

Startup Barometer

Published
June 22, 2020

Accompanying makes the difference.

A look back on five weeks of Startup Barometer from March 30 to April 27

For five weeks, the Startup Barometer provided weekly monitoring of the issues and needs of companies with high growth potential in Quebec in the context of the current health and economic crises.

The Barometer format was then adapted to a longer-term production schedule, with monthly themes. This shift allows us to further reflect on the knowledge generated by the Barometer.

A recurring key finding according to the data analyzed from week to week: [Accompanying makes the difference.](#)

Summary

A total of 360 startups participated in the Barometer:

75%

accompanied startups

25%

unaccompanied startups

Accompanied and unaccompanied startups have roughly the same distribution of commercialization stages.

We define accompanying as any intervention (activity, service or program) with startups that is supported over time and which aims to accelerate their growth and increase their chances of success.

The startups accompanied:

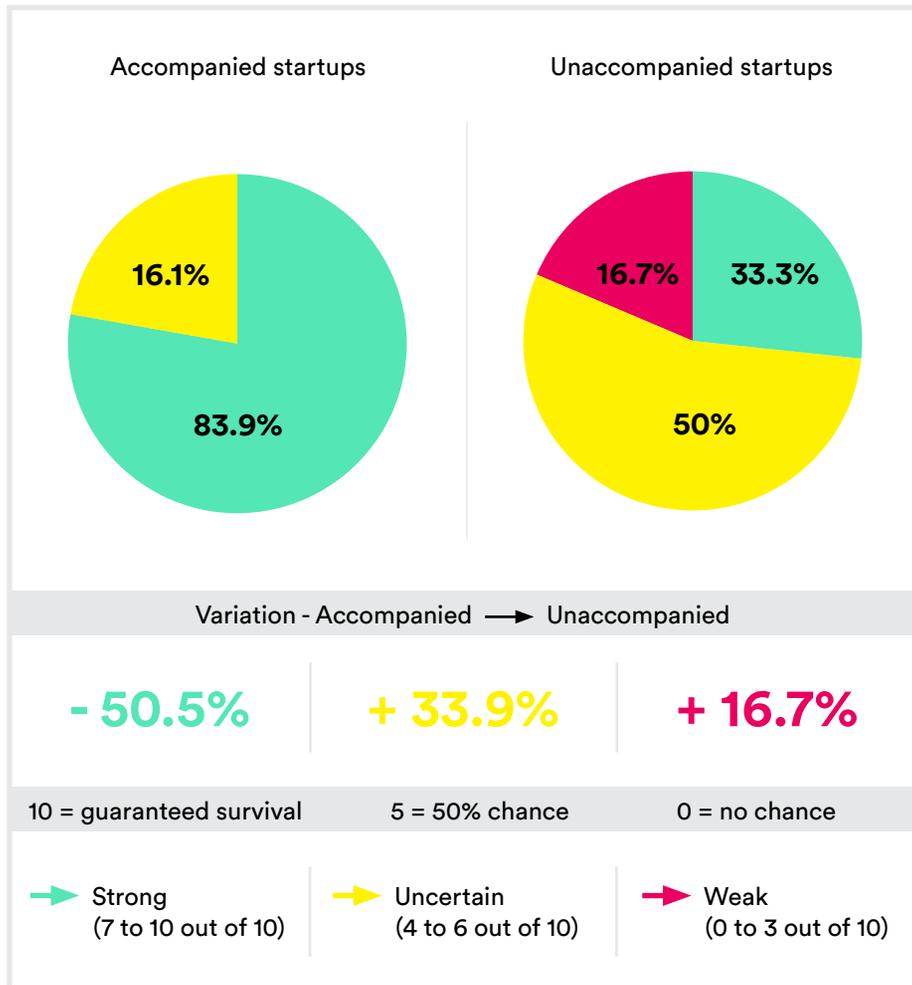
- more positively assess their chances of survival.
- are more optimistic in terms of their financial health.
- are more likely to familiarize themselves with the terms of government measures.
- are better able to demonstrate their declining income and eligibility for government measures.

Chances of survival

Accompanied startups are more positive about their success.

83.9%

of **accompanied** startups rate their chances of survival (with announced government measures) as **strong**. This percentage is **33.3%** for **unaccompanied** startups.



Assessment of business prospects

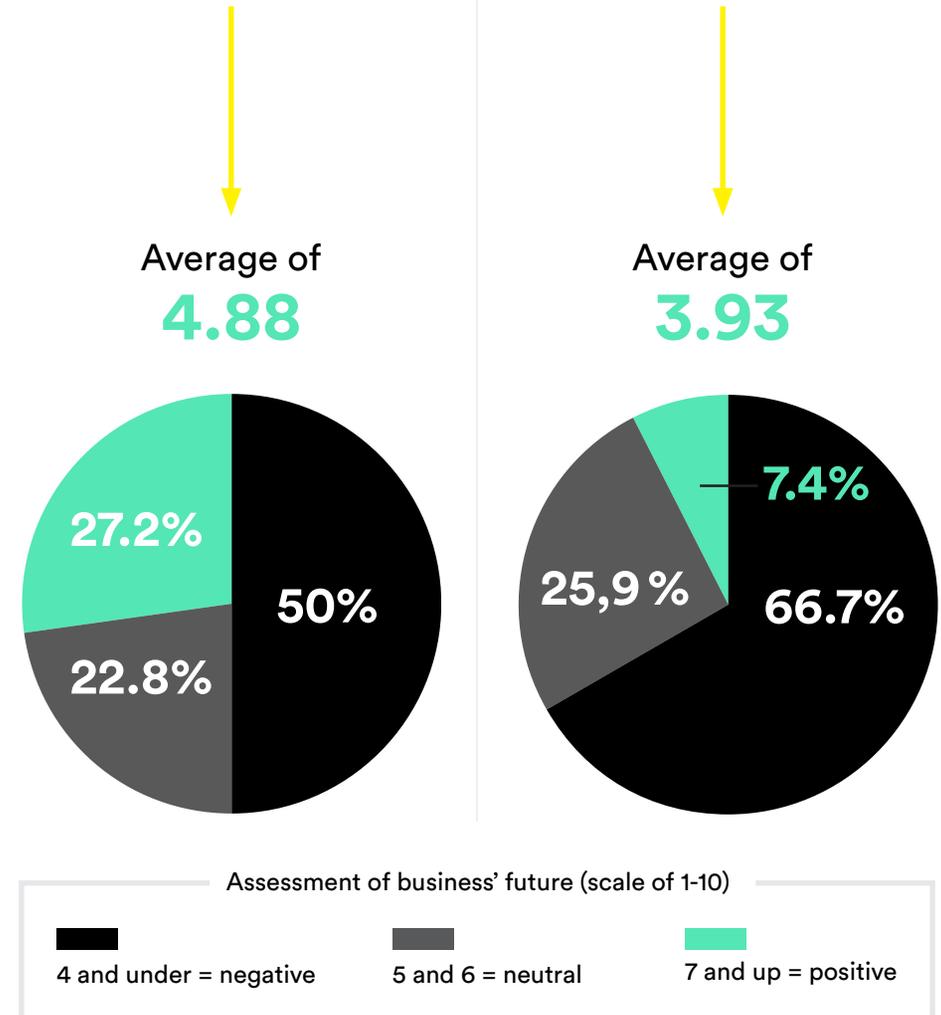
Startups that are accompanied generally assess their business' future in a more positive light.

27.2%

of **accompanied startups** assess their business' prospects positively.

7.4%

of **unaccompanied startups** assess their business' prospects positively.



Finances

In general, accompanied startups assess the impact of the crisis on their financial situation as being less significant than unaccompanied startups.

44%

of accompanied startups assess their expected turnover before the crisis to be impacted by more than 50% by the crisis over the course of the next year while 53.3% of unaccompanied startups hold this prediction.

34.9%

of accompanied startups are able to cover all their financial obligations compared to 25% of unaccompanied startups.

Government aid measures

Accompanied startups are more likely to be informed about government measures.

22.7%

of unaccompanied startups say they have not studied the terms of the SME Emergency Assistance program, compared to

5.8%

of supported startups.

33.3%

of unaccompanied startups did not study the terms of the PACME program, compared to

18.2%

of supported startups.

26.7%

of unaccompanied startups did not study the terms of the innovation support program, compared to

16.1%

of supported startups.

Accompanied startups are better able to demonstrate a decline in income, and thus their eligibility for certain government assistance programs.

22.7%

of unaccompanied startups are unable to demonstrate eligibility for the Emergency Assistance program for SMEs, unlike

9.5%

of accompanied startups.

No

unaccompanied startup is certain to be able to demonstrate eligibility for the SME Emergency Assistance program compared to

9.3%

of accompanied startups.

48.3%

of accompanied startups are able to demonstrate a 15% or more drop in revenue compared to last year, unlike only

21.4%

of accompanied startups.

Based on accrual accounting, startups able to demonstrate a drop in revenues are

63.5%

accompanied

and

53.3%

unaccompanied.

Based on cash (received) or receivable accounting method, startups able to demonstrate a drop in revenues are

54.8%

accompanied

and

46.7%

unaccompanied.

Approach

The Barometer is part of the **LeCoude** action plan, whereby business accelerators and incubators (BAIs) along with MAIN Québec are combining their efforts to obtain a quick and concerted response to the needs of startups.

Organizations subscribed to the Barometer receive a weekly “how are you” question as well as a monthly thematic survey in order to track their challenges and needs over time.

Participating BAIs are given access to the data of businesses they work with to better meet their needs.



Acknowledgments

Special thanks to startups that respond to the Barometer, IEAs and other key partners involved in data collection, Sébastien Bibeau de Ton Equipier, Simon Dandavino of NextAI, Elisabeth Laett of Holt Accelerator, Ghani Kolli and Pierre Lemasson of HumanYo Impact and David Fauteux of the Institute for Product Development.

Graphic Design: Amélie Lagueux



The Startup Barometer is made possible thanks to the financial support of the Québec Government.

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