



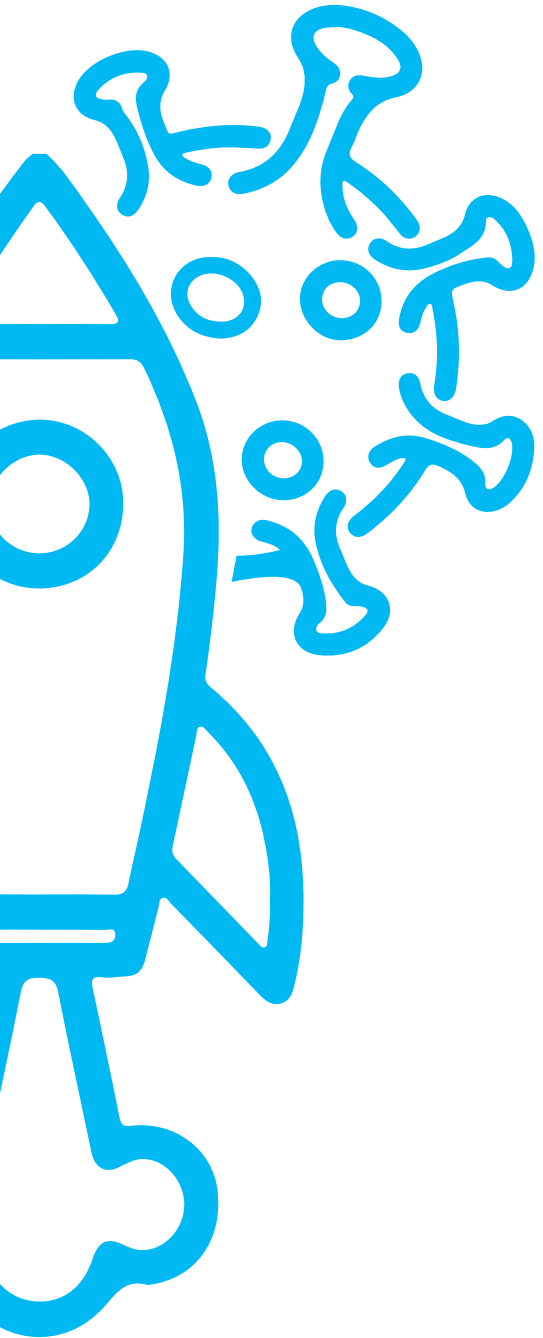
# THE IMPACT OF **COVID-19** ON **KOSOVO STARTUPS**

(Research and Recommendations)



In Partnership with





# ***218** STARTUP PARTICIPANTS*

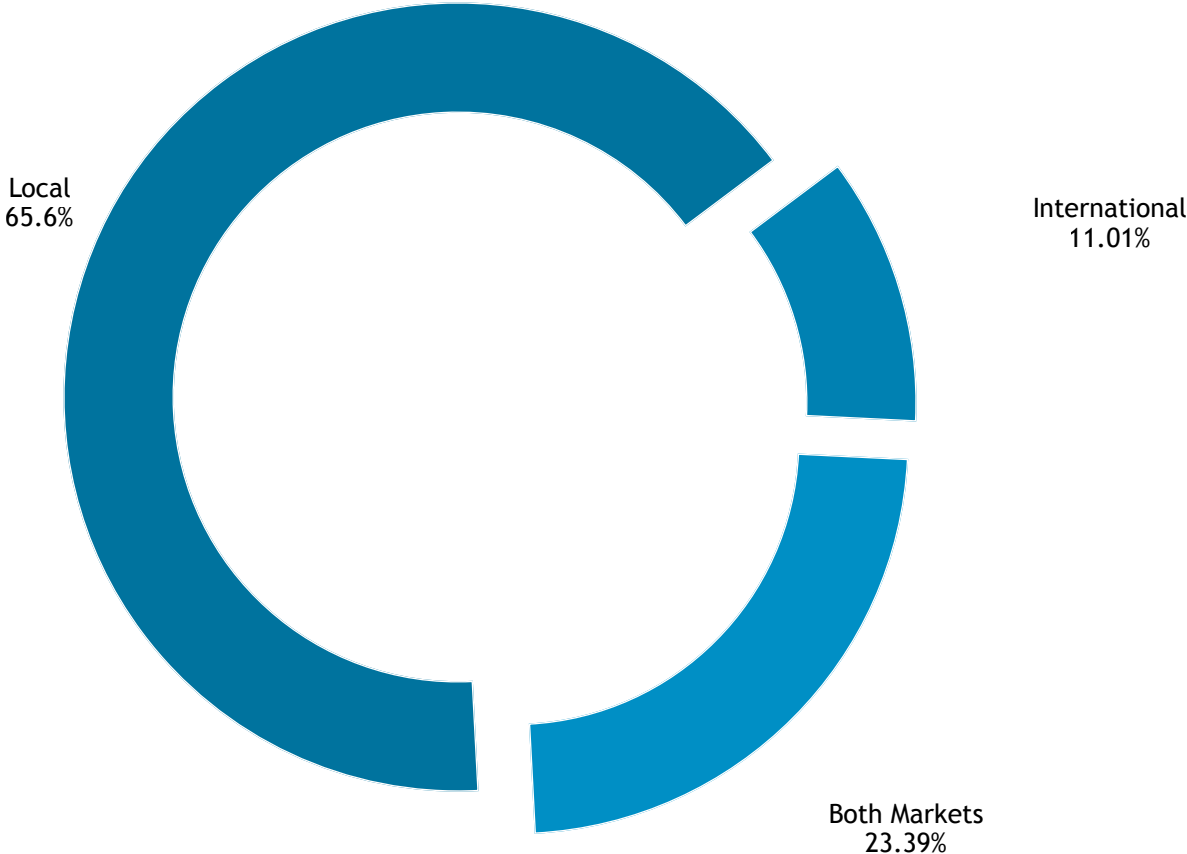
INNOVATION CENTRE KOSOVO (ICK) IN COLLABORATION WITH THE RESEARCH COMPANY PYPYER HAS CONDUCTED A STUDY REGARDING THE IMPACT OF COVID-19 ON THE STARTUP COMMUNITY IN KOSOVO.

THE PARTICIPANTS OF THIS RESEARCH WERE **218 START-UPS** THAT OPERATE IN THE IT INDUSTRY IN KOSOVO.

***WHO ARE THE  
PARTICIPANTS***



# In which markets does your business operate?



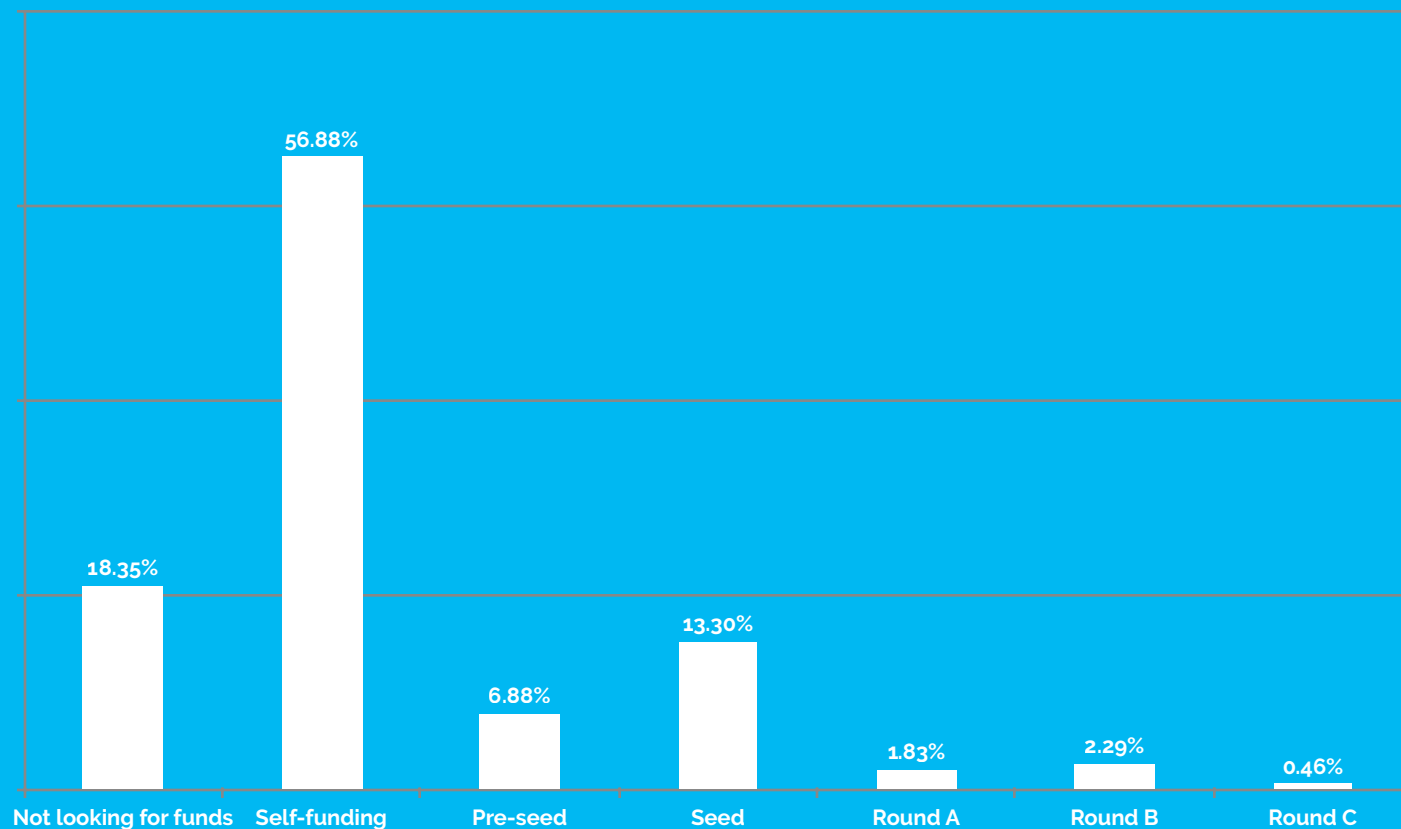
**65%**

OF PARTICIPANTS OPERATE IN THE LOCAL MARKET

**23.39%**

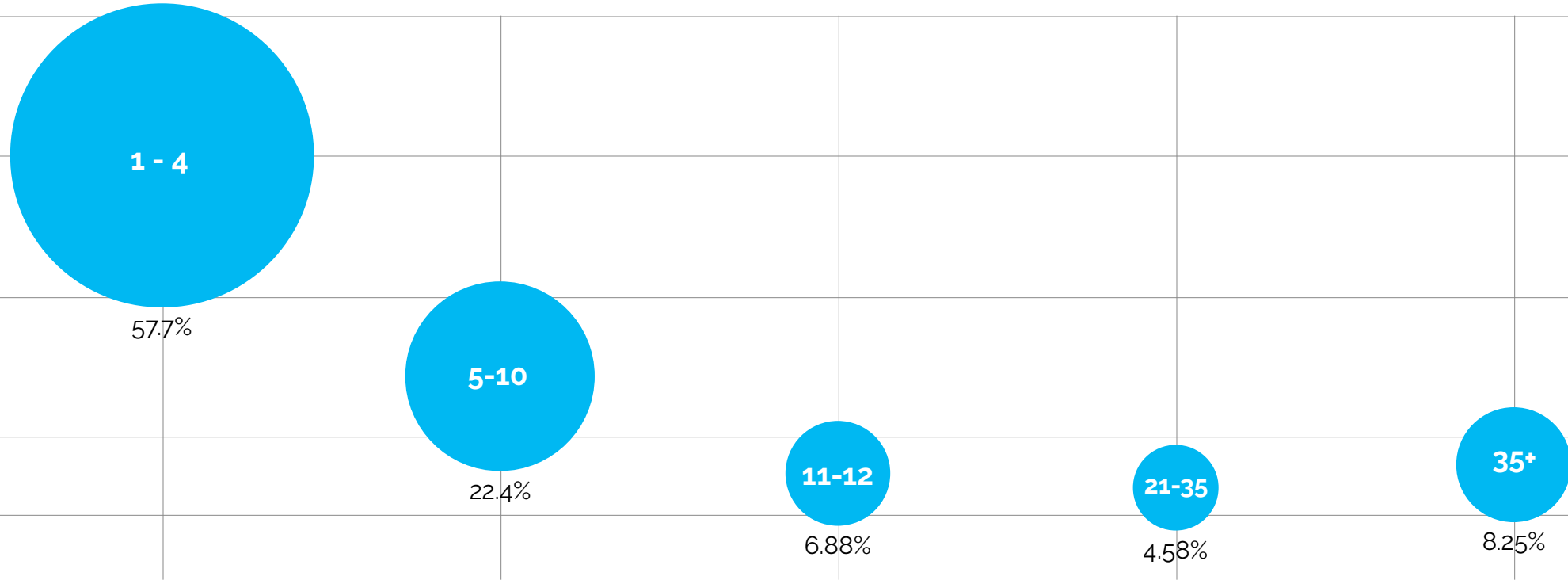
OF PARTICIPANTS OPERATE IN THE LOCAL AND INTERNATIONAL MARKET

## In terms of financial aspect, in which stage does your business belong?



**56.88%**  
OF PARTICIPANTS ARE  
SELF-FUNDED

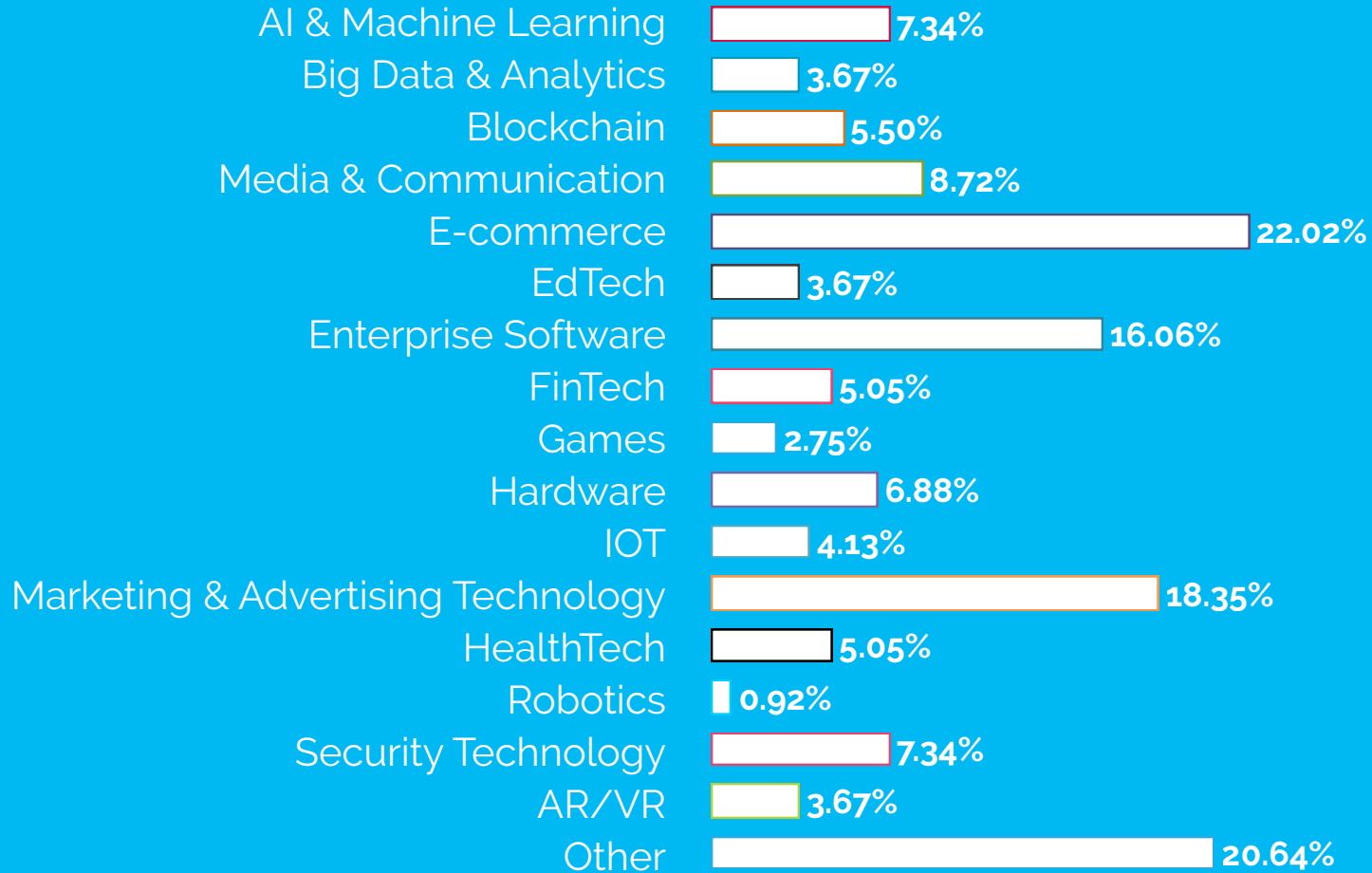
# How many employees do you have?



**57.7%**  
HAVE 1-4 EMPLOYEES

**22.48%**  
HAVE 5-10 EMPLOYEES

## In which industry(ies) does your business operate?



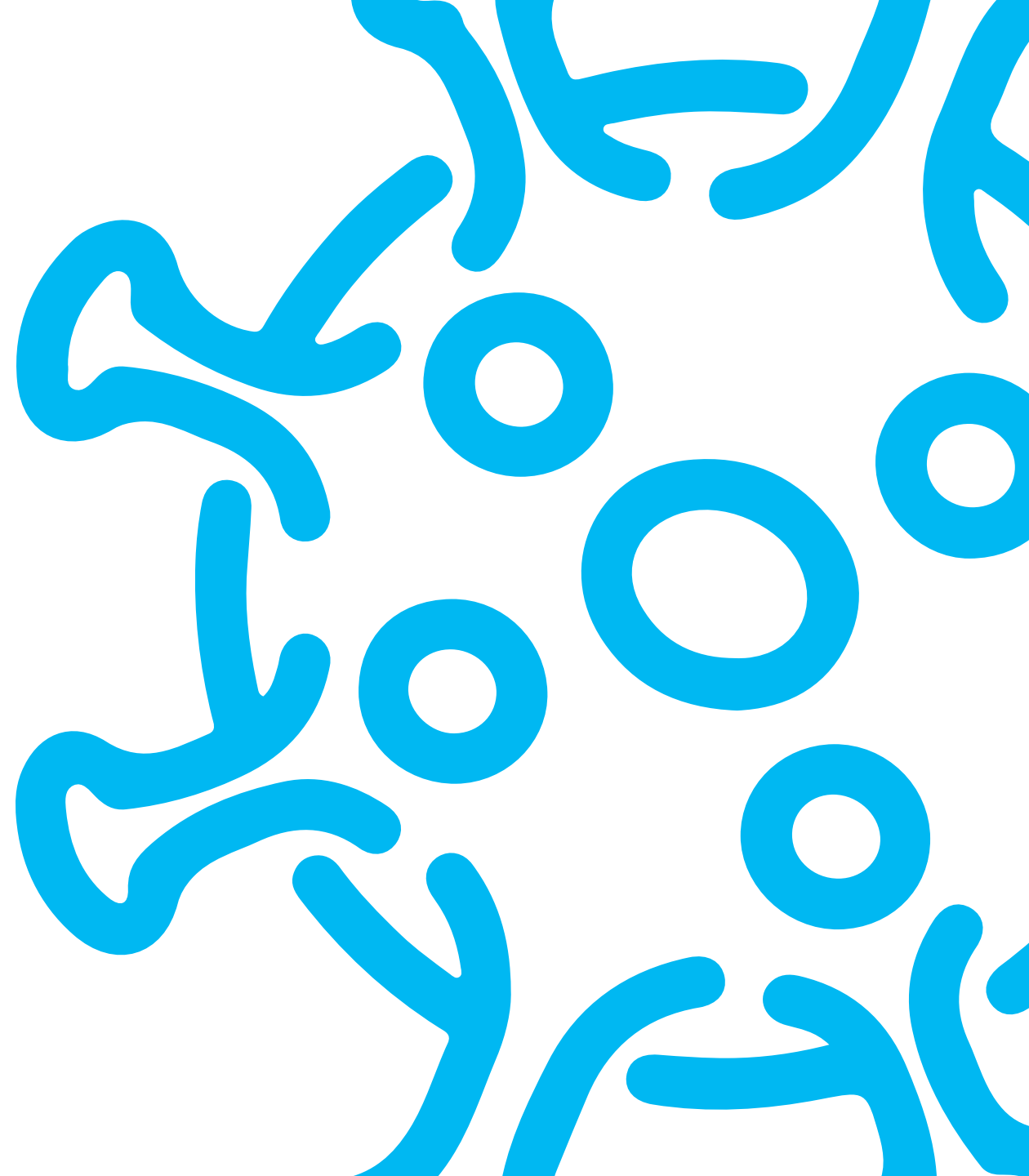
**22.02%**  
OPERATE IN E-COMMERCE

**18.35%**  
ARE FOCUSED IN MARKETING,

WHEREAS

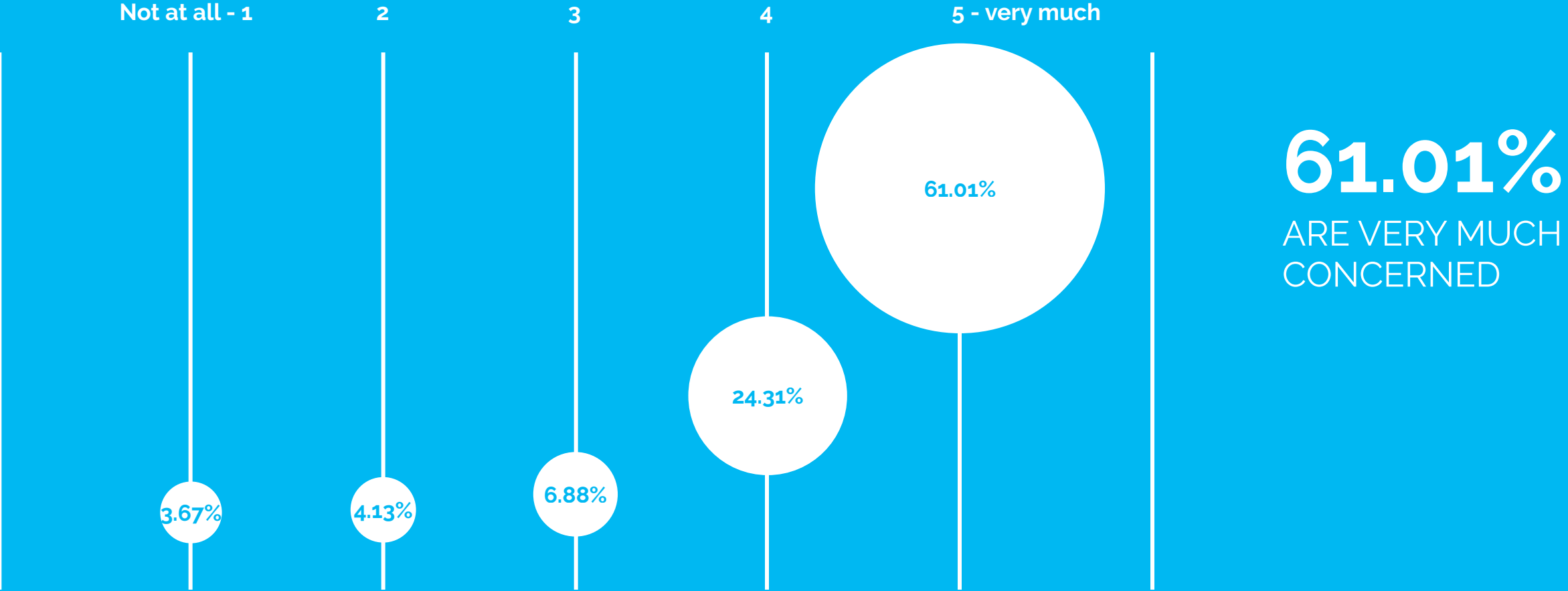
**16.06%**  
OPERATE IN  
ENTERPRISE SOFTWARE

Impact of  
***COVID-19 on  
startups***

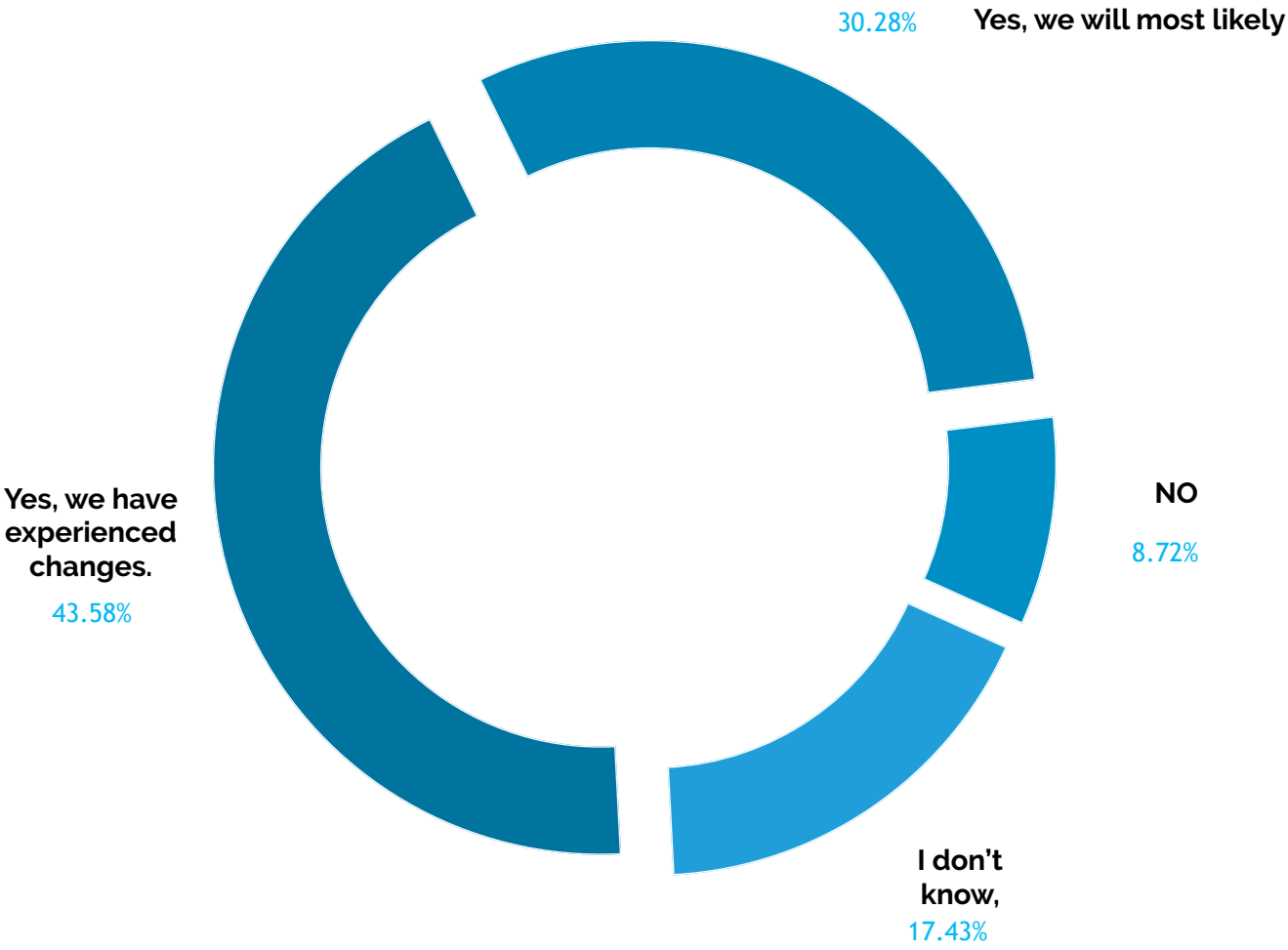




# How concerned are you about the economic situation due to COVID-19?



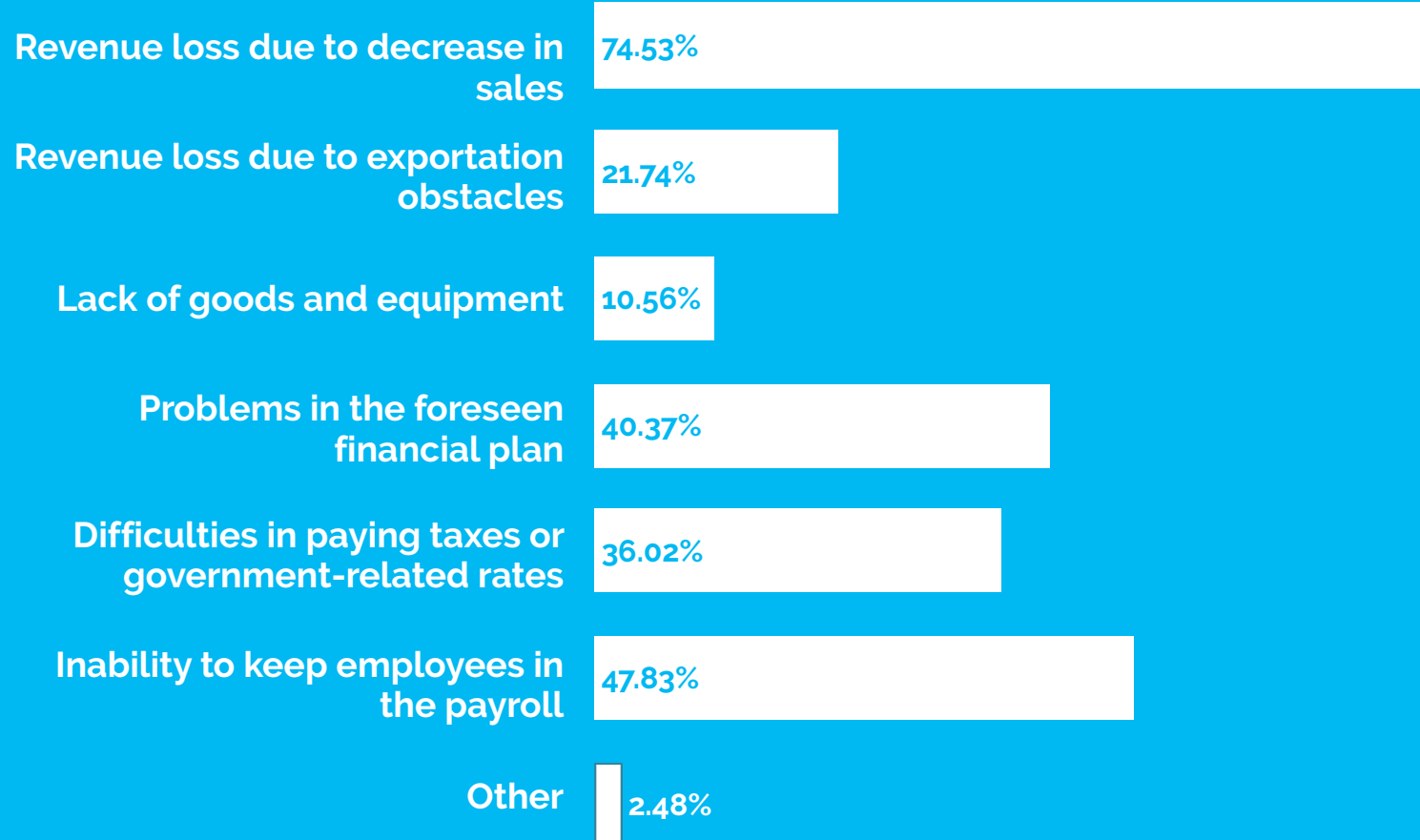
# As a result of COVID-19, do you consider the future of your business to be uncertain?



**43.58%**  
HAVE EXPERIENCED CHANGES

**30.28%**  
EXPECT TO EXPERIENCE CHANGES

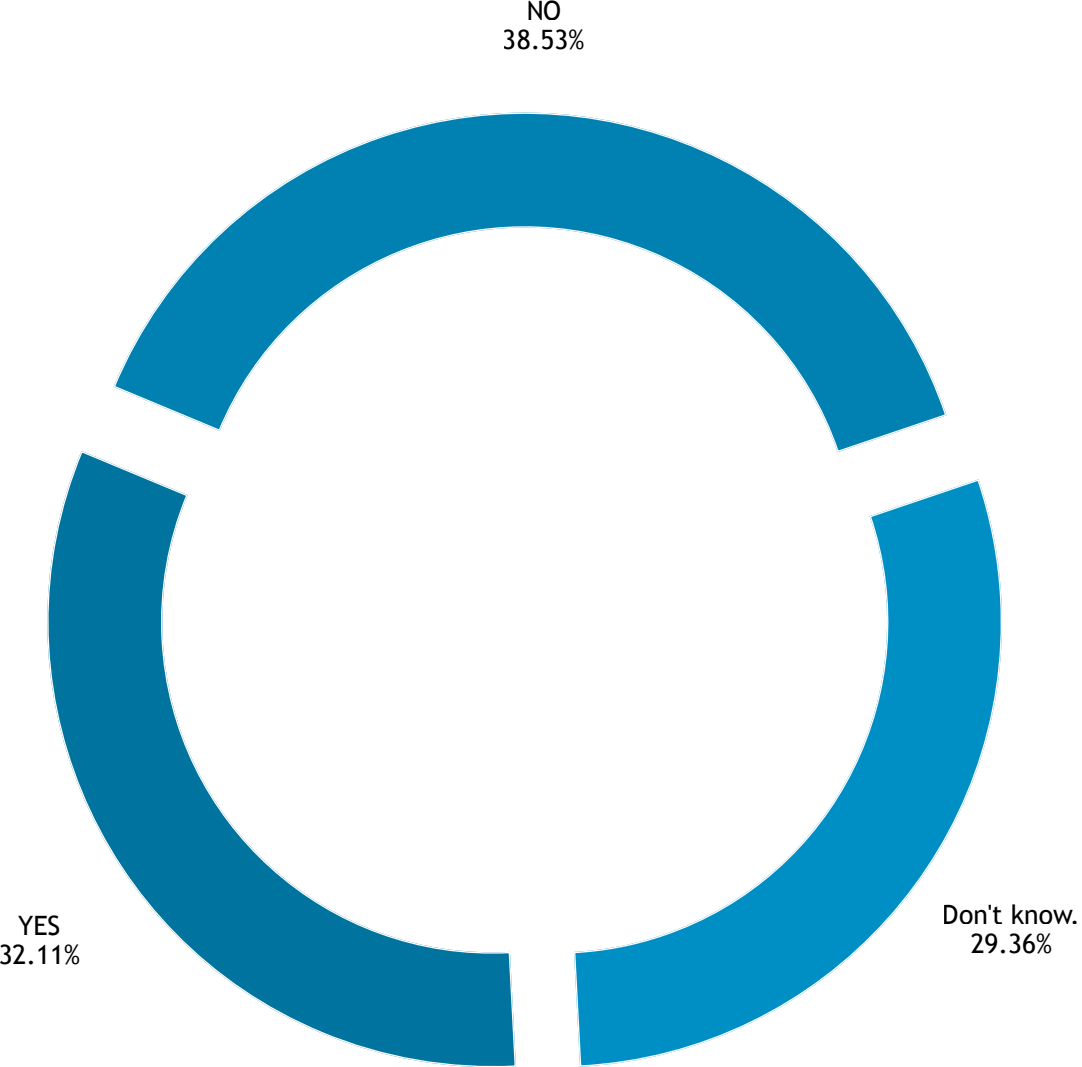
As a result of the situation created due to COVID-19, which aspects are adversely affecting your business?



**74.53%**  
HAVE ENCOUNTERED REVENUE LOSS

**47.83%**  
ARE UNABLE TO KEEP EMPLOYEES IN THE PAYROLL

Does your business currently have plans to reduce its workforce by 2020 due to COVID-19?

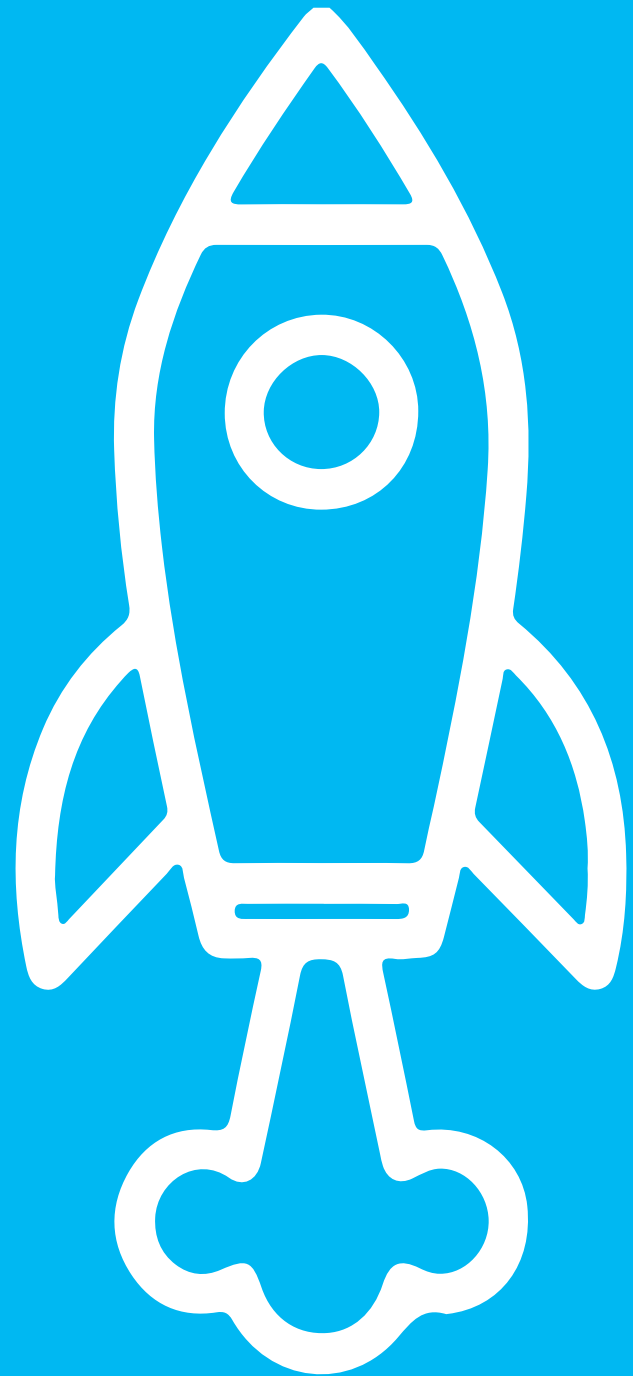


AS A RESULT OF THE IMPACT OF COVID-19,

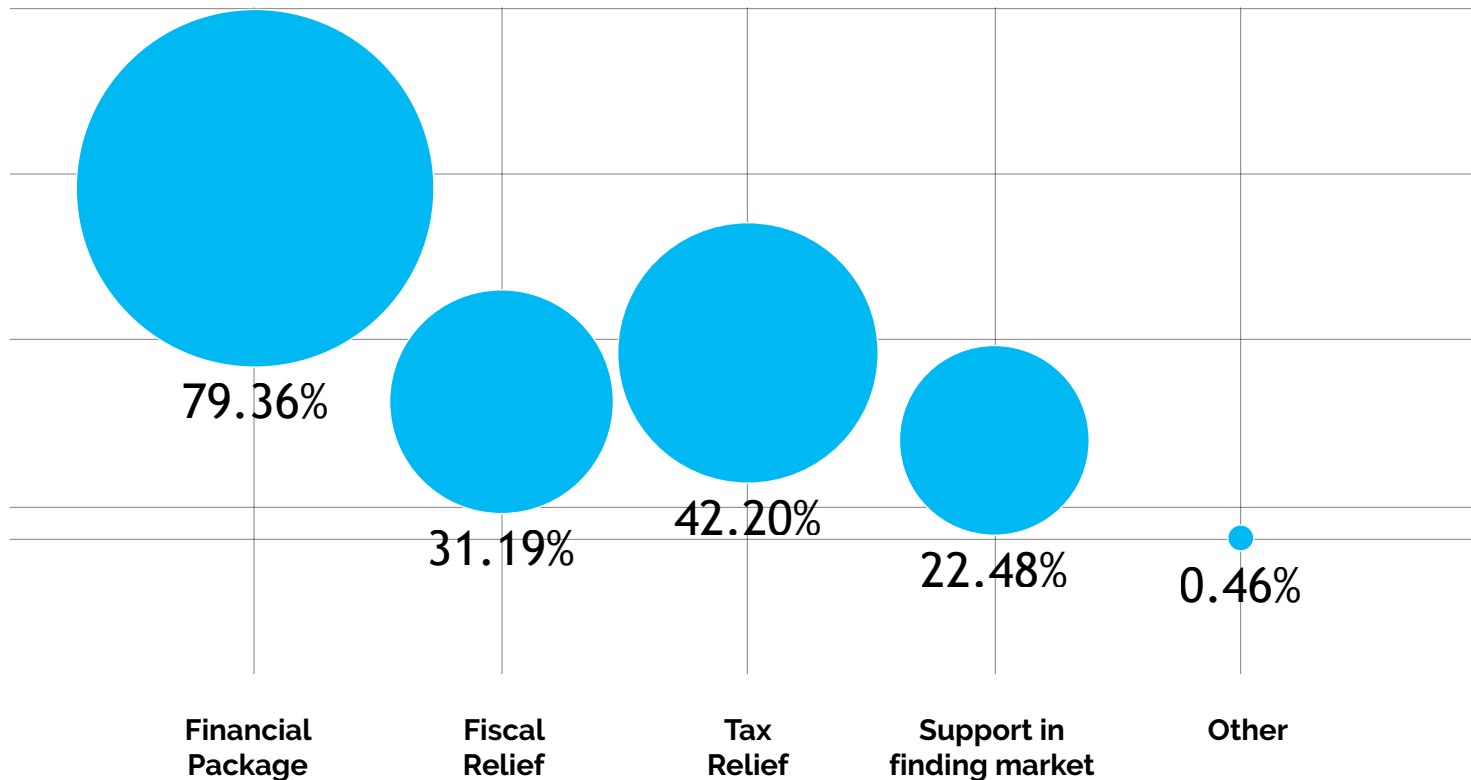
**32.11%**

OF STARTUPS PLAN TO DOWNSIZE DURING 2020

# HOW TO HELP STARTUPS IN KOSOVO?



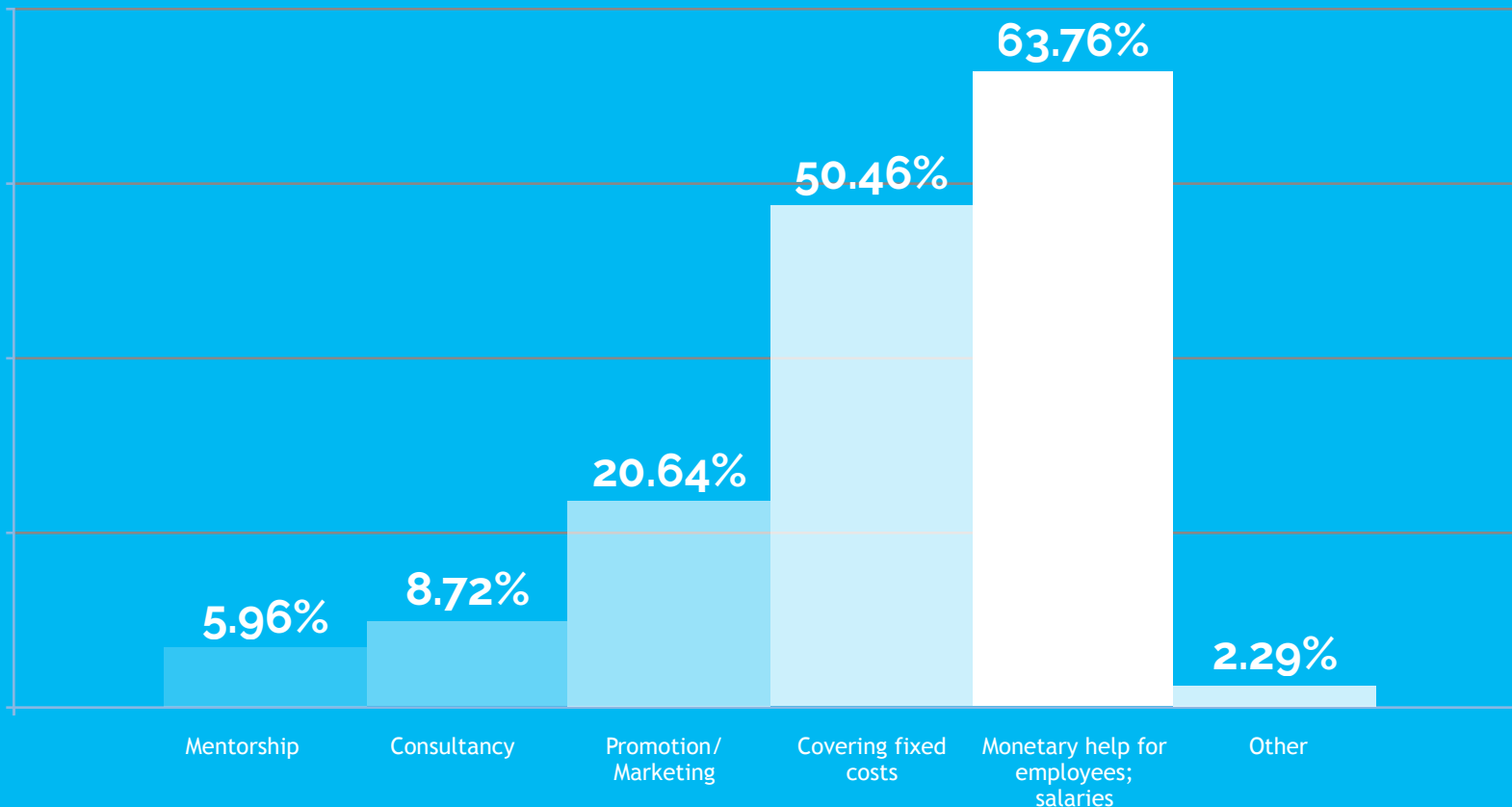
What assistance provided by the government and the country's institutions would be most necessary to cope with and overcome the current situation created by COVID-19?



79.36%

OF STARTUPS THINK THAT THE GOVERNMENTAL **FINANCIAL PACKAGE** WILL PROFOUNDLY HELP IN OVERCOMING THE CURRENT SITUATION

What assistance from startup support organizations would be most necessary to cope with and overcome the situation created by COVID-19?



63.76%

OF STARTUPS THINK THAT **MONETARY HELP FOR EMPLOYEES' PAYMENT** WOULD BE MOST NECESSARY IN ORDER TO OVERCOME THE SITUATION



In Partnership with

