

# New Start Ups Market Research Survey

100 Randomly Selected Businesses That Had Started Within The Last Year

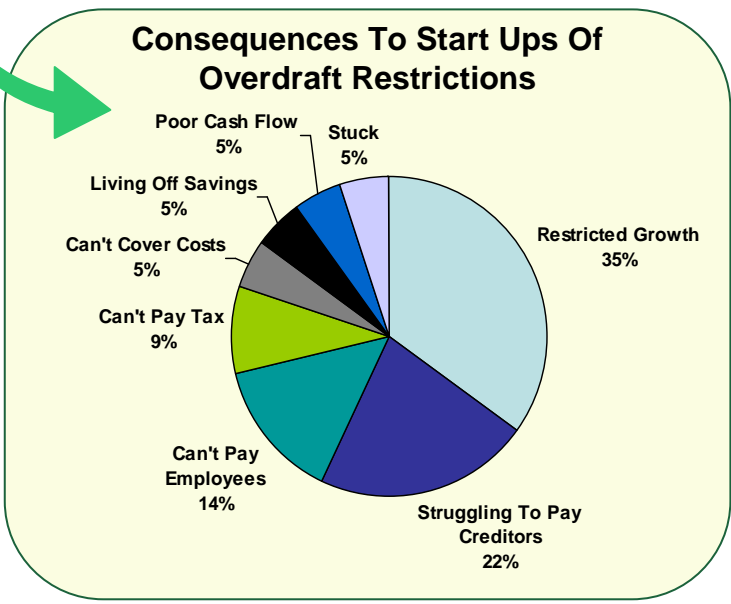
**31%**  
 Couldn't Raise All  
 The Finance They  
 Wanted



**96%**  
 Didn't Consider  
**Invoice  
 Finance**

- Because:
- 39% Didn't think invoice finance was an option
  - 25% Hadn't heard of invoice finance
  - 22% Heard it was expensive
  - 14% Wasn't offered

74% of Those With  
 Restrictions Were  
 Using Bank  
 Overdraft



Therefore Only  
**2%**  
 Found their way to  
 using Invoice  
 Finance

**The Invoice  
 Finance users  
 said they had  
 all the funding  
 they wanted**



Source: New Start Ups Survey 2013  
 FundInvoice LLP <http://www.fundinvoice.co.uk>