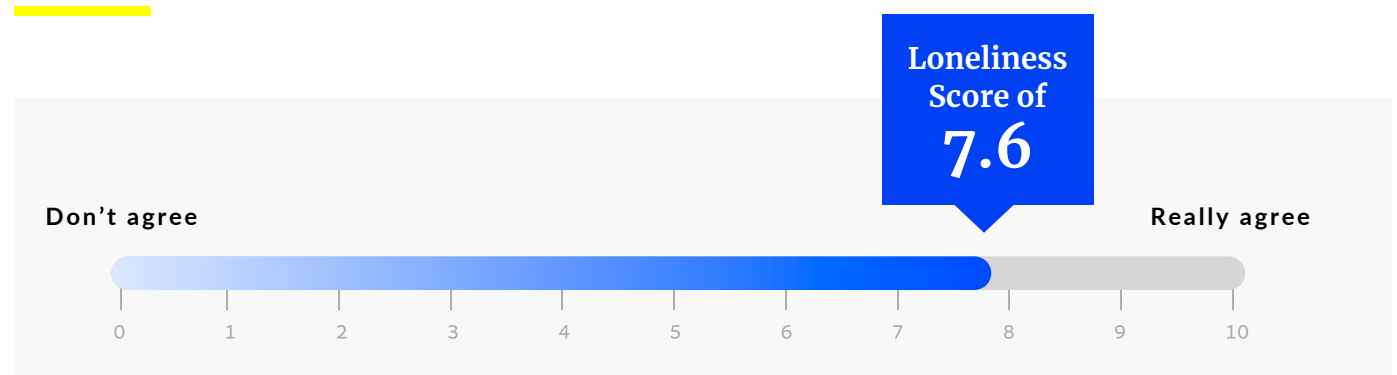
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# Alone at the top: Being a founder is a lonely job

Being a startup founder is often times a lonely and isolating experience. Innovative ideas may be met with skepticism, and convincing others of their potential can be a very challenging experience. The demands of starting and growing a business can be intense, leaving little time for social connections and support. The pressure to maintain a positive image and project an appearance of success, even when facing challenges, can further contribute to a sense of loneliness and isolation.

How much do you agree with the statement?  
"BEING A FOUNDER IS A LONELY JOB"



“ **A startup is a lonely place.** You are working on something that no one believes in, that you’ve been told time and time again will never work. It’s you against the world.”



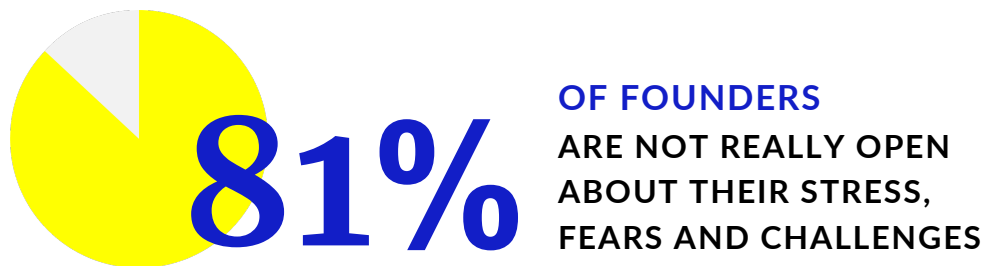
- Marc Randolph  
Co-founder Netflix

# It's exhausting to always be selling: Founders mask their stress and it catches up to them in the end

## THE STARTUP SILENCE SHINES THROUGH

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Founders struggle to openly communicate their stress and challenges, even with close family and friends. They may worry about appearing weak or unprepared, or fear that sharing their struggles could affect their reputation or their chances of success. This can lead to a sense of isolation and a lack of support, which can further contribute to stress and challenges on the entrepreneurial journey.



“

Understanding that everyone is going through the same thing and discussing those shared experiences is a huge power multiplier. I urge founders to connect with CEO communities and to be open about their challenges- the perspective they will gain is priceless.

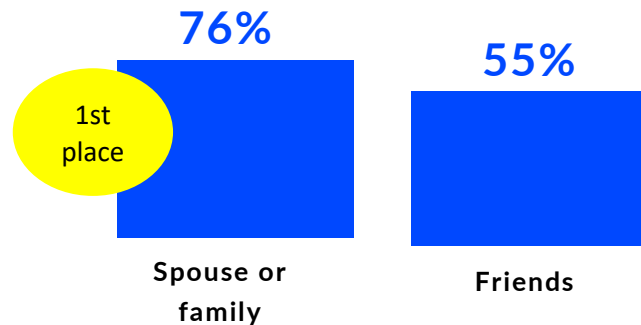


- Liat Aaronson  
Chairperson Zell  
Entrepreneurship Program

# A shoulder to lean on: Founders turn to friends and family for support, but they don't have the perspective to help

When facing stress and challenges, founders turn to their friends and family for support. These individuals can provide emotional support and a sense of connection, feelings which are vital for founders as they navigate the ups and downs of the entrepreneurial journey. However, it is important to recognize that while family and friends can be a valuable source of support, they may not have the subject matter expertise or business knowledge to offer strong advice or solutions to the specific challenges faced by founders.

## WHO DO YOU TALK TO ABOUT THE THINGS CAUSING YOU STRESS?



**Founders often rely on friends and family for support, but they don't have the expertise to help with founder-specific challenges**

“

Your friends and family are the people who will love you whether your company succeeds or fails. Use them for support and strength, but don't expect them to truly understand a journey that they aren't on



- Erik Severinghaus  
Serial entrepreneur and author of "Scale your Everest"

# Business partners aren't always good emotional partners

Cofounders who are able to work well together, communicate openly, and support each other create a strong foundation for the company. However, it is not uncommon for founders to struggle with openly sharing their stress and challenges with their cofounders. Many are hesitant to burden their cofounder with their problems or feel that they have to maintain a positive image. For others there may be issues of trust or communication. Whatever the reason, it is important to understand that building strong cofounder communication can create a solid foundation for the company and help founders manage stress and improve their overall well-being.

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49%

OF CO-FOUNDERS  
TURN TO THEIR COFOUNDERS  
TO TALK ABOUT THEIR STRESS

“

**Founders often succumb to the human aversion to difficult conversations. This can be perilous for a founding team.**

Cofounders have to learn how to “fight well”: to tackle difficult topics head-on rather than avoid them, to talk openly about risks and doubts so they can problem-solve effectively, to surface and tackle the inevitable disconnects between cofounders. Focus early on building your difficult-conversation muscles together.



– Dr. Noam Wasserman  
Author of the bestselling book  
“The Founder’s Dilemmas”

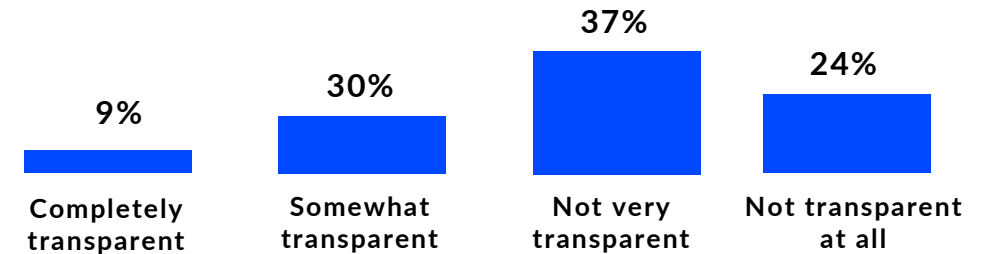
# Venture needs some serious self-reflection as their portfolio companies don't turn to them for support

## LACKING TRANSPARENCY AND TRUST

Founders are hesitant to share their stress and struggles with their existing investors, worried about appearing weak and unprepared, or fearful that sharing their challenges could affect their chances of securing additional funding. However, it is important for founders to recognize that their investors are partners in the success of the business and that openness and transparency can help to build stronger, more productive relationships. Sharing challenges can help to foster trust and collaboration, and it may also lead to valuable insights and solutions that can help the business succeed.

Only **10%** OF FOUNDERS TURN TO THEIR INVESTORS TO TALK ABOUT THEIR STRESS

## HOW OPEN ARE YOU WITH YOUR EXISTING INVESTORS ABOUT YOUR STRESS?



“

**VCs should help end the ‘fake it until you make it’ culture by being real partners with the founders they back. Empathy, peer-engagement, and being emotionally connected can be transformative to founders during the startup journey.**

- Brad Feld  
Founder Techstars  
and Foundry VC



# Founders are known for their innovative spirit, but in terms of therapy, they are stuck in the past

## SUPPORT FOR THE LEADERS

The entrepreneurial journey involves long hours, intense stress and endless ups and downs. Therapy is a great resource for founders, helping them identify their core sources of stress and develop efficient tools for dealing with them. Despite the importance of seeking help, many founders do not access professional support, with some concerned about the stigma surrounding mental health and others too busy and overwhelmed to prioritize their own well-being.

**77%** OF FOUNDERS DO NOT GET PROFESSIONAL HELP

## NO GENDER GAP: ONLY A MINORITY OF MEN AND WOMEN GO TO A PSYCHOLOGIST OR COACH



“

**"I wish more founders realized that they do not have to go it alone. A range of experts and coaches are much more accessible than founders realize. Working with the right coach can be a game changer to a founder's personal well being, productivity, creativity, communication, and overall well-being.**

- Sherry Walling, PhD  
Founder of ZenFounder,  
Author of The Entrepreneurs Guide  
to Keeping Your Sh\*t Together





# There is still a stigma around seeking help

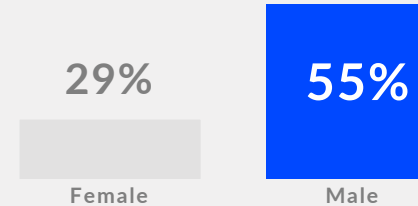
Even though it is 2023, there is still a stigma surrounding therapy and other forms of mental health support. This is not unique to the startup community, yet some founders may feel particularly hesitant to seek therapy due to the high-stress and high-stakes nature of the entrepreneurial journey. They may worry that seeking help could be perceived as a sign of weakness or that it could negatively impact their reputation or chances of success.

The stigma is widespread across the entrepreneurial community, yet it is still more prevalent among men and younger founders who feel as though they have more to prove.

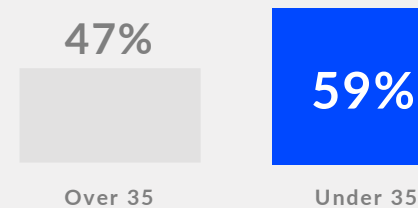
It is important to work towards creating a more supportive and accepting environment for founders who are struggling, encouraging an open communication about mental health.

## THE STIGMA AROUND GOING TO A PSYCHOLOGIST

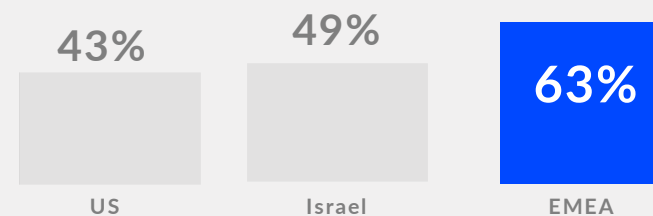
### MEN THINK THERE IS A GREATER STIGMA



### THE YOUNG GENERATION HAS A STIGMA



### LARGEST STIGMA IS IN EMEA, BUT NOT BY FAR



NEARLY HALF OF ENTREPRENEURS BELIEVE THERE IS A STIGMA AROUND SEEKING SUPPORT

4

STARTUP AND  
FAMILY LIFE

# The family-startup balancing act

Starting a new venture is a demanding and time-consuming endeavor, and unfortunately it is very common for founders to experience a long-lasting impact on their family life.

The long hours and intense focus required to get a startup off the ground can leave little time for the many family commitments, leading to strain on relationships and a sense of guilt or neglect. In addition, the financial and emotional challenges of starting a new venture can also take a toll on family dynamics, leading to conflict and stress.

For female founders, the further challenges they may face, such as the gender bias in fundraising and the lack of representation in investment roles, can increase their stress levels and negatively impact their family life.

This raises the question: How can founders

better balance the demands of family life and entrepreneurship? Is it possible to have it all, or is it necessary to make sacrifices in one area or the other? How can we create a much more supportive environment for female founders, and what role can men play?

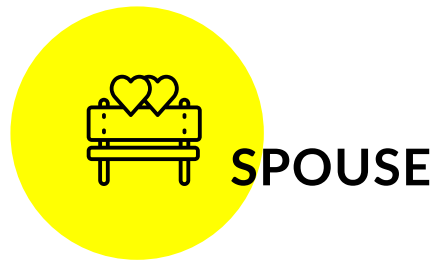
In order to better understand these issues, we set out to collect data on the effects of entrepreneurship on family life, striving to identify ways to create a more balanced and supportive entrepreneurial journey.

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**The intense focus required to get a startup off the ground can leave little time for other commitments, leading to strain on family life and relationships**

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# Since founding their venture, founders spend significantly less time with those who matter



SPOUSE

**60%**

SPEND LESS TIME WITH THEIR SPOUSE



CHILDREN

**58%**

SPEND LESS TIME WITH THEIR KIDS



FRIENDS & FAMILY

**73%**

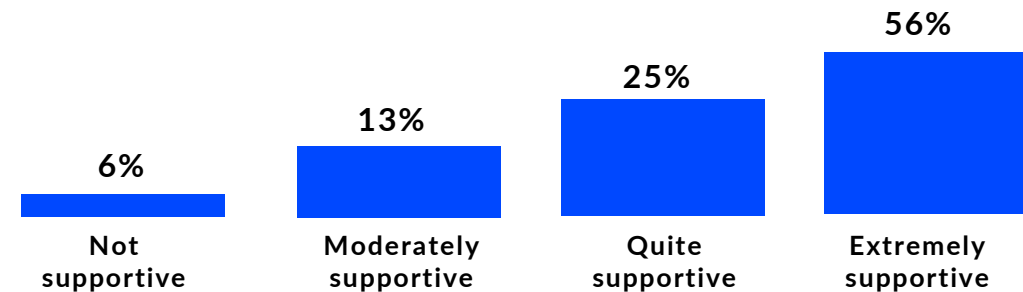
SPEND LESS TIME WITH FRIENDS & FAMILY

# A supportive spouse is crucial for choosing the entrepreneurial path

## A SUPPORTIVE SPOUSE IS CRUCIAL FOR SURVIVING THE ENTREPRENEURIAL JOURNEY

Deciding to start a new venture is a huge decision that affects the family unit as a whole, impacting the couple's financial situation, division of household responsibilities and spousal relationship. Having a supportive spouse, one that understands and accepts the risks and dedicated associated with founding a new venture, is a must for surviving the entrepreneurial rollercoaster.

How supportive is your spouse of your decision to start a startup?



“ A spouse or significant other may not be able to solve all the problems a founding entrepreneur faces. That's not their role. A supportive spouse should be focused on creating a therapeutic emotional space, a context where clear-eyed thinking, away from the maelstrom of the moment, is possible.

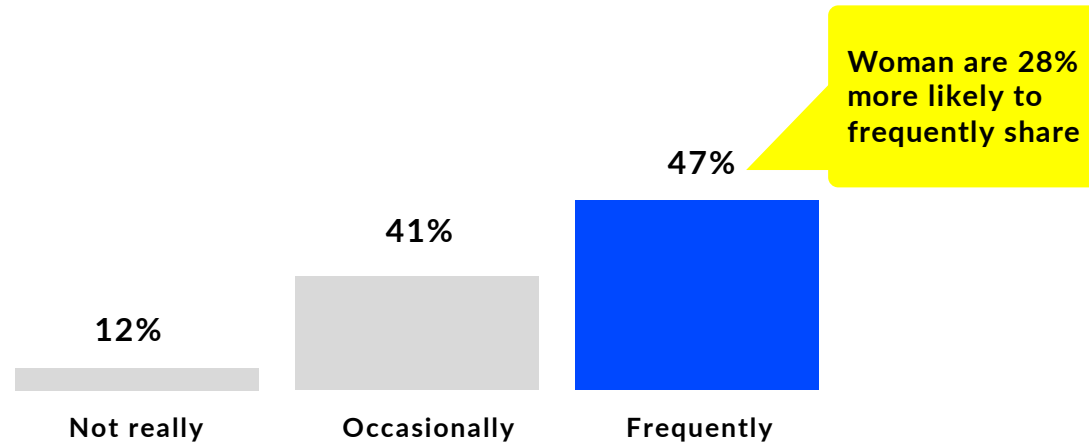


- Adam Hanft  
CEO Hanft Ideas

# Founders bring the stress home to their spouse

The entrepreneurial rollercoaster is filled with stress and uncertainty, and it's natural for founders to want to share their challenges and stressors with their spouse. However, it's important for both the founder and the spouse to be mindful of the impact this can have on the relationship. It's essential for the spouse to be supportive but it's also important for the founder to be aware of how much they are sharing and to make sure they are not placing too much strain on the relationship.

**DO YOU SHARE YOUR STRESSES AND CHALLENGES WITH YOUR SPOUSE?**



**A spouse is like a silent partner in the venture, involved in the inevitable stress and uncertainty of the entrepreneurial journey**

“

**Entrepreneurs operate in a pressure cooker.** Whilst they need a place to release their steam, frequently their spouse or intimate partner can't handle the heat. For this reason, entrepreneurs need to be judicious with the details of what they share with them and find a cost effective, professionally framed place to dump their stresses and anxiety.

- Dr. Paul Hokemeyer  
Marriage and Family Therapist,  
Author of "Fragile Power"





# Methodology

# About the Respondents

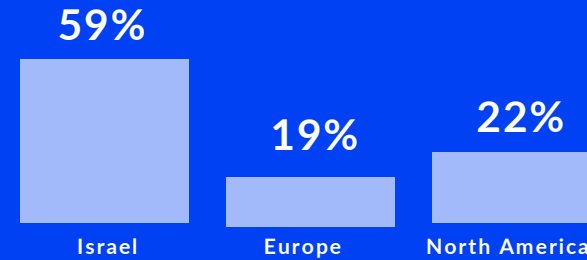
## NUMBER OF RESPONDENTS



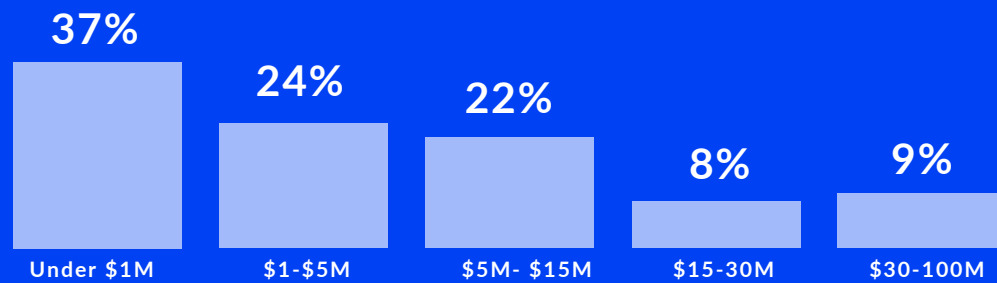
404

STARTUP FOUNDERS

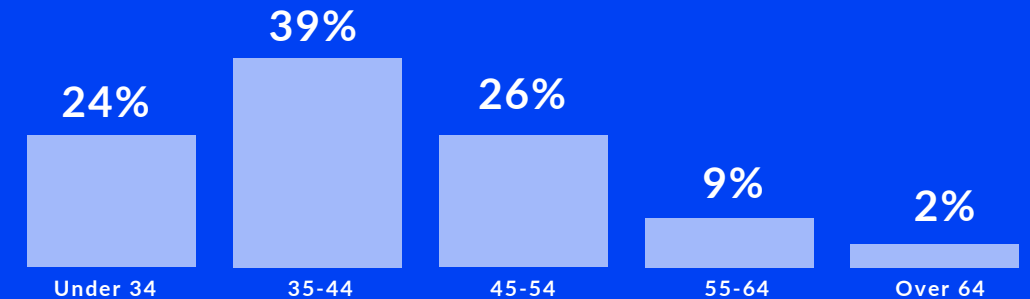
## LOCATION OF STARTUP FOUNDER



## FUNDS RAISED BY STARTUP



## AGE OF STARTUP FOUNDER



# The Startup Snapshot Methodology

Startup Snapshot is on a mission to collect, analyze and share data about the start-up community and the entrepreneurs who drive it. For this research, we gathered data via a digital survey from our wide community of startup founders around the globe. With this underlying data as our collective foundation, we had leading experts interpret the findings, bringing their own insights, perspectives, and provocative frameworks to our research.



## 01 SURVEY DESIGN

We worked together with leading VCs and psychologists to identify today's burning issues and formulate survey questions



## 02 DATA COLLECTION

The survey was distributed to our wide founder community. We also carried out in-depth interviews with entrepreneurs and thought leaders



## 03 ANALYSIS

We analyzed the data that was collected from 400+ founders using the online survey platform Segmanta



## 04 INSIGHTS

We worked closely with our partners and market experts to analyze the data and generate valuable insights

# The Team

Leading industry players work to increase transparency in the startup ecosystem



**Yael Benjamin**

Founder and CEO,  
Startup Snapshot

Yael is a strategic advisor to startups and VCs. She founded Startup Snapshot to increase transparency in the innovation ecosystem.

**Startup Snapshot**

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**Tzahi Weisfeld**

Vice President & GM Intel  
Ignite: Intel for Startups

Tzahi heads Intel Ignite, a startup growth program targeting early stage companies that aim to disrupt their industries.

**intelignite**

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**Liat Aaronson**

Chairperson of Zell  
Entrepreneurship Program

Liat is the co-founder and MD at Horizen Labs Ventures and the Chairperson of Zell, a venture creation program she helped grow and develop over 15+ years.

**ZELL**  
Entrepreneurship Program

Reichman University  
Adelson School  
of Entrepreneurship

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**Nimrod Vromen**

Partner Arnon Tadmor-Levy and  
CEO Consiglieri

Nimrod is partner at Arnon Tadmor-Levy's tech department, as well the CEO of Consiglieri, disrupting professional services for the tech industry.

**ARNON**  
ARNON, TADMOR-LEVY

**Consiglieri**

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# THANK YOU!

IF YOU WANT TO TAKE PART IN OUR  
FUTURE EFFORTS TO INCREASE  
ECOSYSTEM TRANSPARENCY, CONTACT  
US AT [INFO@YBENJAMIN.COM](mailto:info@ybenjamin.com)