

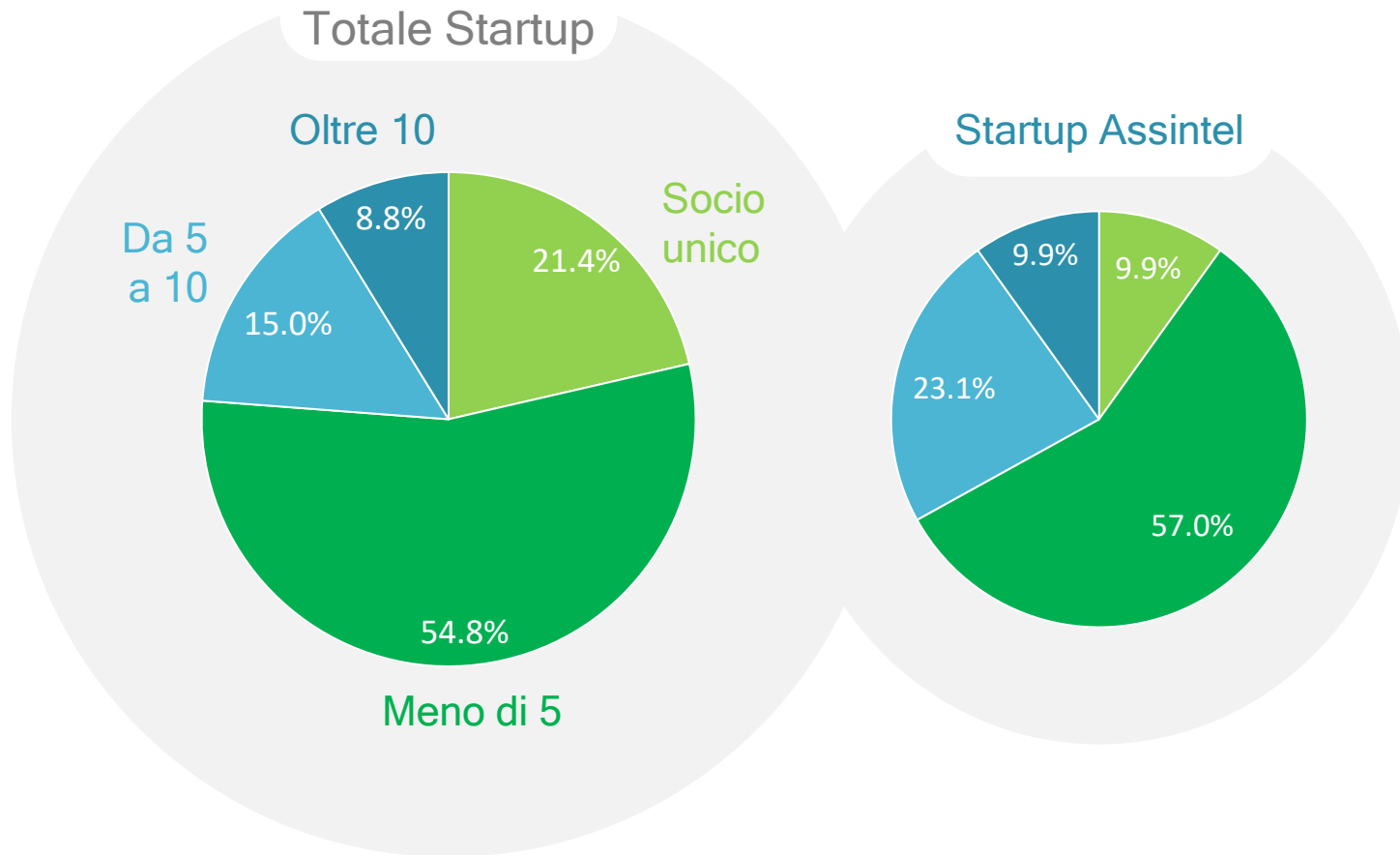
ASSINTEL STARTUP SURVEY 2024

Alex Buriani

Direttore di ricerca Istituto Ixè



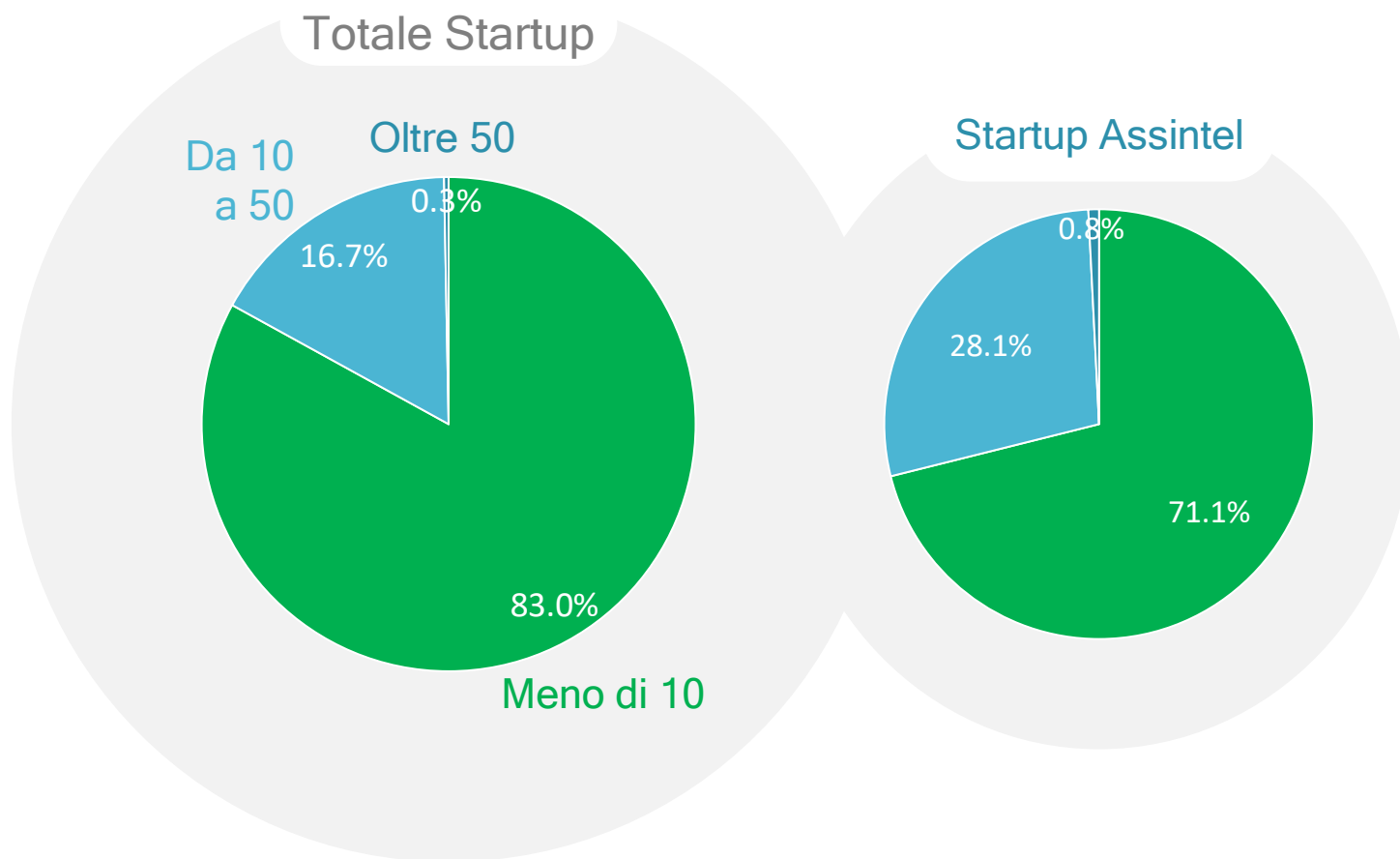
CARATTERISTICHE STRUTTURALI: I SOCI



| | Anzianità di impresa | | | | |
|----------------|----------------------|--------|--------|--------|--------|
| | 1 anno | 2 anni | 3 anni | 4 anni | 5 anni |
| Socio unico | 29 | 24 | 19 | 25 | 16 |
| Meno di 5 soci | 65 | 54 | 54 | 54 | 52 |
| Da 5 a 10 soci | 3 | 15 | 19 | 10 | 21 |
| Oltre 10 soci | 3 | 7 | 9 | 11 | 11 |

Valori %

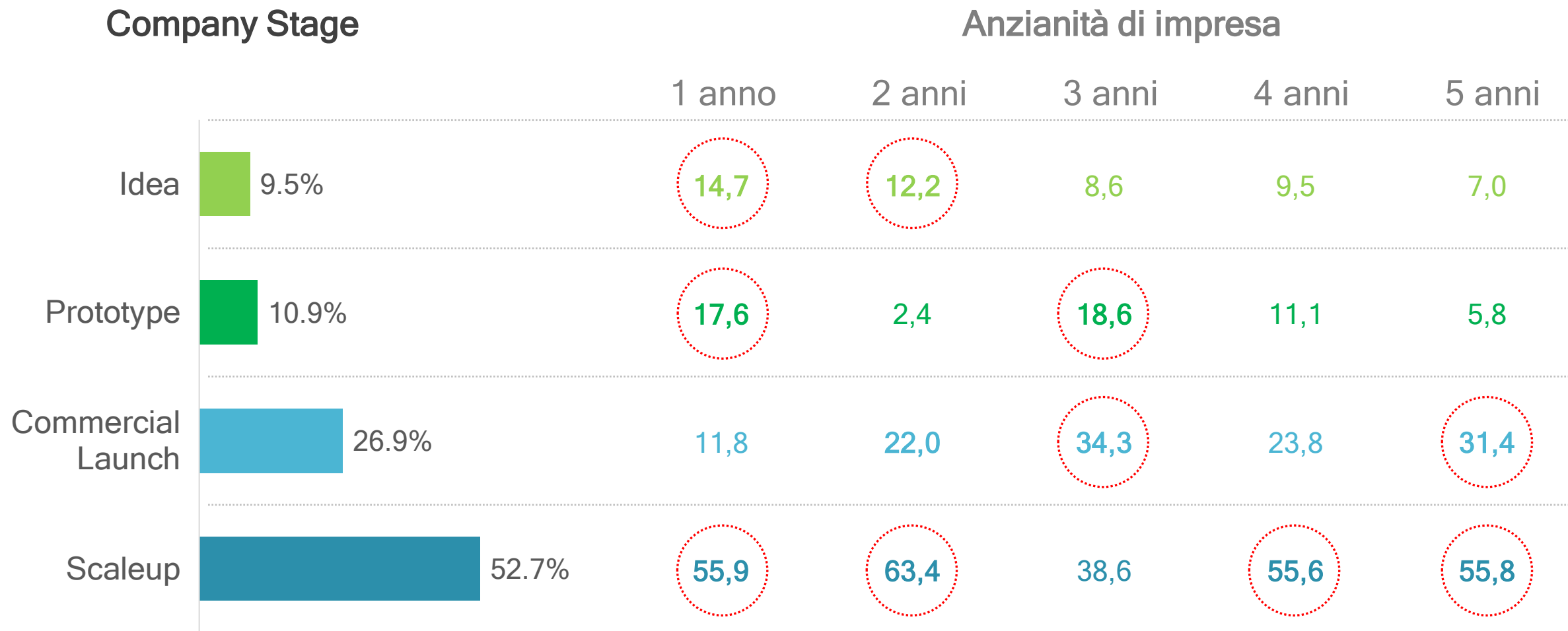
CARATTERISTICHE STRUTTURALI: GLI OCCUPATI

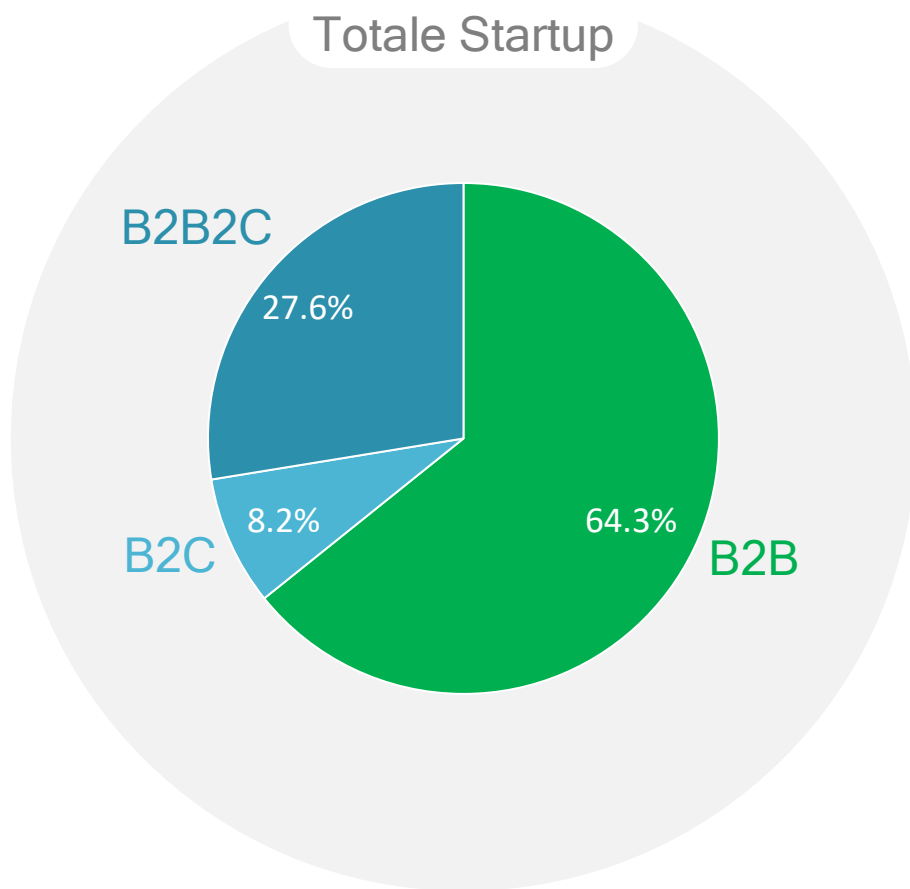


| | Anzianità di impresa | | | | |
|------------|----------------------|--------|--------|--------|--------|
| | 1 anno | 2 anni | 3 anni | 4 anni | 5 anni |
| Meno di 10 | 97 | 83 | 83 | 87 | 74 |
| Da 10 a 50 | 3 | 17 | 17 | 11 | 26 |
| Oltre 50 | 0 | 0 | 0 | 2 | 0 |

Valori %

FASE AZIENDALE



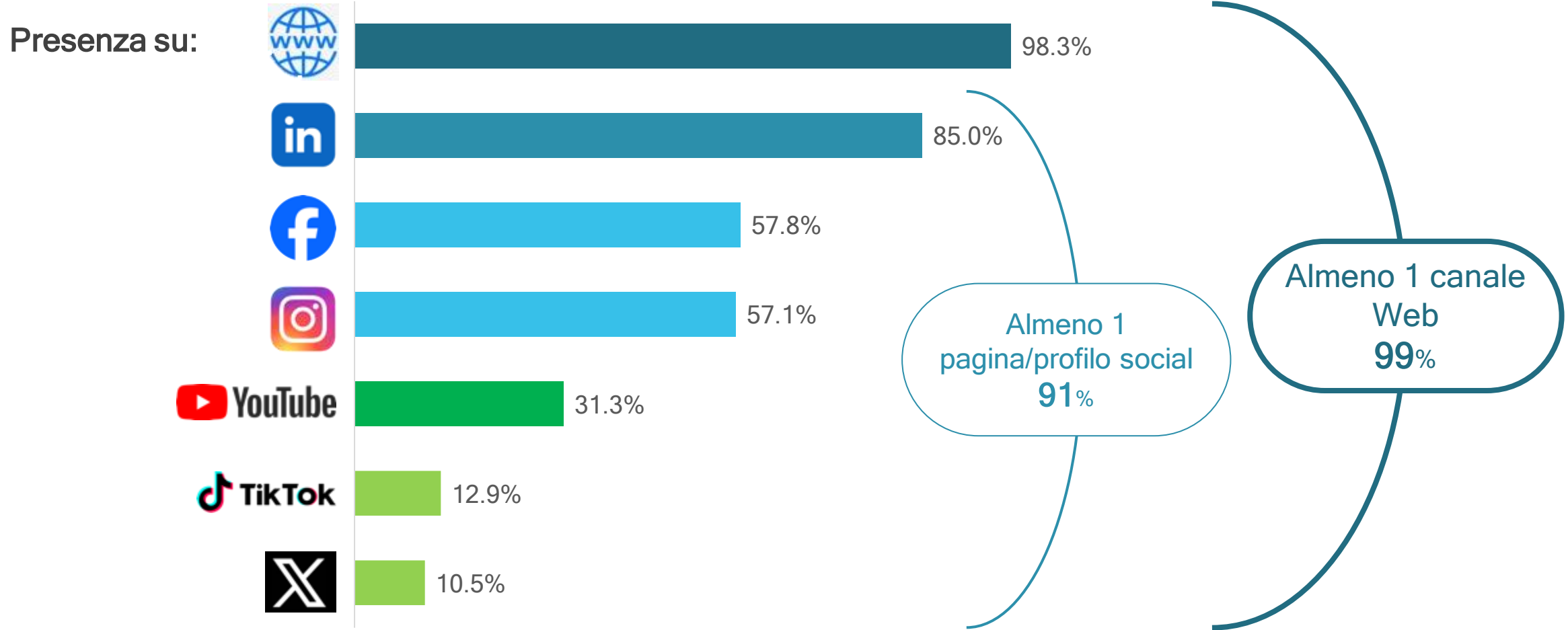


Business Model

| | Anno di costituzione | | | | |
|-------|----------------------|------|------|------|------|
| | 2019 | 2020 | 2021 | 2022 | 2023 |
| B2B | 65 | 65 | 63 | 65 | 62 |
| B2C | 4 | 10 | 10 | 15 | 6 |
| B2B2C | 31 | 25 | 27 | 20 | 32 |








Valori %

PRESENZA ONLINE DELLE IMPRESE

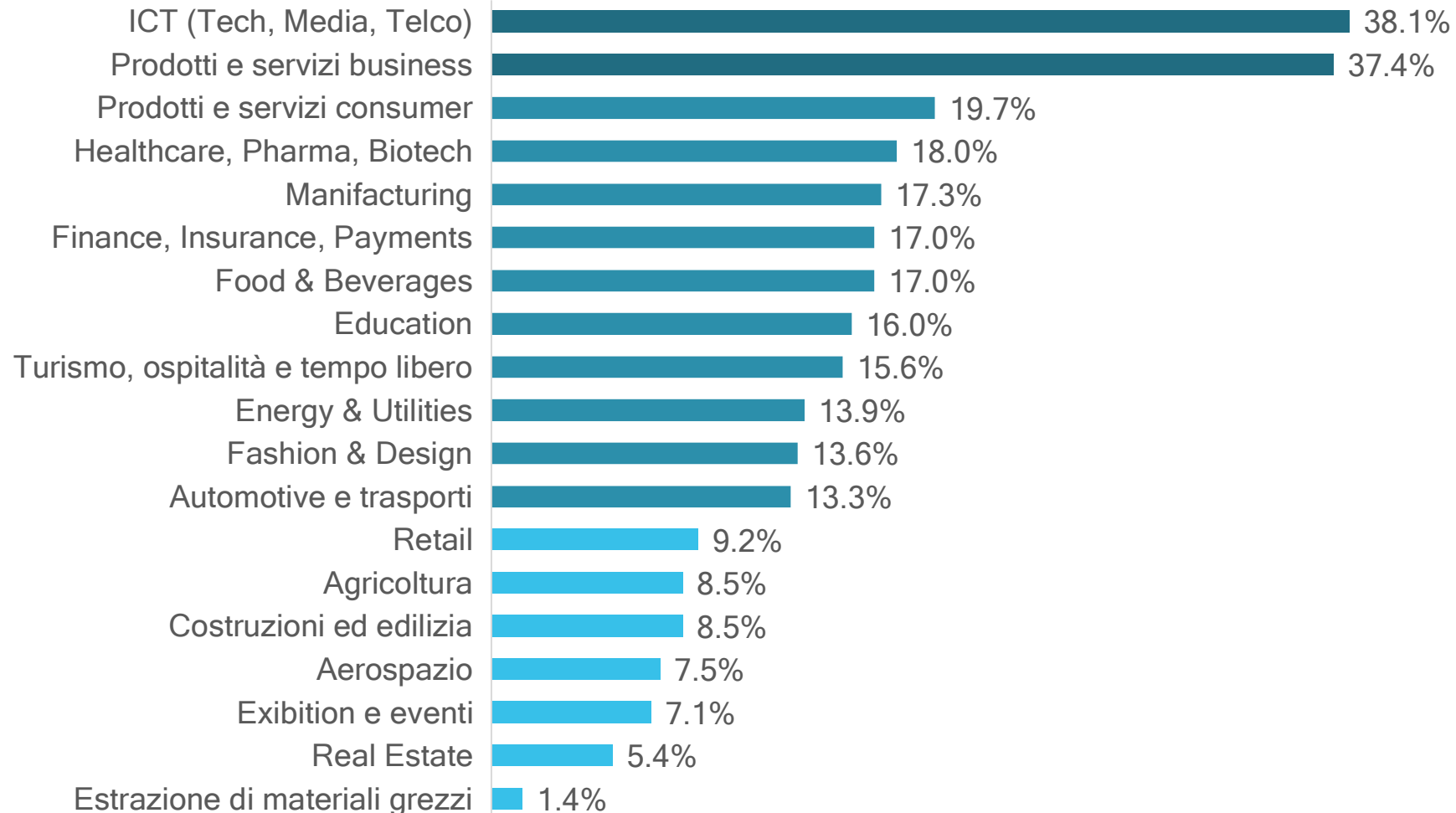


PRESENZA ONLINE DELLE IMPRESE

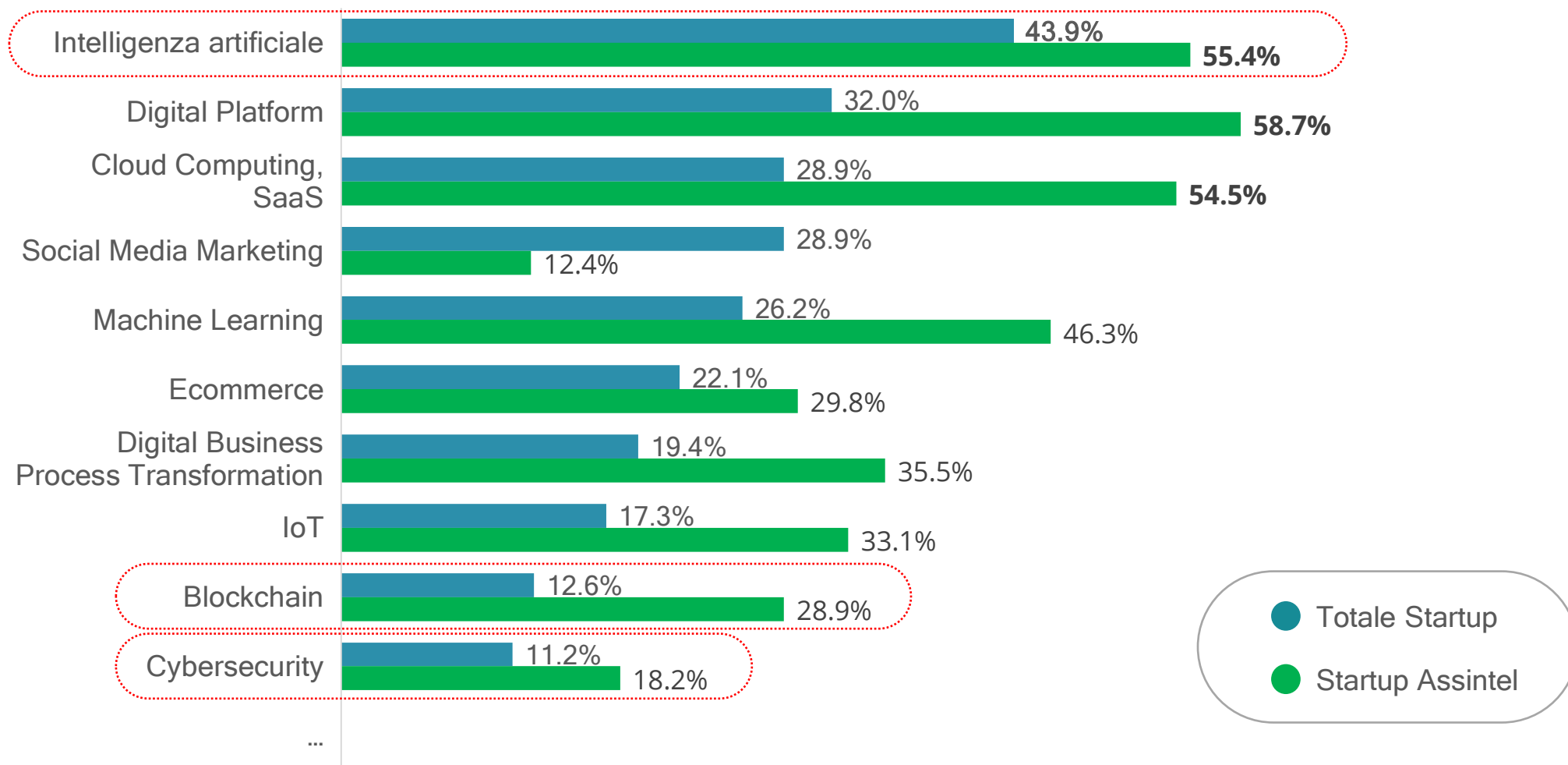
Tecnologie e servizi ICT attualmente adottate dalle imprese - Dettaglio per fase aziendale e tipo di business

| | Totale Startup | Company Stage | | | | Business Model | |
|---|----------------|---------------|-----------|-------------------|---------|----------------|--------------|
| | | Idea | Prototype | Commercial Launch | Scaleup | B2B | B2C B2B2C |
| Sito web  | 98 | 93 | 97 | 99 | 99 | 100 | 96 |
| Linkedin  | 85 | 79 | 78 | 80 | 90 | 87 | 81 |
| Facebook  | 58 | 54 | 44 | 39 | 71 | 52 | 69 |
| Instagram  | 57 | 57 | 44 | 43 | 67 | 52 | 66 |
| YouTube  | 31 | 14 | 34 | 25 | 37 | 29 | 36 |
| TikTok  | 13 | 14 | 6 | 4 | 19 | 8 | 22 |
| X/Twitter  | 11 | 4 | 9 | 5 | 15 | 9 | 13 |

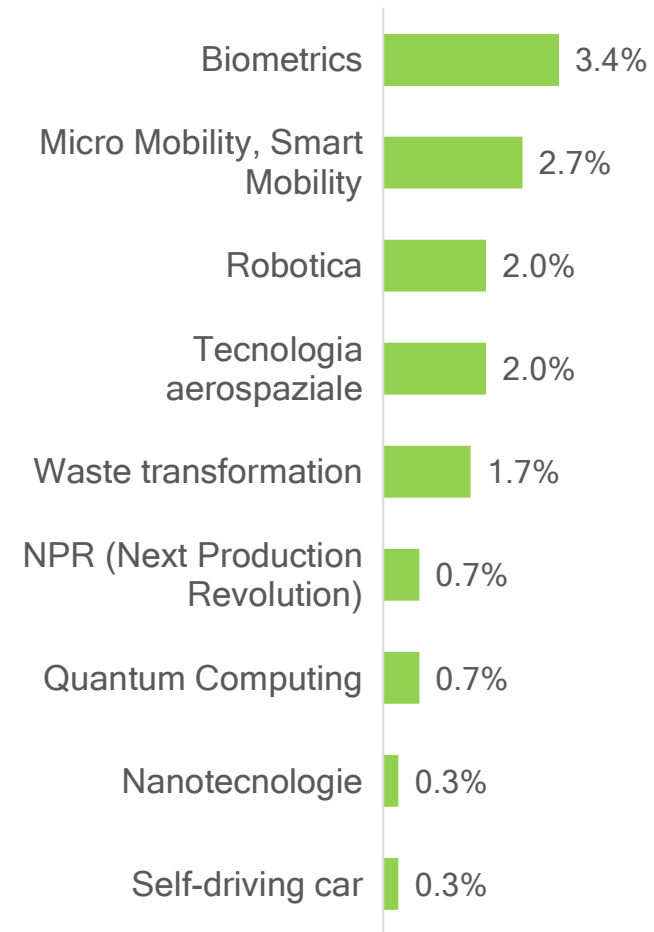
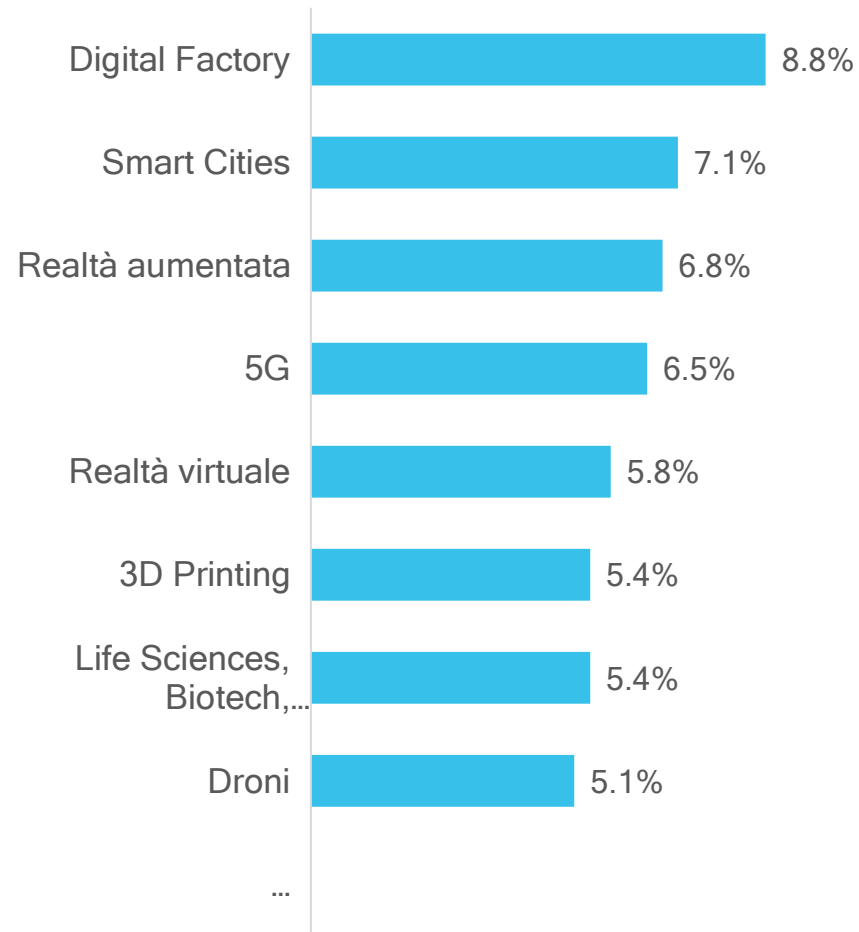
SEGMENTO DI MERCATO



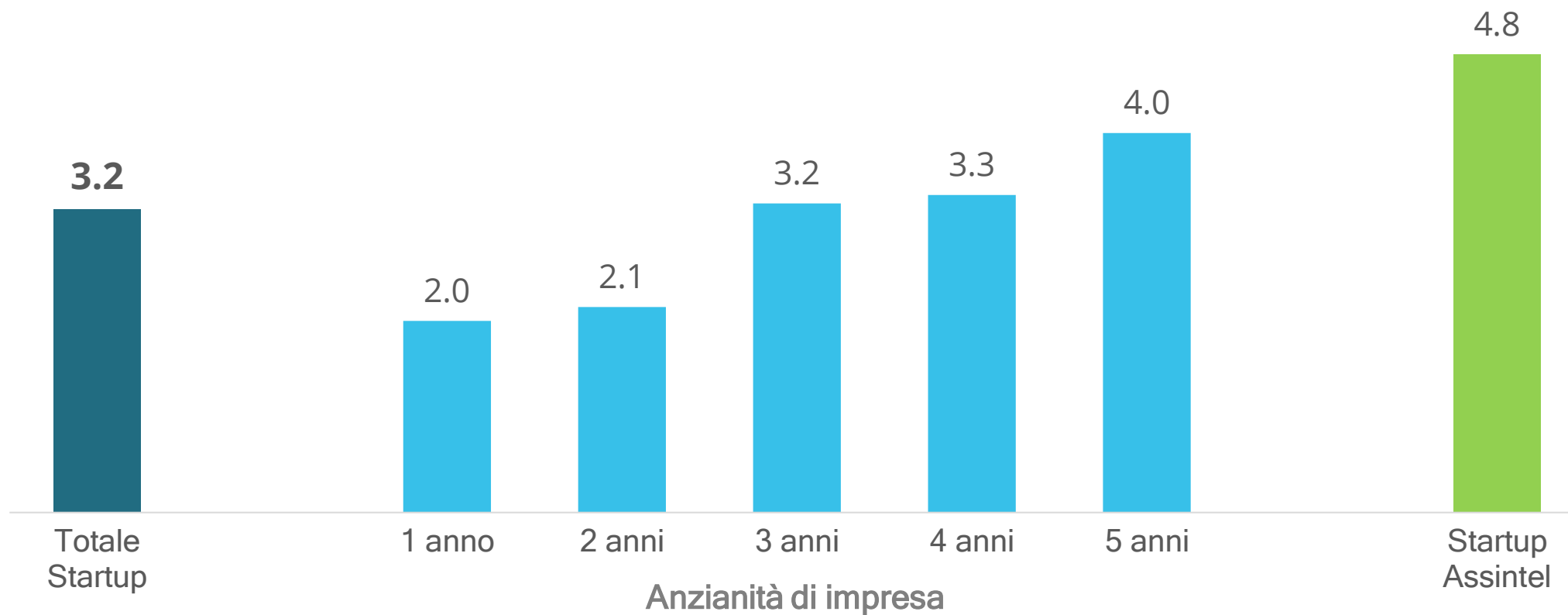
DOTAZIONI AZIENDALI

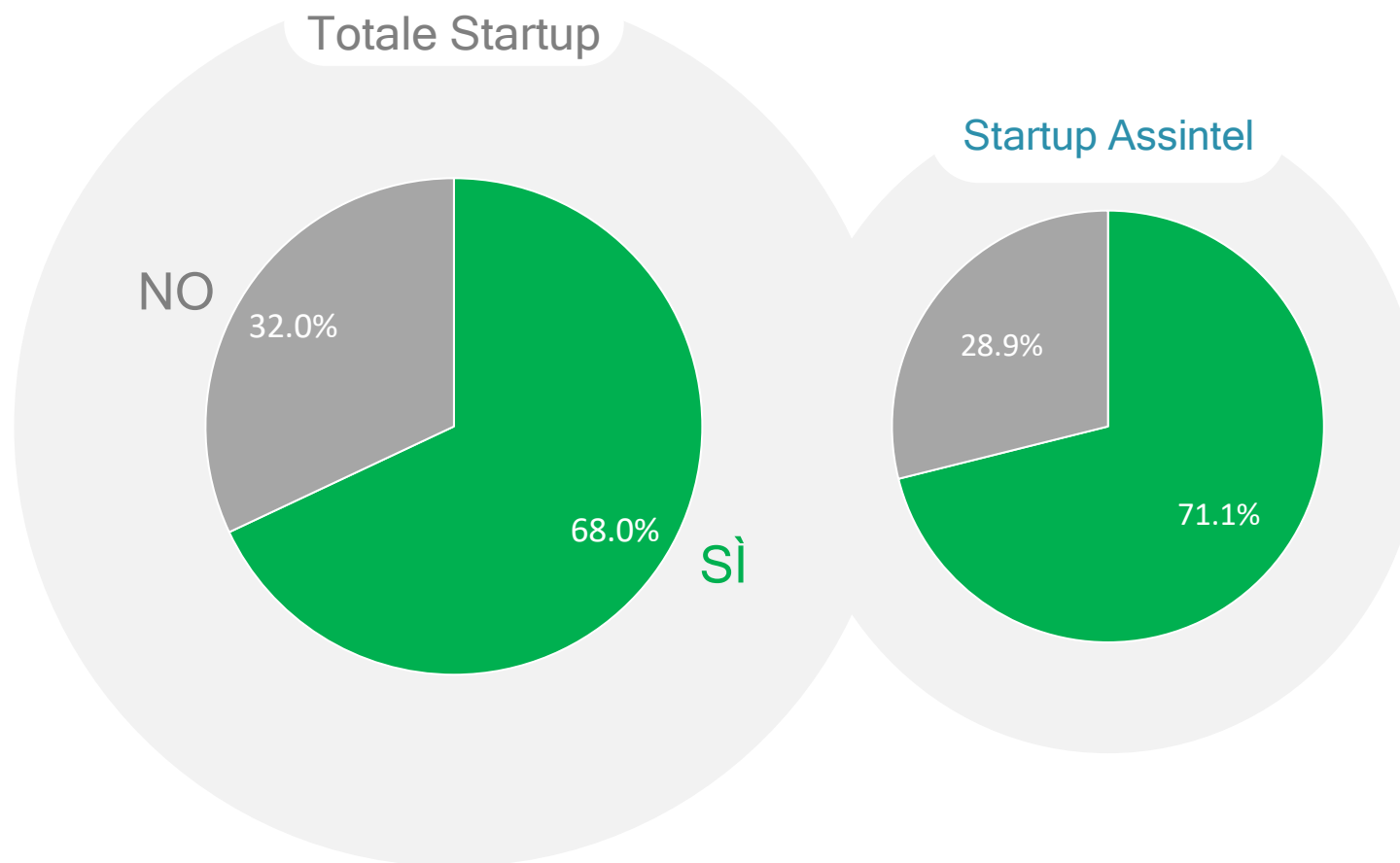


DOTAZIONI AZIENDALI

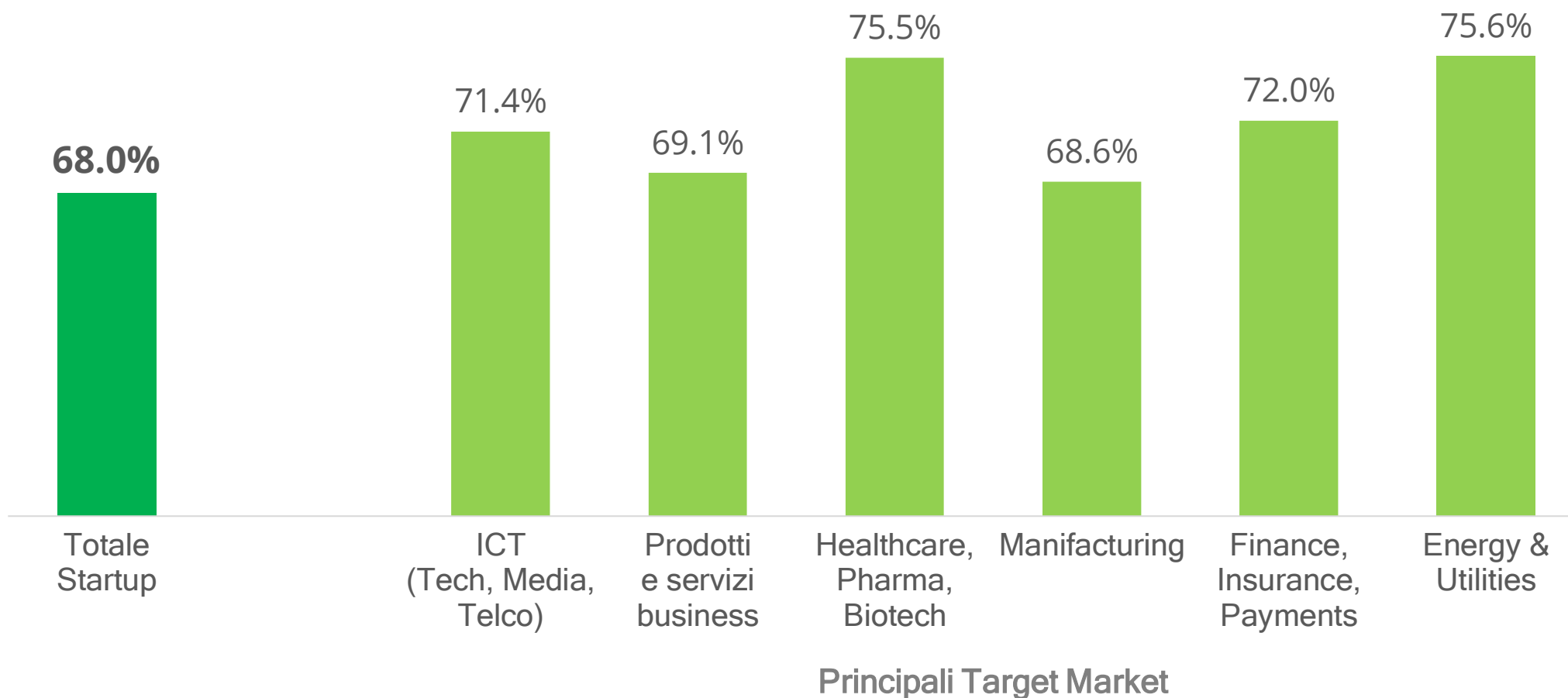


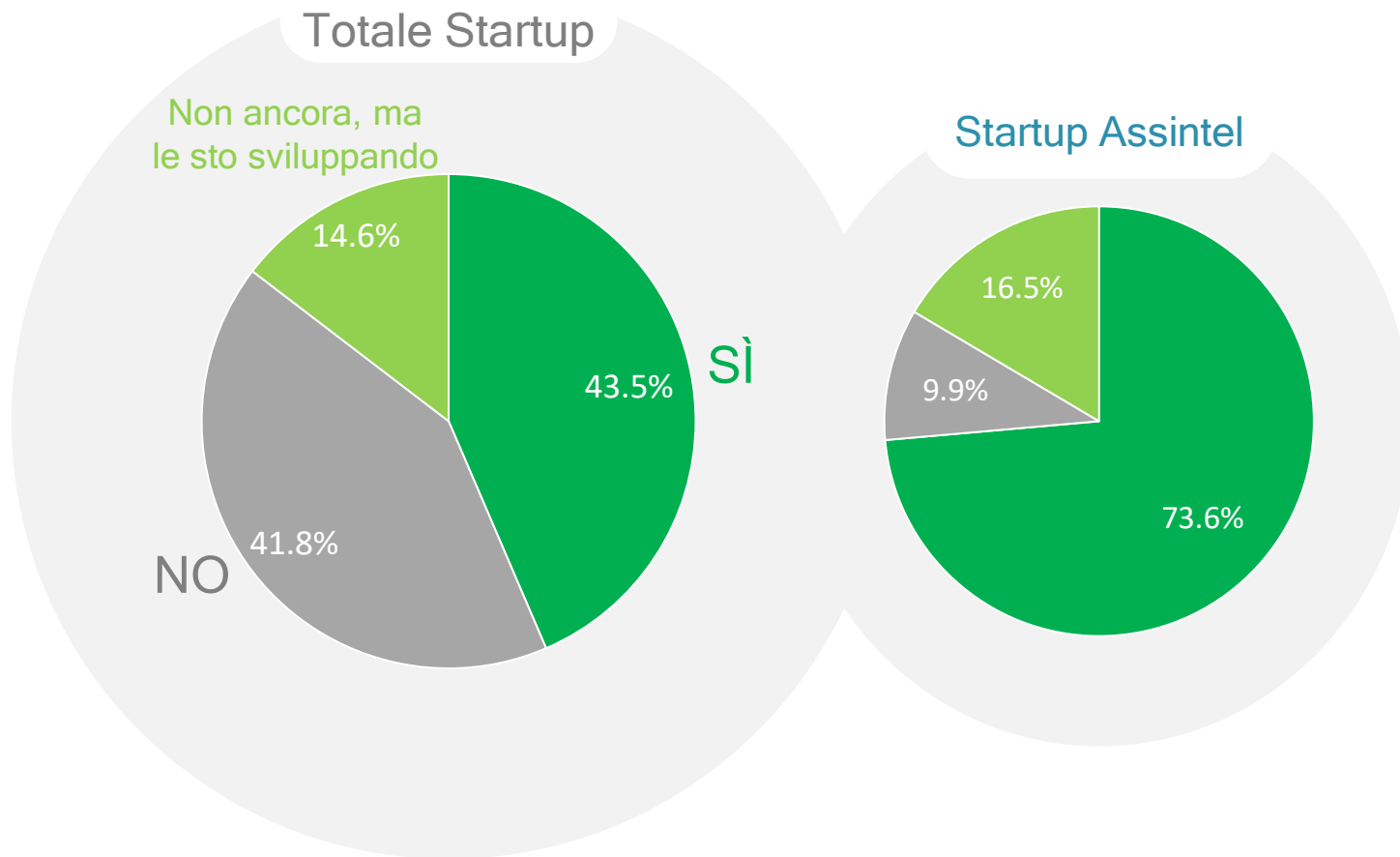
Numero medio di Tecnologie e Competenze presenti in azienda



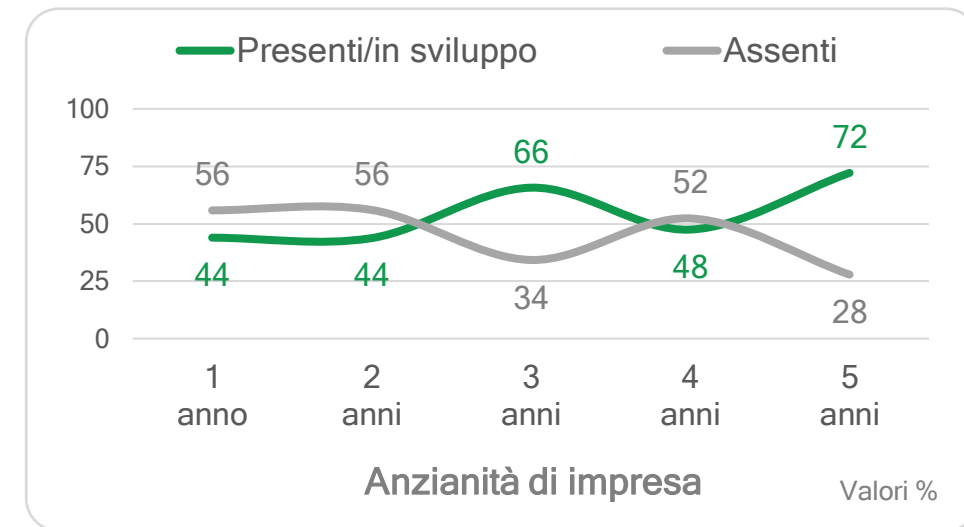


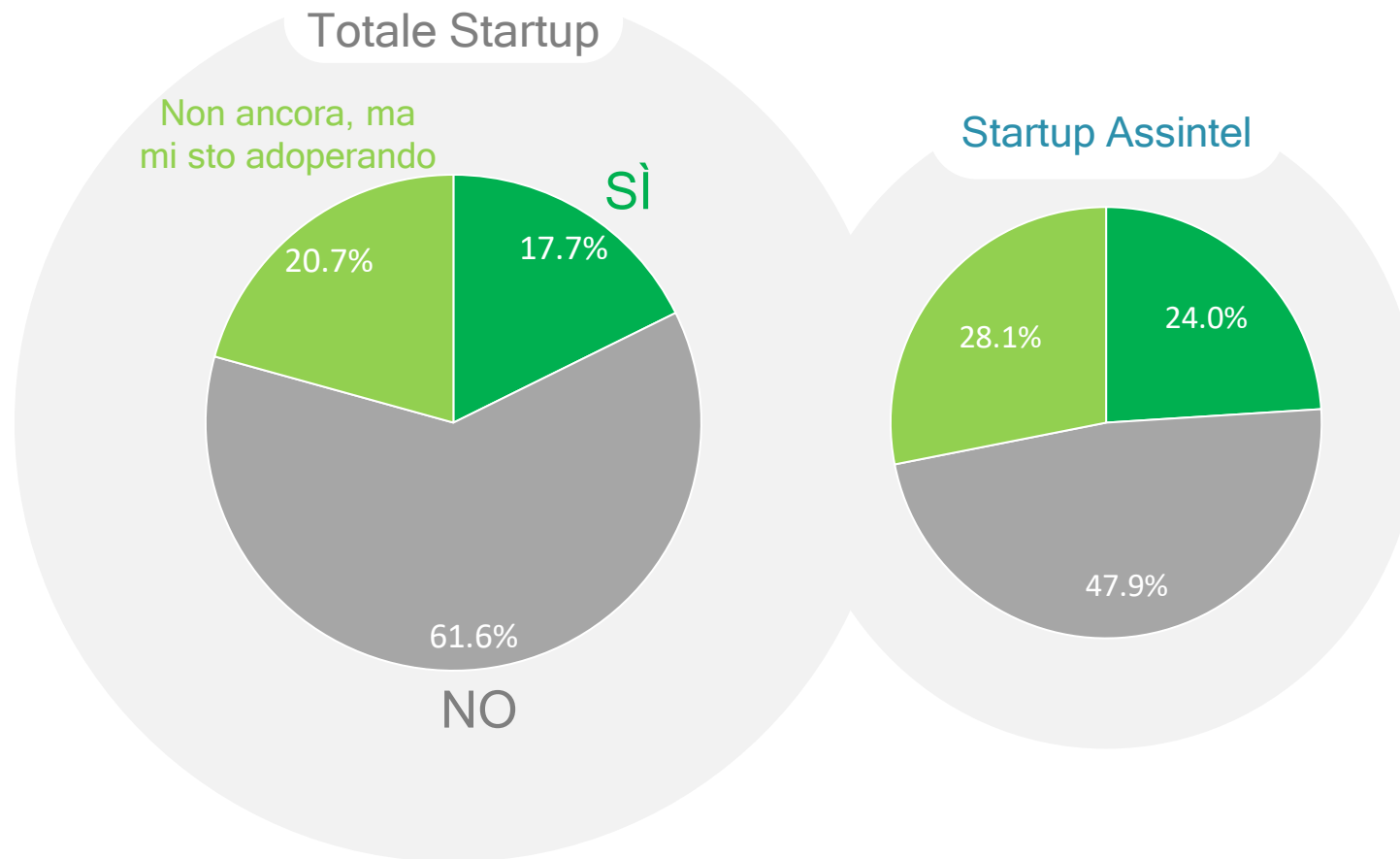
Diffusione di soluzioni/servizi con IMPATTO ECOLOGICO E/O SOSTENIBILE



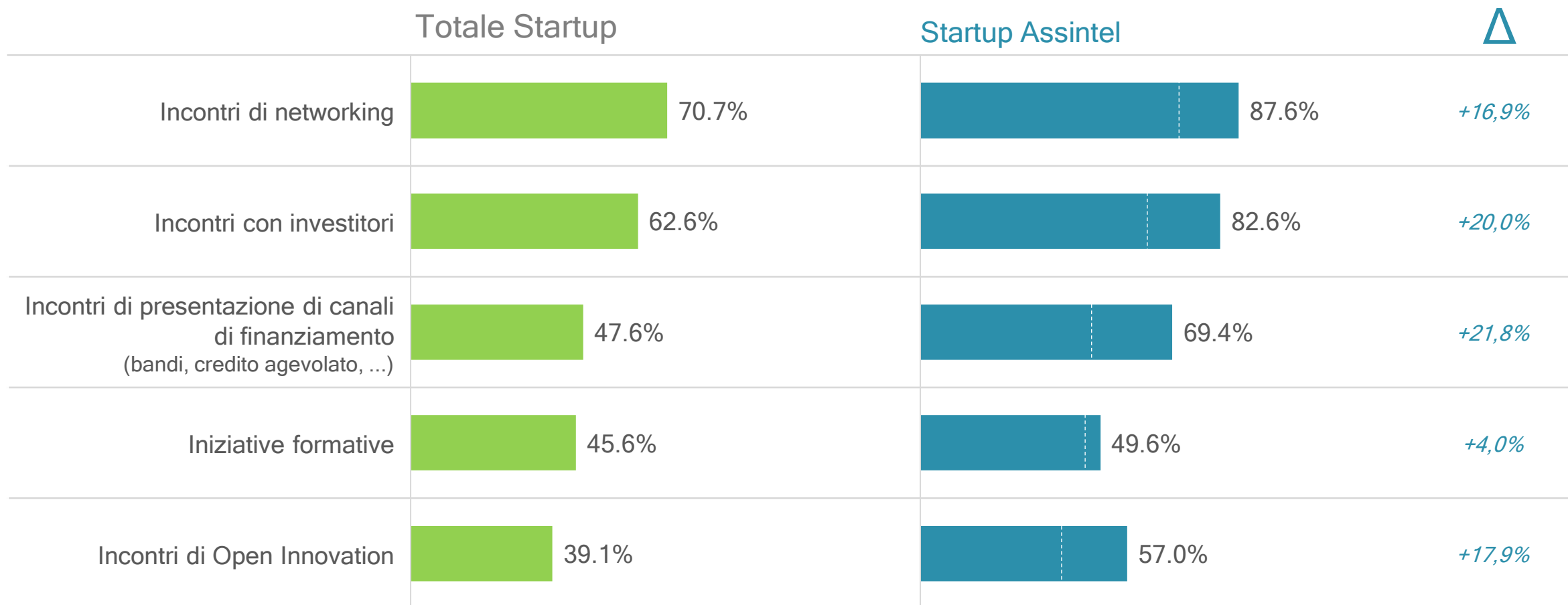


Hai tecnologie proprietarie?





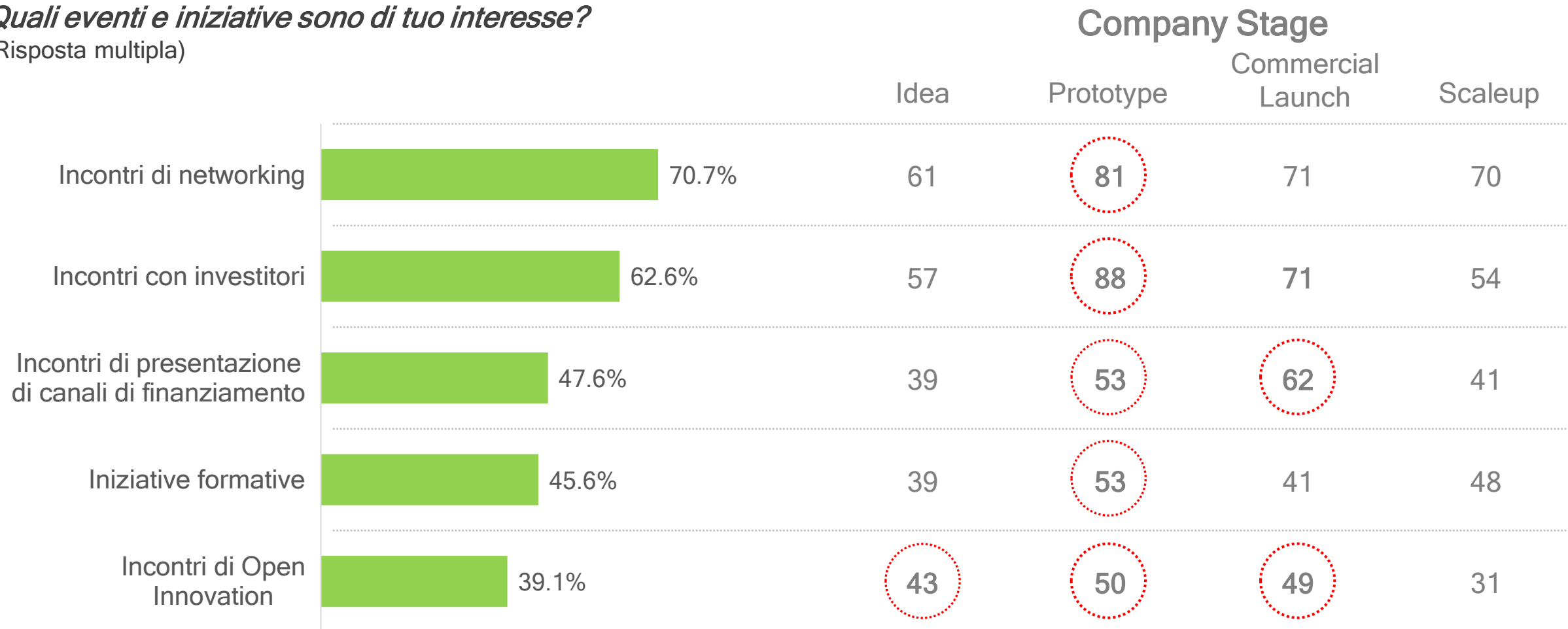
INIZIATIVE DI INTERESSE



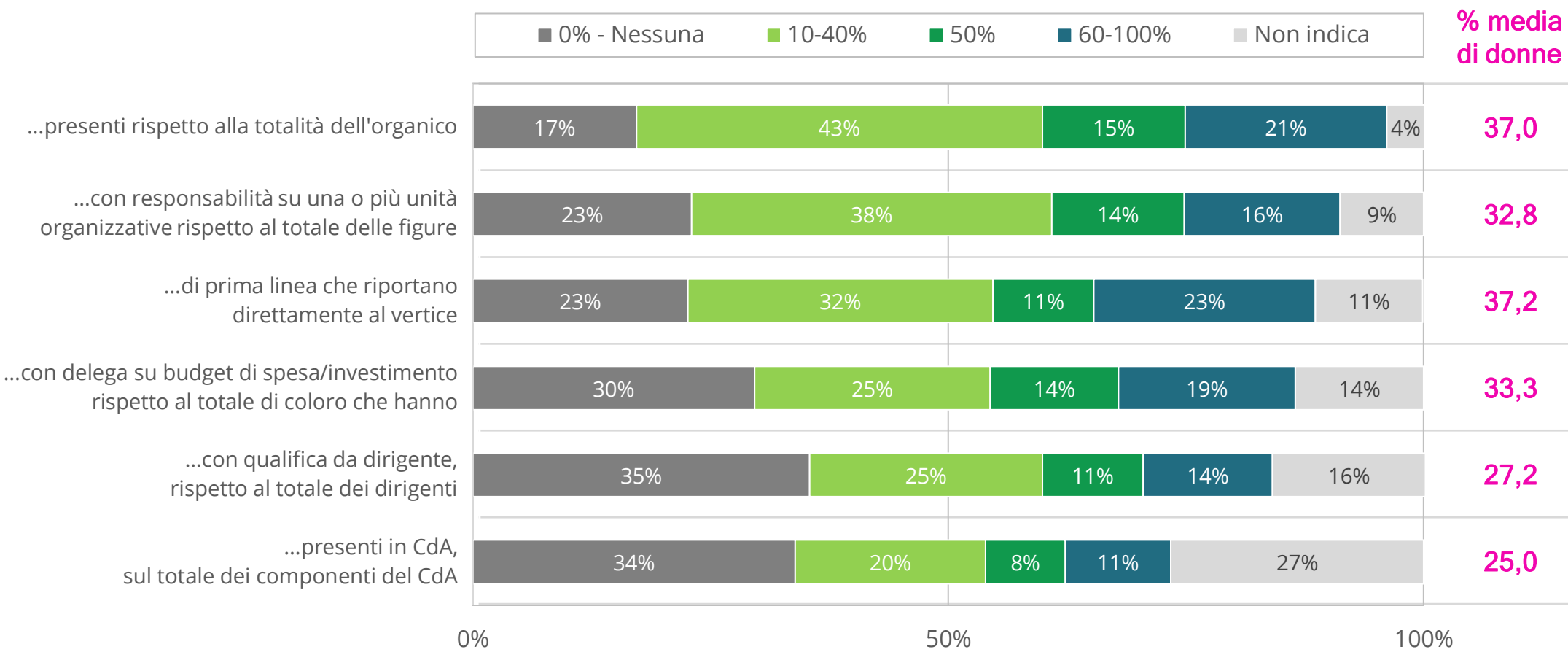
INIZIATIVE DI INTERESSE

Quali eventi e iniziative sono di tuo interesse?

(Risposta multipla)



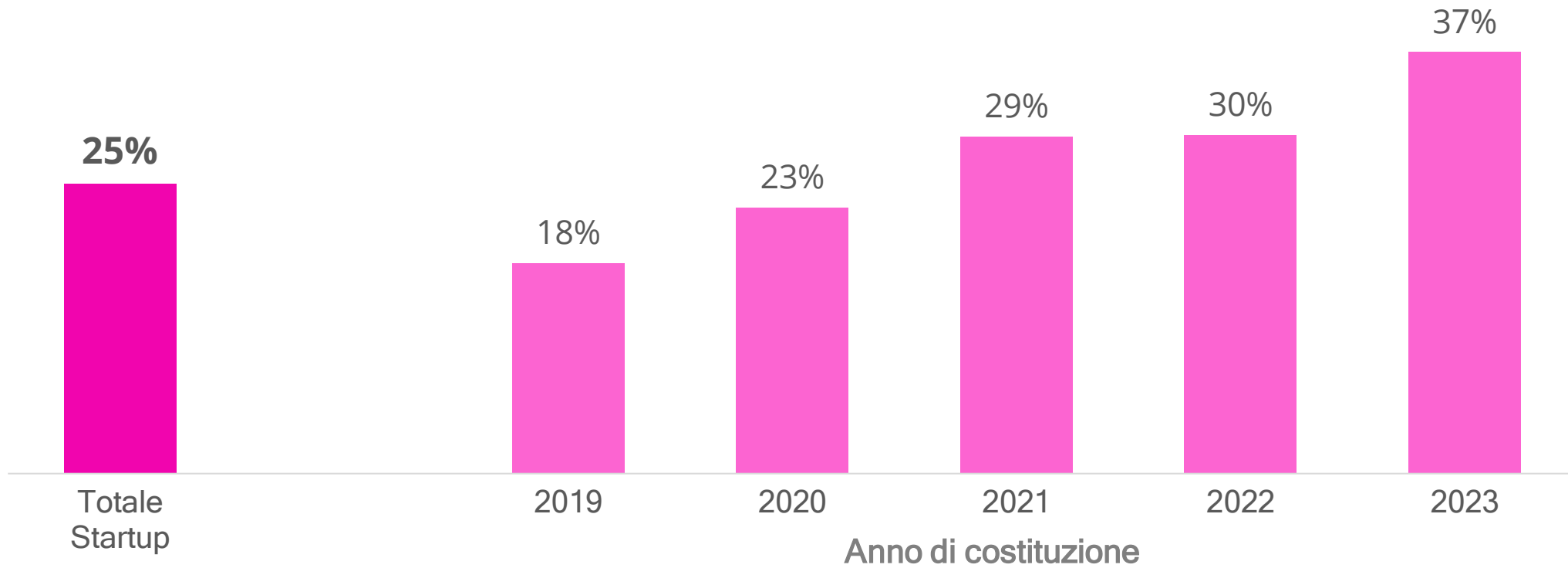
LA PARITÀ DI GENERE



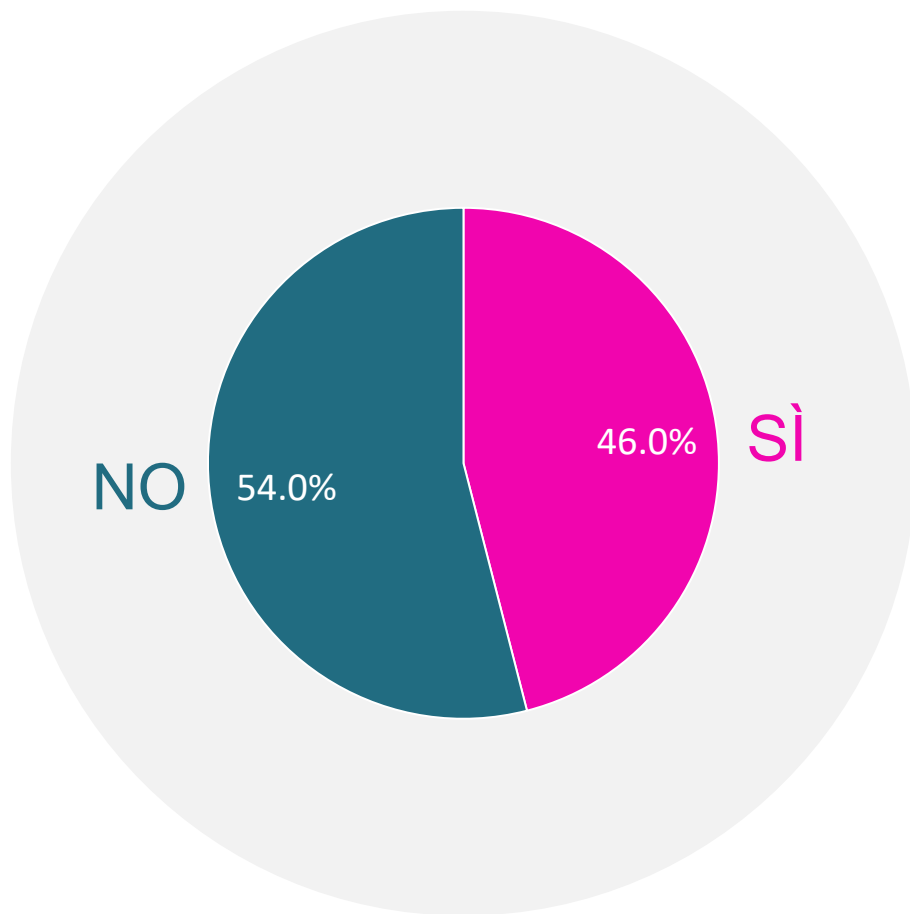
Quota complessiva di dirigenti donne
21,4%
 Fonte: Rapporto Donne Manageritalia 2024

Pensando complessivamente al numero di persone che compongono la vostra azienda, sapresti riferire qual è la percentuale di donne...

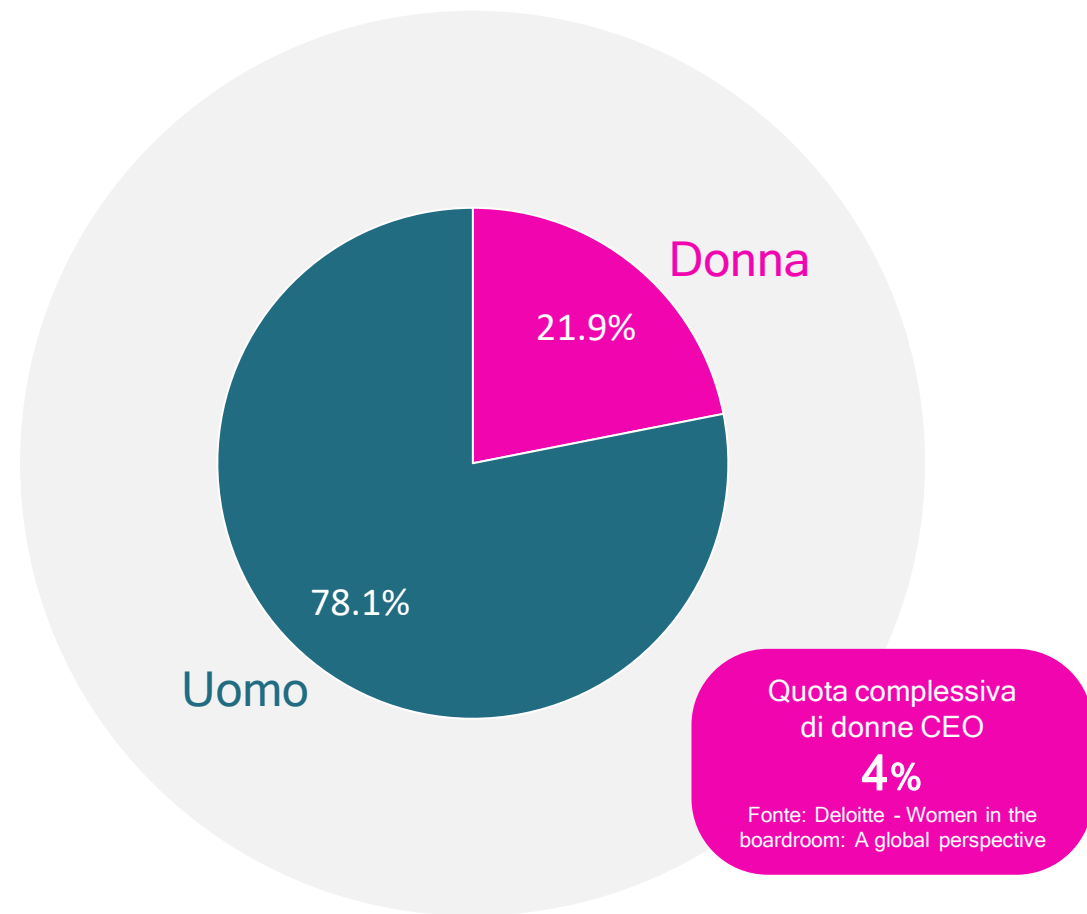
Quota (%) di donne presenti in CdA



Almeno una donna tra i soci fondatori



Genere dell'attuale Amministratore Delegato/Unico



Caratteristiche delle Startup fondate (anche) da donne

| Business Model | Totale Startup | Fondate da donne |
|----------------|----------------|------------------|
| B2B | 64 | 60 |
| B2C | 8 | 10 |
| B2B2C | 28 | 30 |
| Valori % | | |

