



# GoDaddy Venture Forward

US National Survey Results

SPRING 2023

Launched in **2018**, GoDaddy Venture Forward is a research initiative that quantifies the impact **20+ million** online microbusinesses have on their local economies and provides a unique view into the attitudes, demographics, and needs of these entrepreneurs.

Over the last **five years**, GoDaddy Venture Forward has reported on the outlook, needs and demographics of microbusiness owners, as well as their outsized economic impact, down to the zip-code level.

In February 2023, Venture Forward completed its **6th** national survey of **3,600+** entrepreneurs who own microbusinesses.

# What You'll Find Ahead

**4** **Overview**  
Breaking down size and income

**Getting a Microbusiness Started**

How much capital is needed and how accessible is it?

**6** **Making Money**  
Income streams and revenue change over the past 6 months

**Can Microbusinesses Support a Household?**

The new breadwinners

**8** **Are Microbusinesses Financially Stable?**  
Why cash on hand matters

**The Enduring Optimism of Entrepreneurs**

Entrepreneurs consistently believe in themselves more than the economy as a whole

**Why Microbusinesses Get Started**

Opportunity outweighs necessity

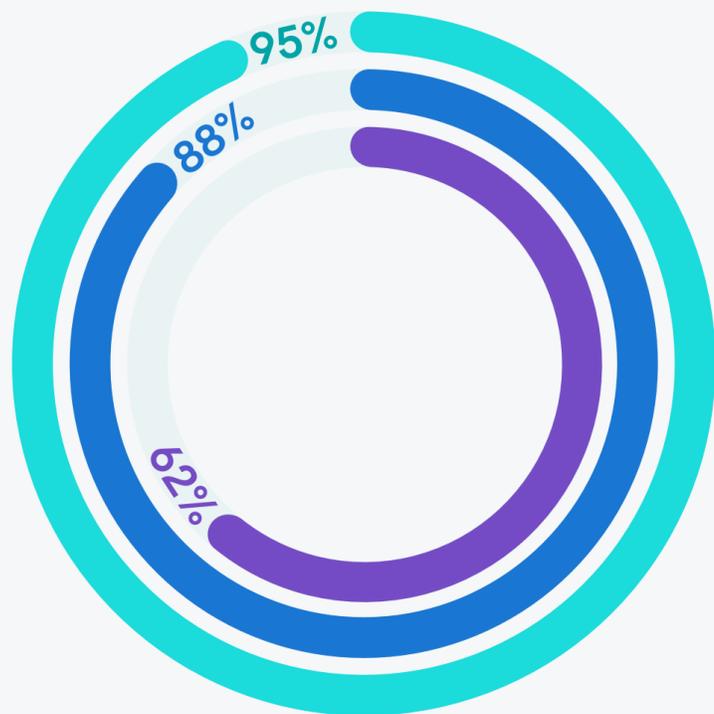
**Where to Find More Data**

A link to the data behind this report, and all historical data



# Overview

## Microbusinesses are... small



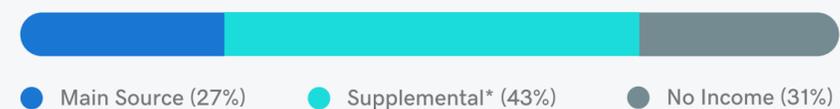
### EMPLOYEE COUNT

- 10 or Fewer (95%)
- 5 or Fewer (88%)
- Solo-Entrepreneurs (62%)

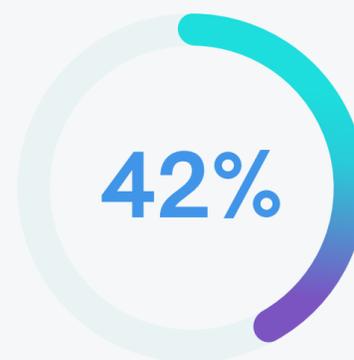
Source: GoDaddy Venture Forward National Survey. February 2023 (N=3,609)

# 70%

## GENERATE INCOME



\*Businesses started in 2020 or later are more likely to be earning a supplemental source of income. Source: GoDaddy data.



Almost **half** of microbusinesses are run while holding down a full-time or part-time job, which aligns with findings from other national studies\*

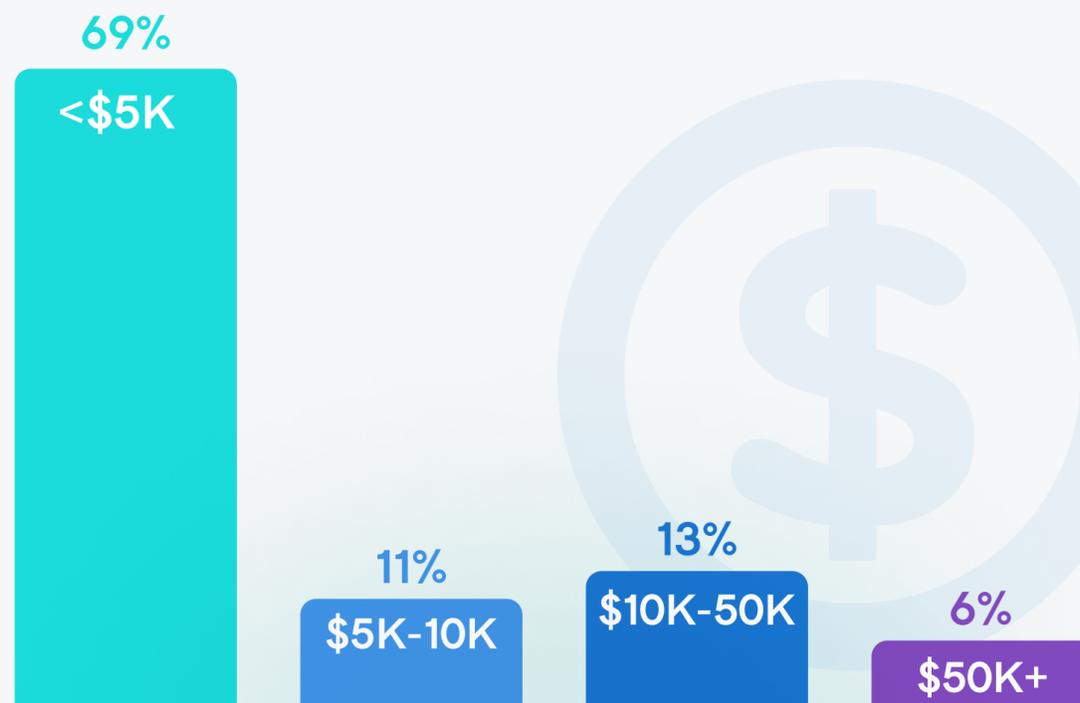
\*LendingClub Corp. in partnership with industry publication Pymnts.com  
<https://www.bloomberg.com/news/articles/2023-03-27/half-of-us-employees-earn-extra-cash-on-the-side-survey-finds?leadSource=uverify%20wall>

# Getting a Microbusiness Started

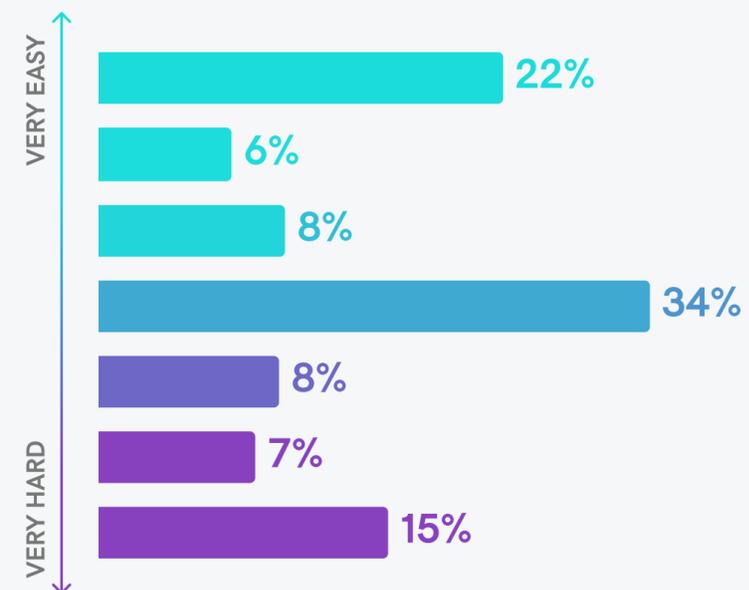
# 69%

REQUIRED LESS THAN \$5K TO START

## Startup Capital Needed



“How difficult was it for you to access the capital you needed to start?”



Twenty-eight percent of microbusiness owners invest their first dollars into creating a website.



# The Finances of a Microbusiness

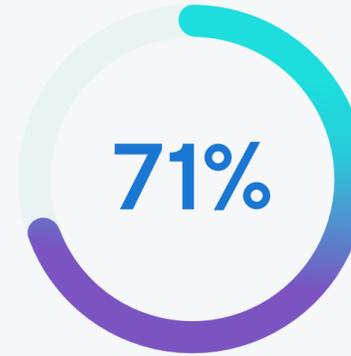
30%

generate more than  
\$5K per month

Average Monthly Revenue	Proportion of Sample
Under \$2.5K	55%
\$2.5K - 5K	15%
\$5K - 15K	16%
\$15K - 50K	9%
\$50K+	5%

Source: GoDaddy Venture Forward National Survey. February 2023 (N=3,609)

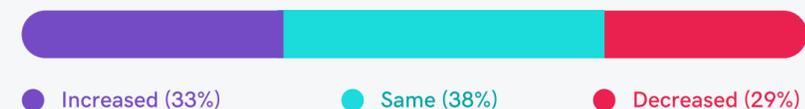
Once a microbusiness is generating revenue it can create **meaningful monthly income**, whether the entrepreneur is working on it part-time or full-time.



Most microbusinesses reported their revenue **increased** or **remained unchanged** over the past 6 months



## Revenue Change Over the Past Six Months



## Change by Source

Revenue Trend	Main Source	Supplemental Source	Entire Sample
Increased	36%	31%	33%
Remained Constant	35%	40%	38%
Decreased	28%	29%	29%

Source: GoDaddy Venture Forward National Survey. February 2023 (N=3,609)

# Can Microbusinesses Support a Household?



microbusinesses contribute **51% or more** to household income\*

“Approximately what proportion of your household income comes from your microbusiness?”

% of Household Income	Entire Sample	START TIMEFRAME	
		Pre-Pandemic	Post-Pandemic
0% - 25%	54%	43%	67%
26% - 50%	17%	19%	14%
51% - 75%	10%	13%	6%
76% - 100%	19%	25%	13%

Source: GoDaddy Venture Forward National Survey, February 2023 (N=3,609)



Half of those contributing 51% or more to household income (“breadwinners”) are generating **\$60K+/year**.

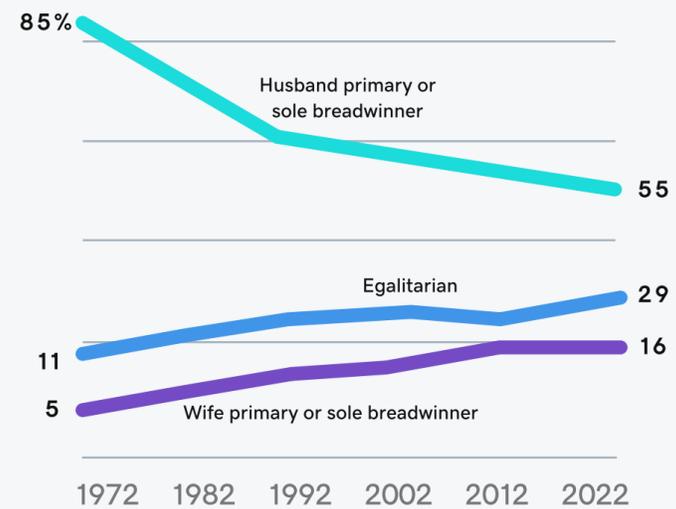


Women make up almost half of these breadwinners

PEW RESEARCH

Wives are gaining economic influence while carrying a heavier burden at home

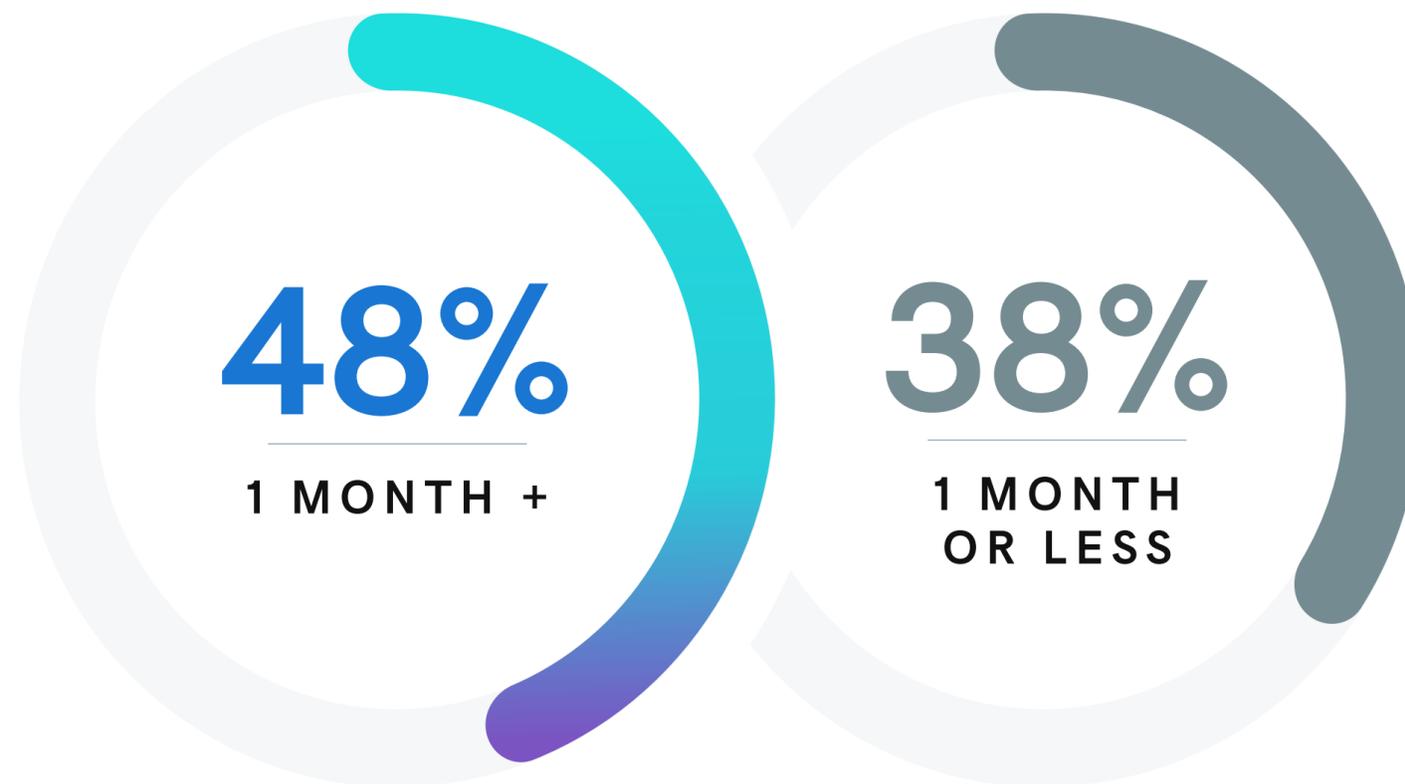
% of opposite-sex marriages with each type of earnings arrangement



Source: Pew Research  
<https://www.pewresearch.org/social-trends/2023/04/13/in-a-growing-share-of-u-s-marriages-husbands-and-wives-earn-about-the-same/>

# Are Microbusinesses Financially Stable?

## Cash on hand



Source: GoDaddy Venture Forward National Survey, February 2023 (N=3,609)

Only about **half** of microbusiness owners have cash on hand to cover **1 month or more** of their operations. **Thirty-eight percent** have **1 month or less**, and the rest have zero or don't know.

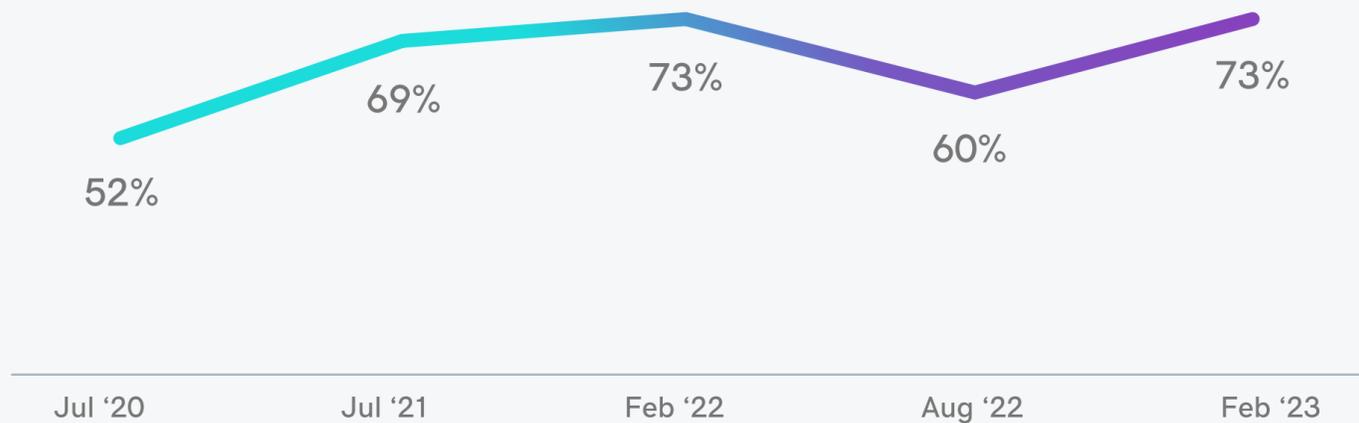
This is a constant proportion whether the business is online only or maintains a physical location, and whether it's supplemental or a main source of income.

# The Enduring Optimism of Entrepreneurs

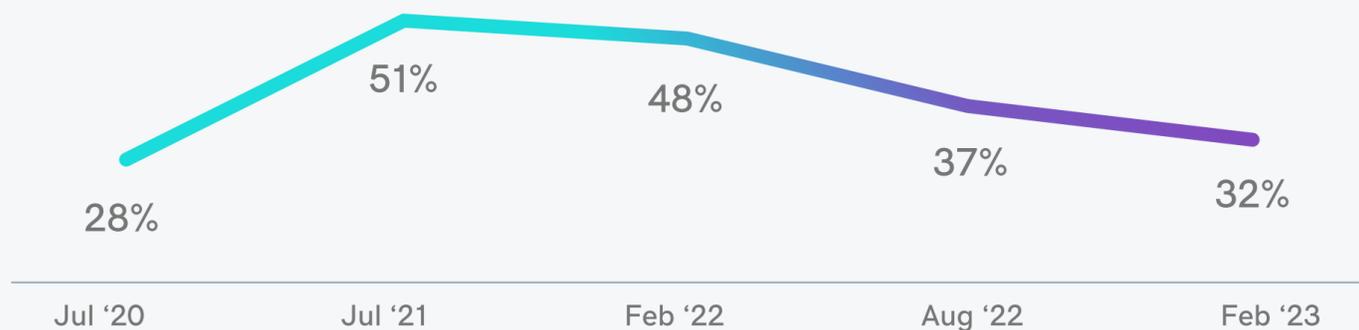
For all microbusiness entrepreneurs, confidence in their own business prospects is strengthening while confidence in the broader economy is receding.

Black entrepreneurs and entrepreneurs with children have even **higher optimism** for the next 6 months for their own business, exceeding the overall **73%**, but also still **less than 1 in 3** feel that way about the national economy.

## Positive outlook for my business



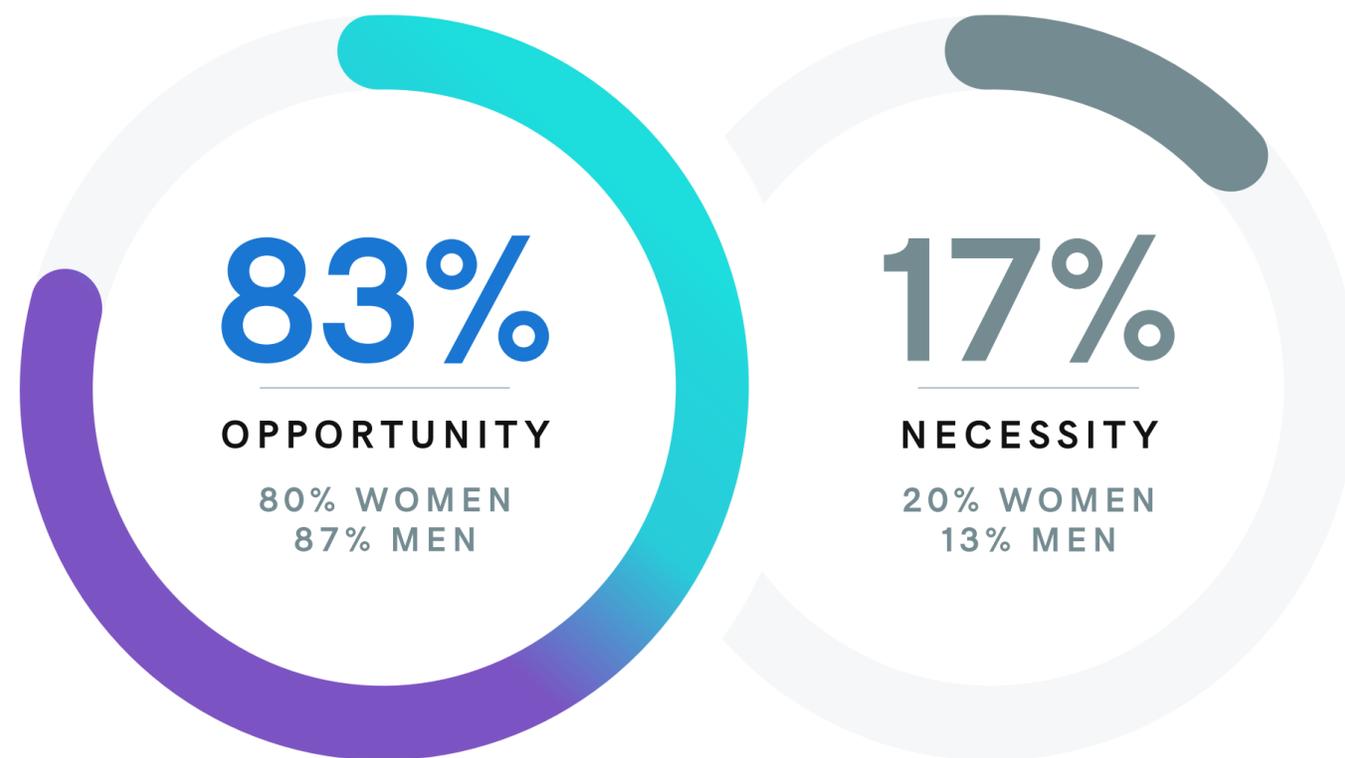
## Positive outlook for economy



Source: GoDaddy Venture Forward National Surveys: July 2020-February 2023 (n = 2,306-4,401).

# Why Microbusinesses Get Started

## Opportunity Outweighs Necessity



Source: GoDaddy Venture Forward National Survey, February 2023 (N=3,609)

“**Opportunity**” is defined as being employed when starting a microbusiness, and offers insight into the choice entrepreneurs make to be their own boss.

“**Necessity**” is defined as starting when not working otherwise, due to disability, retirement, being a stay-at-home-parent, or being furloughed or laid off.

**Download the data behind this report, as well as all  
historical Venture Forward data:**

**[GoDaddy.com/DataHub](https://GoDaddy.com/DataHub)**

**For questions or media inquiries, please email**

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