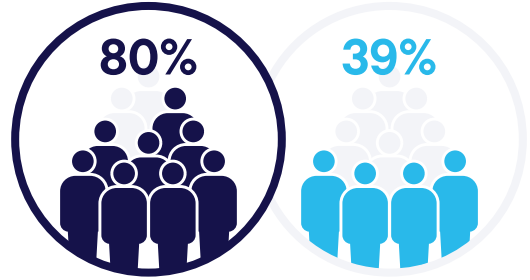


Risk, Reputation and Reproductive Rights: the New Business Concerns for Startups

Embroker surveyed over 500 VC-backed startup founders about the business risk and impact of the recent SCOTUS ruling overturning Roe v. Wade.

Inside Voice vs. Outside Voice:

80% of founders are communicating internally with staff about the recent ruling, but only half of those founders (**39%**) have chosen to be vocal externally as well.



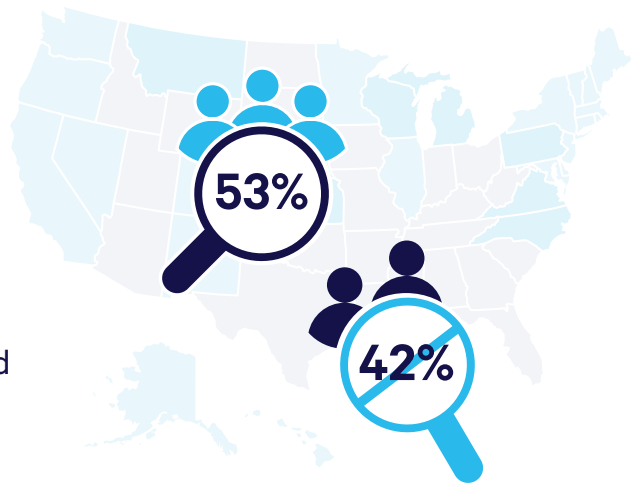
A Matter of Reputation:

Despite many being vocal about it, **75% of startup founders** are concerned that their company's stance on the Supreme Court's recent Roe v. Wade ruling will impact their reputation.



Recruiting, Retention and Regional Dynamics:

Only **53% of VC-backed startup founders** intend to keep recruiting and hiring in states in which abortion rights are not upheld, but plan to update benefits so staff have access to reproductive health benefits regardless of the state where they live. Separately, **42%** expressed plans to limit their recruiting efforts to states in which abortion rights will still be upheld.



Concern Over Data Privacy & Protection Intensifies:

4 out of 5 startup founders expressed having legitimate concern about the safety of their private data, with nearly half (**47%**) of total respondents citing being "very concerned" about a greater risk for legal battles, potential leaks, and targeted domestic attacks in light of the recent ruling.



Big Changes are Hard for Small Startups:

To help mitigate risk in light of the recent Supreme Court decision, **over a third (36%) of founders** said they wish they could make adjustments to better support staff impacted by the decision, but currently lack the resources to do so. Another **31%** plan on increasing benefits/care options for employees.

