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

5 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

7 Can Microbusinesses Support a Household?
The new breadwinners

8 Are Microbusinesses Financially Stable?
Why cash on hand matters

9 The Enduring Optimism of Entrepreneurs
Entrepreneurs consistently believe in themselves more than the economy as a whole

10 Why Microbusinesses Get Started
Opportunity outweighs necessity

11 Where to Find More Data
A link to the data behind this report, and all historical data
Overview

Microbusinesses are...

small

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

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

- 95%
- 88%
- 62%

70%

GENERATE INCOME

- Main Source (27%)
- Supplemental* (43%)
- No Income (31%)

*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*

42%

Source: GoDaddy data.


Generate Income

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

69%

Required less than $5K to start

Startup Capital Needed

- 69% $<5K
- 11% $5K-10K
- 13% $10K-50K
- 6% $50K+

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

- Very easy: 22%
- Very hard: 15%
- Somewhat hard: 8%
- Somewhat easy: 8%
- Neutral: 7%

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

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

<table>
<thead>
<tr>
<th>Average Monthly Revenue</th>
<th>Proportion of Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $2.5K</td>
<td>55%</td>
</tr>
<tr>
<td>$2.5K - 5K</td>
<td>15%</td>
</tr>
<tr>
<td>$5K - 15K</td>
<td>16%</td>
</tr>
<tr>
<td>$15K - 50K</td>
<td>9%</td>
</tr>
<tr>
<td>$50K+</td>
<td>5%</td>
</tr>
</tbody>
</table>

Revenue Change Over the Past Six Months

- Increased (33%)
- Same (38%)
- Decreased (29%)

Change by Source

<table>
<thead>
<tr>
<th>Revenue Trend</th>
<th>Main Source</th>
<th>Supplemental Source</th>
<th>Entire Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased</td>
<td>36%</td>
<td>31%</td>
<td>33%</td>
</tr>
<tr>
<td>Remained Constant</td>
<td>35%</td>
<td>40%</td>
<td>38%</td>
</tr>
<tr>
<td>Decreased</td>
<td>28%</td>
<td>29%</td>
<td>29%</td>
</tr>
</tbody>
</table>

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

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?”

<table>
<thead>
<tr>
<th>% of Household Income</th>
<th>Entire Sample</th>
<th>Pre-Pandemic</th>
<th>Post-Pandemic</th>
</tr>
</thead>
<tbody>
<tr>
<td>0% - 15%</td>
<td>54%</td>
<td>43%</td>
<td>67%</td>
</tr>
<tr>
<td>26% - 50%</td>
<td>17%</td>
<td>19%</td>
<td>14%</td>
</tr>
<tr>
<td>51% - 75%</td>
<td>10%</td>
<td>13%</td>
<td>6%</td>
</tr>
<tr>
<td>76% - 100%</td>
<td>19%</td>
<td>25%</td>
<td>13%</td>
</tr>
</tbody>
</table>

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

Women make up almost half of these breadwinners.

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

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

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

Are Microbusinesses Financially Stable?

Cash on hand

48% 1 MONTH +

38% 1 MONTH OR LESS

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.

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

Opportunity Outweighs Necessity

83% OPPORTUNITY
80% WOMEN
87% MEN

17% NECESSITY
20% WOMEN
13% MEN

“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.

Source: GoDaddy Venture Forward National Survey. February 2023 (N=3,409)
Download the data behind this report, as well as all historical Venture Forward data:

GoDaddy.com/DataHub

For questions or media inquiries, please email

VentureForward@GoDaddy.com