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Making the Leap: Survey of “Mompreneurs” Shows Running a Business Less Daunting than Starting It

*Surprising Split Between “Dreamers” vs. “Doers” Regarding Work-Life Balance,
Finances and Business Challenges*

SEATTLE, Washington - August 22, 2019 - [PicMonkey](#), a leading cloud-based image editing and design platform, today announced the results of a third-party survey which reveal that starting and running a business could be less difficult than aspiring mompreneurs may think. Although four out of every ten businesses in the United States are owned by women, many aspiring mompreneurs are held back from launching their own business, due to perceived challenges such as lack of time and financial risk. The survey probed the reasons why women start their own business, the key challenges they face, and the benefits of being a mompreneur.

With responses from more than 1,000 working moms – half who have already started their own businesses (doers) and half who want to (dreamers) - the survey revealed disparities in attitudes between dreamers and doers, and variations by age cohort:

- Nearly 80% of dreamers are concerned about the financial investment associated with starting their own businesses, but only 57% of doers actually experienced this as an obstacle
- 70% dreamers believe they won't be able to find the time to run their business, whereas fewer than half of doers (47%) actually struggle with time management
- Approximately 75% of dreamers are concerned about monetizing their products/ services, versus 60% percent of doers
- When it comes to marketing channels, 79% of the youngest group of mompreneurs (aged 18-24) cite Instagram as the most important, while Facebook and having a website rank highest among the older age groups.

“We hope that the doers’ responses encourage dreamer mompreneurs to make the leap and start their own business, since the survey data show that it may not be as hard as it looks ,” said PicMonkey CEO Frits Habermann. “For example, 64% of dreamers cite *creating promotional materials* as an area of concern, versus only 44% of doers. Small business owners can quickly learn to leverage visual design tools like PicMonkey; we’re here to help people of *all* experience levels to promote their brand and business.”

- Respondents were uniform in describing the advantages of being a mompreneur, with financial freedom rating highest, followed by the benefit of having to focus on their own goals and ambitions, and cultivating valuable skills to pass along to their children.

A copy of the complete survey findings can be found **here** (URL). The Mompreneur Survey comes on the heels of PicMonkey's release of real-time [collaboration features](#), which empower people to access, edit simultaneously, and leave comments directly on shared files and designs. With visuals shared in one central location, PicMonkey's collaboration features eliminate the traditional pain, cost, and added steps of using multiple applications to design, provide feedback, and store files.

For more information, visit [PicMonkey.com](#) and connect with us on [Facebook](#), [Twitter](#) and [Instagram](#).

About PicMonkey

PicMonkey is built for people and businesses to create stunning visuals for social media, digital marketing, advertising, and beyond. PicMonkey's continually-refreshed library of effects, graphics, templates, and fonts, plus a resource center with tips and tutorials, makes content creation easy and inspiring. With headquarters in Seattle, Washington, privately-held PicMonkey is backed by Spectrum Equity.

Survey methodology:

The survey was conducted by independent research firm Sapio, and queried opinions from over 1,000 mompreneurs and aspiring mompreneurs nationally in August of 2019.

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