ENTREPRENEUR INSIGHTS STUDY 2020
Bunker Labs conducted an Entrepreneur Insights Study in April and May of 2020.

We developed the Study as a means to understand the impact of the COVID-19 crisis on the lives and businesses within our community, and to guide efforts to align programming with identified needs.

Despite the stress and uncertainty of the current business environment, a large majority of respondents indicate a strong commitment to continue their entrepreneurial journey.

- 551 respondents answered all survey questions
- 66% participate in Bunker Labs programming *
- 79% facing COVID-19-related challenges *
- 87% optimistic about the future of their company †

* of respondents who completed the survey
† of respondents who are business owners / entrepreneurs
The majority of entrepreneurs within our community are in the early stages of the business lifecycle.

More than 50% of business owners indicate a 6-month or shorter runway in the current environment.

Number of respondents in each business stage:

- **Seed**: 45
- **Startup**: 136
- **Growth**: 130
- **Expansion**: 20
- **Established**: 48
- **Mature**: 13
- **Prepared to Exit**: 5

**Community Overview**

UNDER CURRENT ECONOMIC CONDITIONS, BUSINESS OWNERS, ON AVERAGE, ESTIMATE

7.3 MONTHS OF RUNWAY

ENTREPRENEUR INSIGHTS STUDY 2020
79% of respondents are experiencing personal, professional, or career challenges due to the impact of COVID-19.

"I am mentally just sad because I lost my job behind this."
- black, female, non-military, unemployed/seeking employment

"Many of my potential clients have lost their ‘battle focus’ on preparing themselves for their next moves. They have inward or introverted instead of pressing forward."
- asian, male, non-military, full-time business owner

"I realize I draw a lot of my creativity and energy from socializing with others. Getting adjusting to not having social interactions, has decreased my productivity."
- black, male, veteran, full-time business owner

"Lost over 90% of revenue overnight and trying to pivot quick to other channels."
- white, male, veteran, startup-stage business owner

"Questioning everything; what’s most important? Is my mission still the same?"
- white, male, veteran, business owner

"I am not sure my leadership style and management style can get us out of this mess."
- white, female, veteran, business owner

"Many of our customers have been seriously impacted, which is affecting their ability to pay for our services or keep our products. If this continues for 1-2 more months, the fallout will be significant."
- two or more races, male, veteran, business owner

"Small businesses cannot afford to pay employees for up to 12 weeks when they can’t work."
- white, female, non-military, business owner

"The stress and concern of this health crisis elevates my anxiety and makes it harder to focus on what I need to be doing right now."
- black, female, veteran, full-time business owner

79% of respondents are experiencing personal, professional, or career challenges due to the impact of COVID-19. Some quotes in this report are edited for spelling and punctuation.

11% PESSIMISTIC ABOUT THE FUTURE OF THEIR BUSINESS

89% OPTIMISTIC ABOUT THE FUTURE OF THEIR BUSINESS

MEN
10% pessimistic
90% optimistic

WOMEN
15% pessimistic
85% optimistic

WHITE/EURO
12% pessimistic
88% optimistic

MINORITIES
10% pessimistic
90% optimistic

Revenues down 80%, trying to pay rent, navigating Zoom, applying for loans, running out of money. Very frustrated in general and going into debt.
- white, female, veteran, business owner

Uncertainty in economic environment is putting all business development efforts on hold.
- male, business owner

My business hasn’t been affected. I took the time to study my process more. Trying to social link contacts while everyone is online.
- white, male, active duty, business owner

ENTREPRENEUR INSIGHTS STUDY 2020
SBA PAYCHECK PROTECTION PROGRAM (PPP)

41% indicate uncertainty or confusion about eligibility

Women are struggling with PPP, both in eligibility awareness and funding approval. This issue likely extends beyond the Bunker Labs community.

### Approved for PPP Funding

- **All Men**: 20% eligible and/or approved, 16% unsure
- **All Women**: 6% eligible, 30% unsure
- **All Minorities**: 11% eligible, 25% unsure
- **White/Euro Men**: 21% eligible, 16% unsure

### Unsure About Eligibility

- **All Men**: 20% eligible and/or approved, 16% unsure
- **All Women**: 6% eligible, 30% unsure
- **All Minorities**: 11% eligible, 25% unsure
- **White/Euro Men**: 21% eligible, 16% unsure
Unlike PPP, EIDL eligibility awareness does not vary among demographic groups. Men are far less familiar with the EIDL program than they are with the PPP. Women have approximately the same awareness of both programs.

<table>
<thead>
<tr>
<th>Demographic Group</th>
<th>Approved for EIDL Funding</th>
<th>Unsure About Eligibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Men</td>
<td>6%</td>
<td>31%</td>
</tr>
<tr>
<td>All Women</td>
<td>6%</td>
<td>34%</td>
</tr>
<tr>
<td>All Minorities</td>
<td>5%</td>
<td>28%</td>
</tr>
<tr>
<td>White/Euro Men</td>
<td>5%</td>
<td>31%</td>
</tr>
</tbody>
</table>

31% indicate uncertainty or confusion about eligibility.
Amid the COVID-19 crisis, minorities, in particular, feel more overall business optimism and more interest in entrepreneurship than they felt at the start of 2020.
**Change in Interest**

<table>
<thead>
<tr>
<th></th>
<th>Much Less</th>
<th>Same</th>
<th>Much More</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women</td>
<td>3%</td>
<td>50%</td>
<td>47%</td>
</tr>
<tr>
<td>Men</td>
<td>3%</td>
<td>50%</td>
<td>47%</td>
</tr>
<tr>
<td>Minorities</td>
<td>4%</td>
<td>35%</td>
<td>62%</td>
</tr>
<tr>
<td>White/Euro</td>
<td>3%</td>
<td>57%</td>
<td>41%</td>
</tr>
</tbody>
</table>

- 47% indicate **much more** interest in pursuing entrepreneurship compared to last year.
- 50% indicate **about the same** interest in pursuing entrepreneurship as compared to last year.
- 3% indicate **much less** interest in pursuing entrepreneurship compared to last year.
## CHANGE IN OPTIMISM

<table>
<thead>
<tr>
<th>Change in Optimism</th>
<th>Women</th>
<th>Men</th>
<th>Minorities</th>
<th>White/Euro</th>
</tr>
</thead>
<tbody>
<tr>
<td>Much Worse</td>
<td>14%</td>
<td>13%</td>
<td>10%</td>
<td>14%</td>
</tr>
<tr>
<td>Same</td>
<td>56%</td>
<td>54%</td>
<td>43%</td>
<td>59%</td>
</tr>
<tr>
<td>Much Better</td>
<td>30%</td>
<td>33%</td>
<td>46%</td>
<td>27%</td>
</tr>
</tbody>
</table>

- **14%** indicate **MUCH WORSE** business optimism compared to last year.
- **33%** indicate **MUCH BETTER** business optimism compared to last year.
- **53%** indicate **ABOUT THE SAME** business optimism compared to last year.

*Entrepreneur Insights Study 2020*
<table>
<thead>
<tr>
<th></th>
<th>Much Worse</th>
<th>Same</th>
<th>Much Better</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Women</strong></td>
<td>23%</td>
<td>60%</td>
<td>17%</td>
</tr>
<tr>
<td><strong>Men</strong></td>
<td>16%</td>
<td>70%</td>
<td>13%</td>
</tr>
<tr>
<td><strong>Minorities</strong></td>
<td>19%</td>
<td>58%</td>
<td>23%</td>
</tr>
<tr>
<td><strong>White/Euro</strong></td>
<td>19%</td>
<td>70%</td>
<td>11%</td>
</tr>
</tbody>
</table>

- **16%** indicate **MUCH BETTER** job and financial security compared to last year.
- **65%** indicate **ABOUT THE SAME** job and financial security compared to last year.
- **19%** indicate **MUCH WORSE** job and financial security compared to last year.
# Change in Relationships

<table>
<thead>
<tr>
<th></th>
<th>Much Worse</th>
<th>Same</th>
<th>Much Better</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women</td>
<td>6%</td>
<td>60%</td>
<td>34%</td>
</tr>
<tr>
<td>Men</td>
<td>5%</td>
<td>60%</td>
<td>35%</td>
</tr>
<tr>
<td>Minorities</td>
<td>19%</td>
<td>58%</td>
<td>23%</td>
</tr>
<tr>
<td>White/Euro</td>
<td>6%</td>
<td>53%</td>
<td>42%</td>
</tr>
</tbody>
</table>

- **Women**: 6% indicate **MUCH WORSE**, 60% indicate **SAME**, and 34% indicate **MUCH BETTER** quality of professional relationships compared to last year.
- **Men**: 5% indicate **MUCH WORSE**, 60% indicate **SAME**, and 35% indicate **MUCH BETTER** quality of professional relationships compared to last year.
- **Minorities**: 19% indicate **MUCH WORSE**, 58% indicate **SAME**, and 23% indicate **MUCH BETTER** quality of professional relationships compared to last year.
- **White/Euro**: 6% indicate **MUCH WORSE**, 53% indicate **SAME**, and 42% indicate **MUCH BETTER** quality of professional relationships compared to last year.
Amid the COVID-19 crisis, minority Study participants rate resource access as more critical to navigating the current environment than white respondents rate this access.
"I miss my local tribe and excited to reconnect and keep growing together."

- mixed race, female, veteran, business owner

<table>
<thead>
<tr>
<th>Connections</th>
<th>78%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community</td>
<td>67%</td>
</tr>
<tr>
<td>Knowledge</td>
<td>62%</td>
</tr>
<tr>
<td>Capital</td>
<td>46%</td>
</tr>
</tbody>
</table>

67% of participants rank access to connections as critical to navigating the current environment.

<table>
<thead>
<tr>
<th>Access to Connections</th>
<th>White/European</th>
<th>Other Races/Ethnicities</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>76%</td>
<td>90%</td>
</tr>
<tr>
<td></td>
<td>76%</td>
<td>83%</td>
</tr>
<tr>
<td></td>
<td>76%</td>
<td>85%</td>
</tr>
<tr>
<td></td>
<td>75%</td>
<td>91%</td>
</tr>
</tbody>
</table>

- Male
- Female
- Military
- Civilian

Entrepreneur Insights Study 2020
"Keep expanding the Bunker Brew Labs in more states! It's been an awesome community and learning opportunity- I'm so grateful!"

-white, female, civilian, full-time employee

### Access to Community

- **Connections**: 78%
- **Knowledge**: 62%
- **Capital**: 46%

67% of participants rank access to community as critical to navigating the current environment.

<table>
<thead>
<tr>
<th>White/European</th>
<th>Other Races/Ethnicities</th>
</tr>
</thead>
<tbody>
<tr>
<td>78%</td>
<td>82%</td>
</tr>
<tr>
<td>57%</td>
<td>73%</td>
</tr>
<tr>
<td>59%</td>
<td>78%</td>
</tr>
<tr>
<td>75%</td>
<td>77%</td>
</tr>
</tbody>
</table>

- Female
- Male
- Military
- Civilian

Entrepreneur Insights Study 2020
"I would love to gain knowledge on how to team with other small business owners or subcontract to expand my company's resume."

- startup-stage business owner

78% Connections

67% Community

46% Capital

62% Access to knowledge as critical to navigating the current environment

<table>
<thead>
<tr>
<th>WHITE/EUROPEAN</th>
<th>OTHER RACES/ETHNICITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>60%</td>
<td>83%</td>
</tr>
<tr>
<td>57%</td>
<td>72%</td>
</tr>
<tr>
<td>56%</td>
<td>73%</td>
</tr>
<tr>
<td>53%</td>
<td>91%</td>
</tr>
</tbody>
</table>

Female

Male

Military

Civilian
"Uncertain on survivability of business if things don't improve economically from capital perspective."

-White, male, veteran, business owner

<table>
<thead>
<tr>
<th>Access to Capital</th>
<th>White/European</th>
<th>Other Races/Ethnicities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connections</td>
<td>43%</td>
<td>54%</td>
</tr>
<tr>
<td>Community</td>
<td>46%</td>
<td>51%</td>
</tr>
<tr>
<td>Knowledge</td>
<td>47%</td>
<td>51%</td>
</tr>
<tr>
<td>Capital</td>
<td>38%</td>
<td>50%</td>
</tr>
</tbody>
</table>

46% of participants rank access to capital as critical to navigating the current environment.
VALUE OF BUNKER LABS PROGRAMMING

Our network and events continue to elicit strong, positive responses.

The organization has made a meaningful pivot to virtual events, while seeking to maintain the value of personal interaction. Launch Lab Online, our primary entrepreneurial support tool, is doing well and presents the most opportunity for improvement.