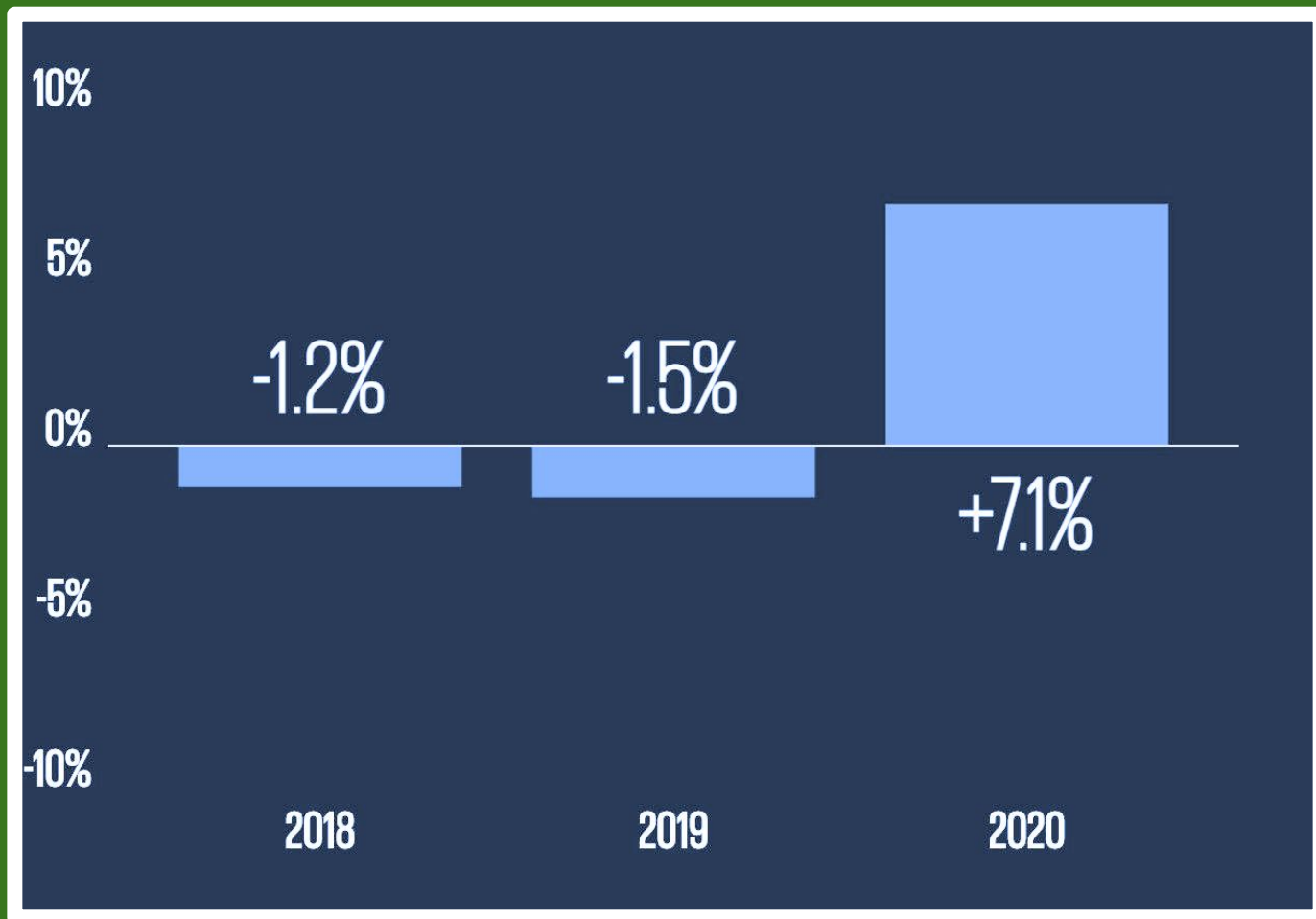


*Today's challenging economic landscape presents formidable barriers for businesses seeking to venture into new markets.*



***How should growth stage businesses respond?***

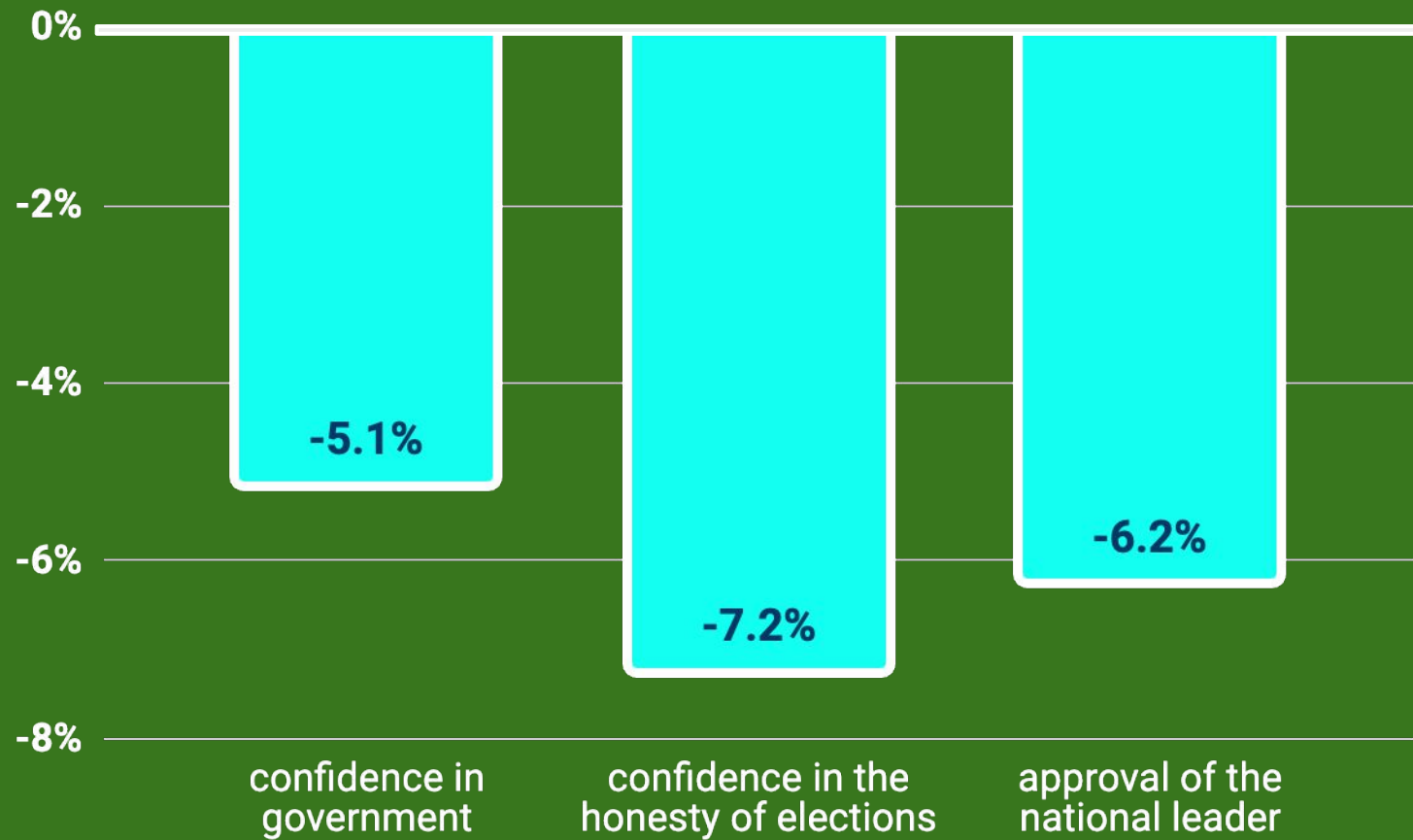
## % change, number of people living in poverty



*Extreme poverty ticked up globally  
for the first time in 2020.*

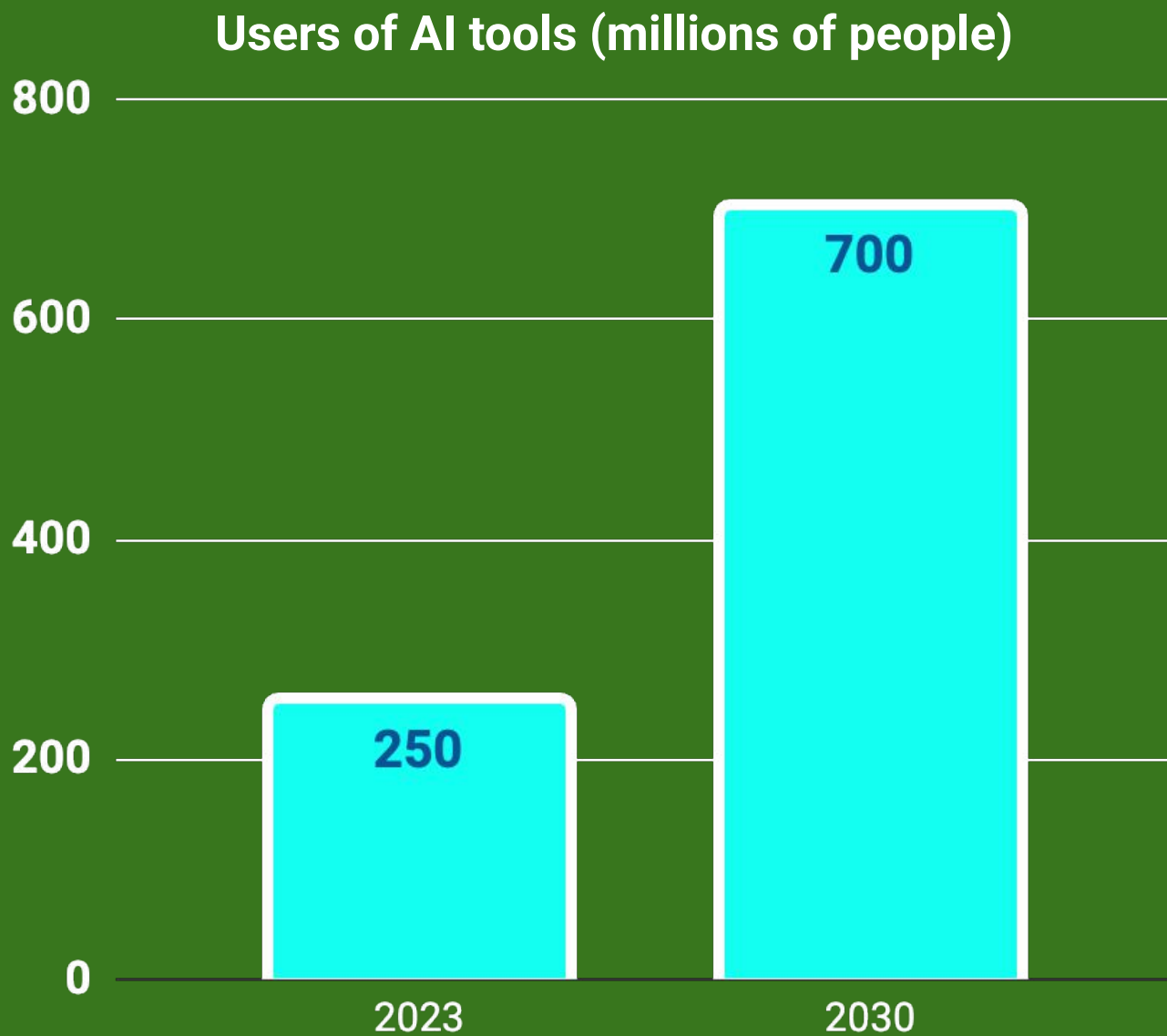
Source: Gates Foundation.

## Effect of pandemic exposure on young adults globally (ages 18 to 25)



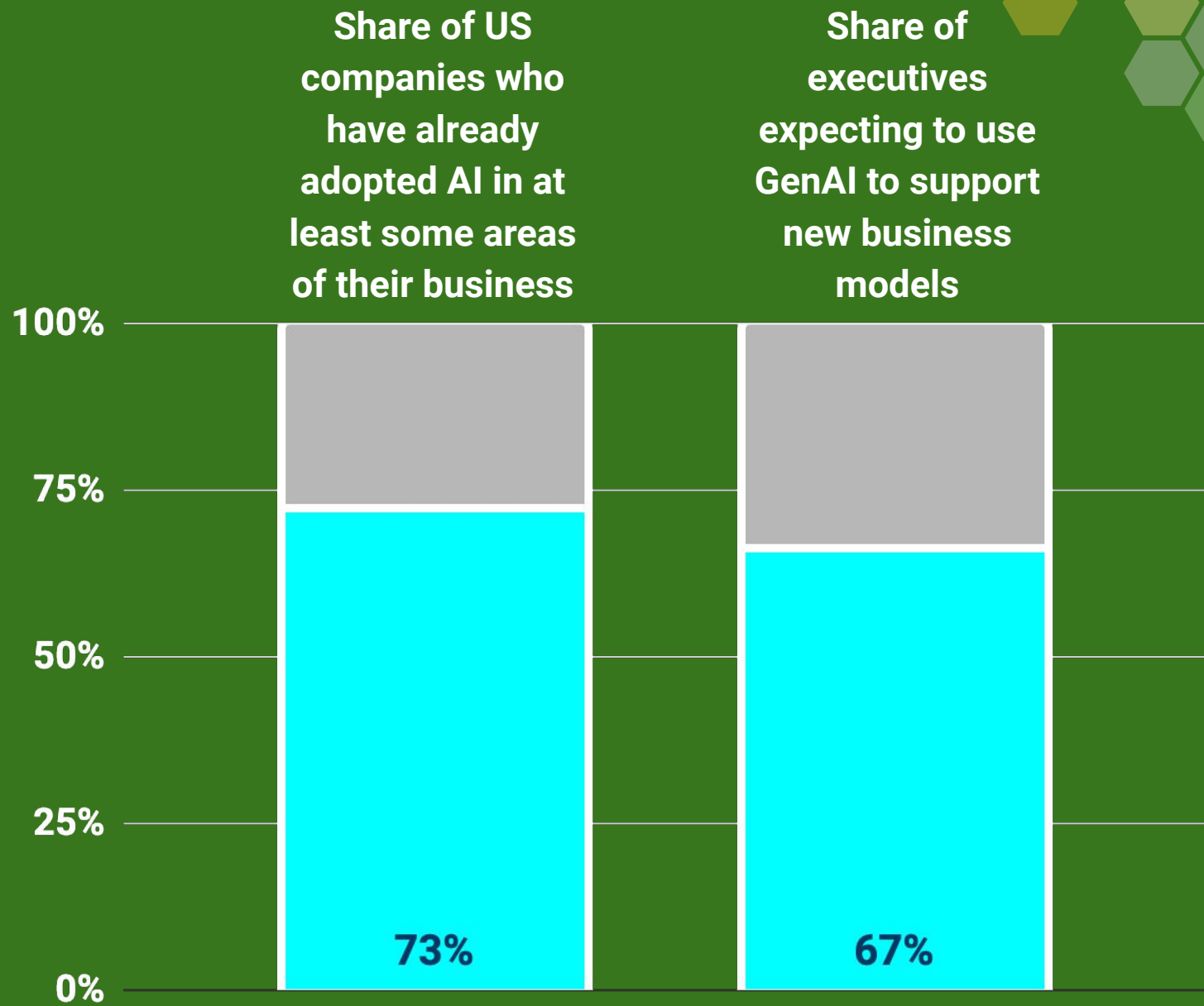
*Trust in institutions has been rattled – especially among young people.*

Source: International Monetary Fund.



*The AI adoption curve will remain steep for years to come.*

Source: Statista Global Survey, February 2024.



*Corporations are quickly adopting AI,  
and not just for productivity.*

Source: PwC's 2023 Emerging Tech Survey / PwC's August 2023 Pulse Survey

Sample of US government agencies  
publicly committed to using AI



*Government agencies aren't wasting time either.*

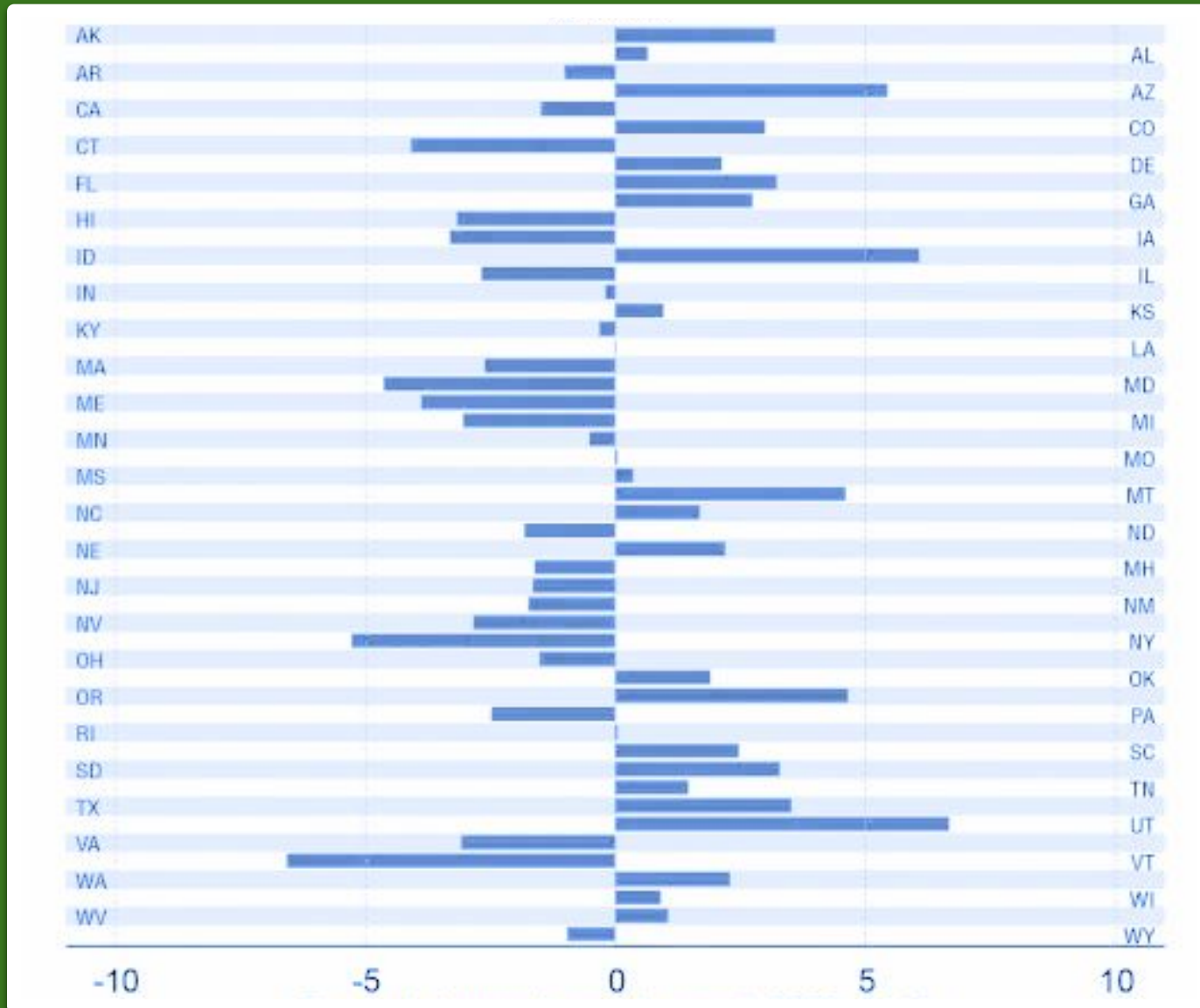
## Change in millions of jobs, by 2025



*AI is rewriting the rules of the  
job market as we know it.*

Source: World Economic Forum, Future of Jobs Report.

## Employment change, 2019 vs. 2022



*The post-COVID employment rebound has been unevenly distributed, from a geographic perspective.*

Source: Bureau of Labor Statistics.

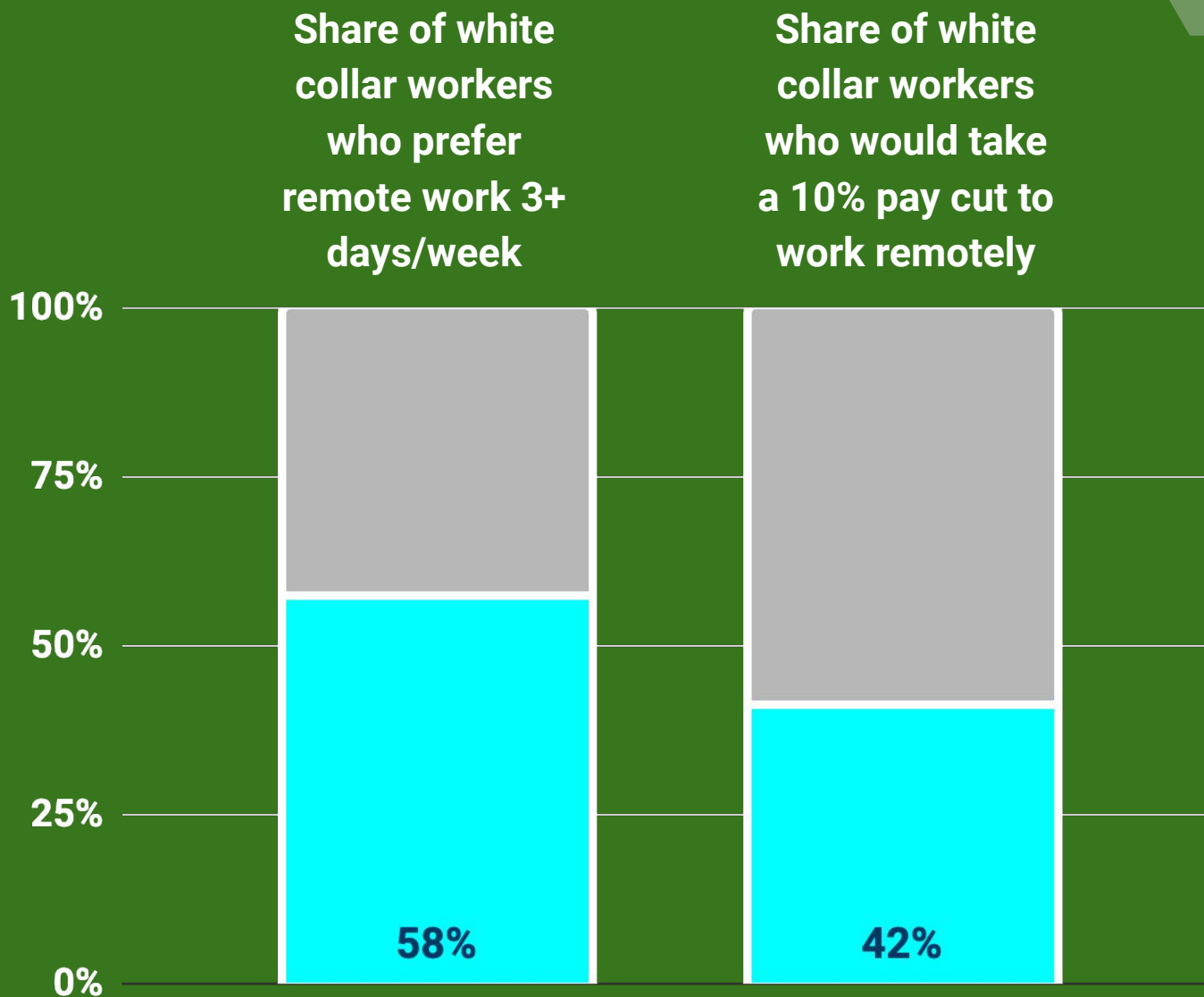


## Employment change, 2019 vs. 2022



*The post-COVID employment rebound has been unevenly distributed, from an industry perspective.*

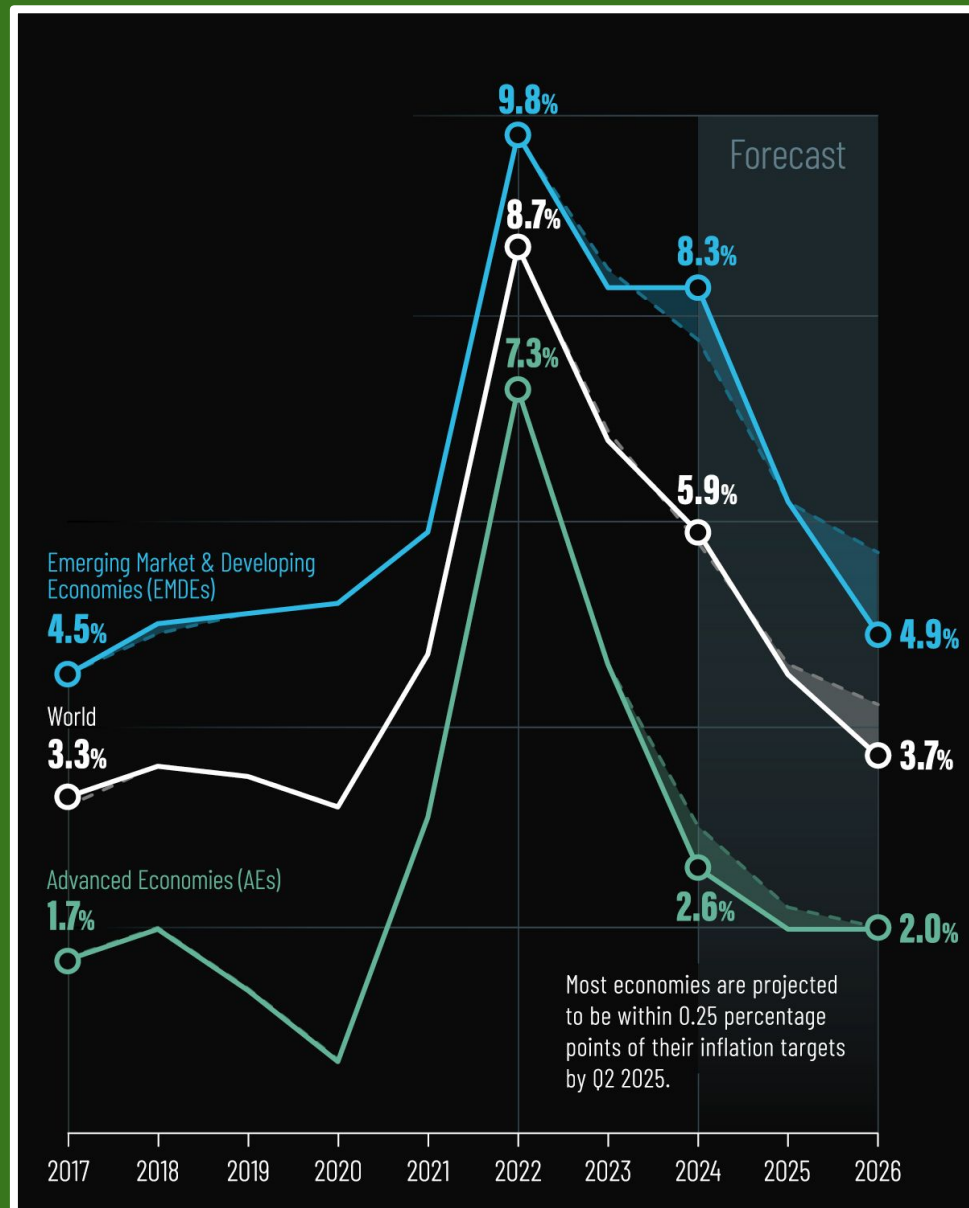
Source: IPUMS Center for Data Integration.



*Americans' work habits have been permanently transformed.*

Source: USA Today, "Remote work statistics and trends in 2024" (April 2024).

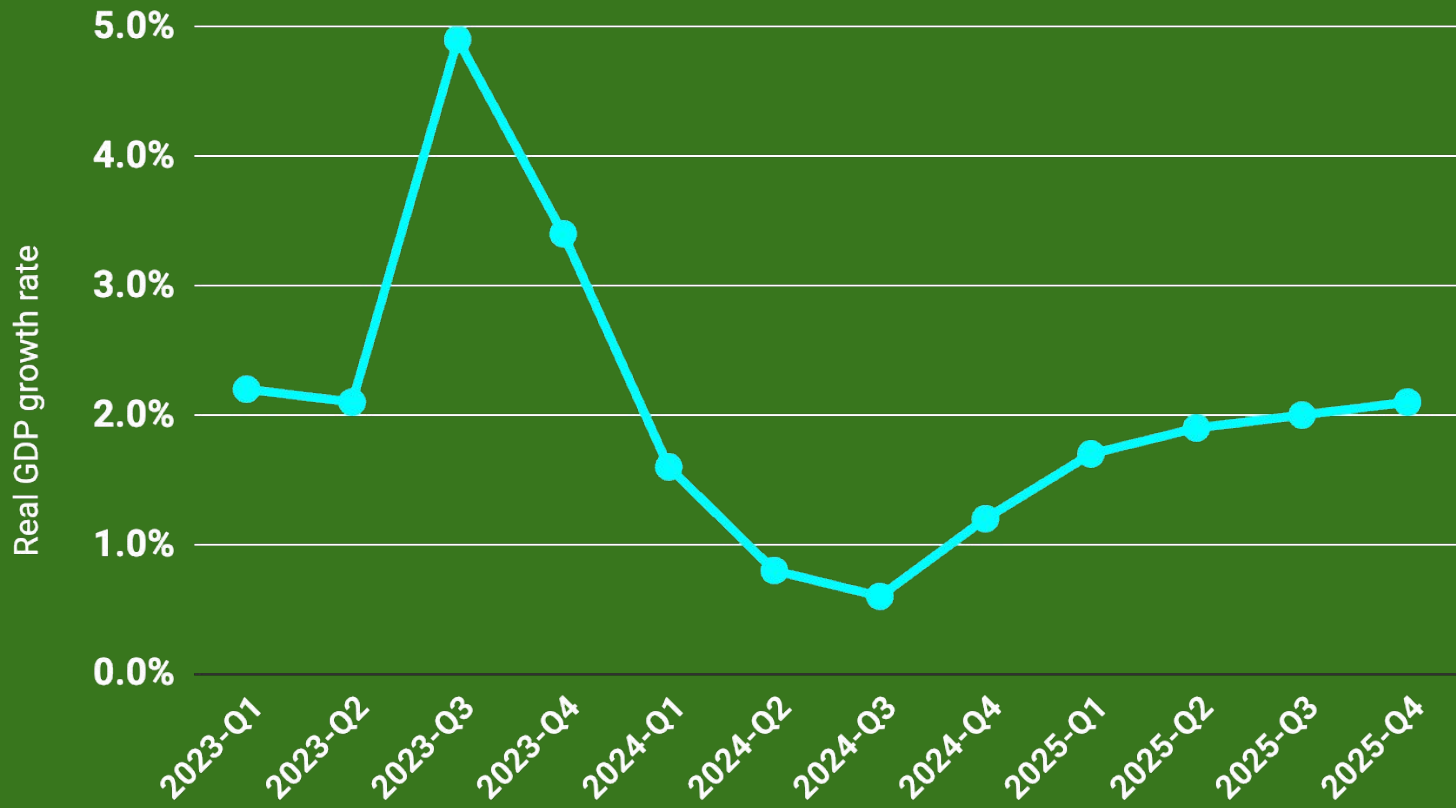
## Inflation trends & forecast, 2017 to 2026



*Inflation has persisted, dragging down economic growth.*

Source: International Monetary Fund, World Economic Outlook, April 2024.

## Quarterly change in U.S. Real GDP

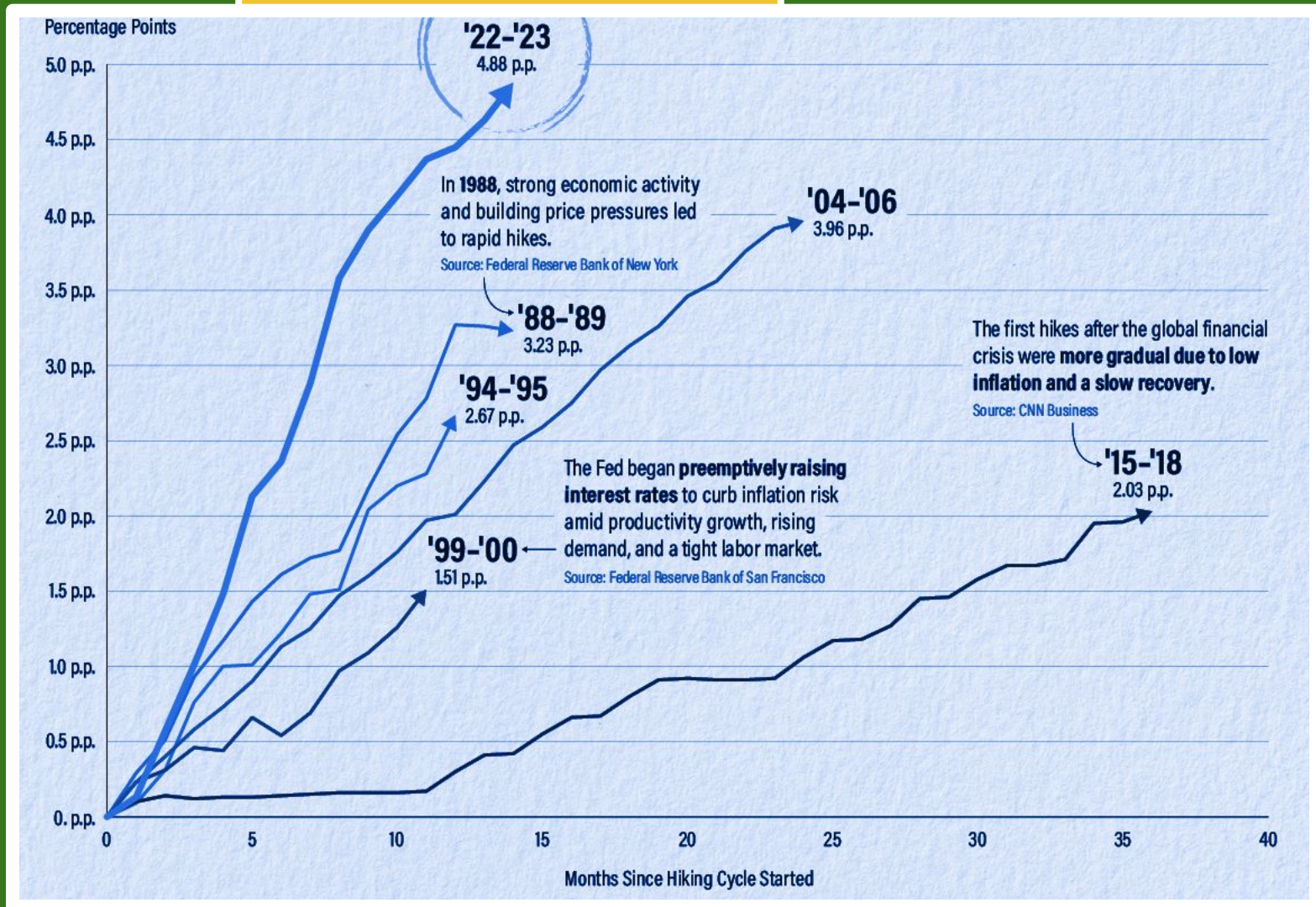


*We're not quite at rock bottom yet.*

Source: The Conference Board US Economic Outlook, 2023-2025.

# Pace and magnitude of U.S. interest rate hikes

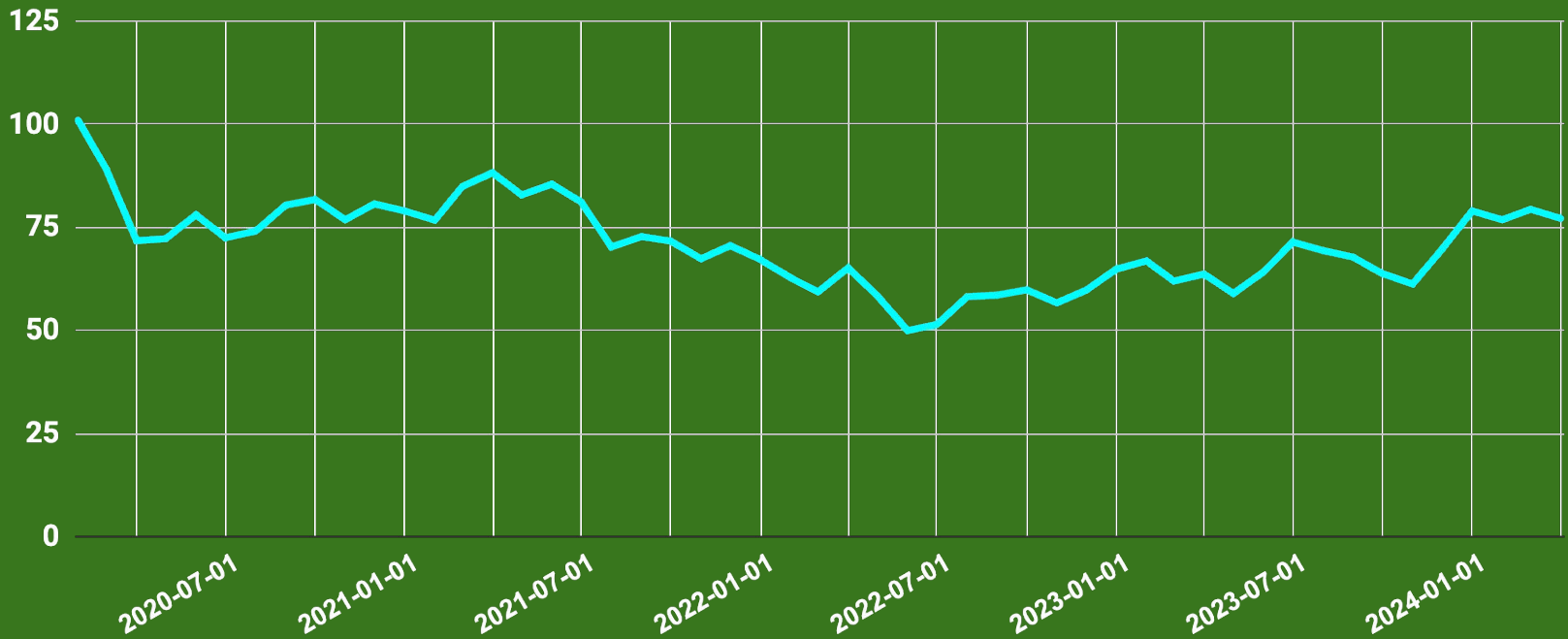
**Fastest rate hike in recent history**



*Interest rates have risen higher – and faster – than many of us have ever seen.*

Source: U.S. Federal Reserve (via Visual Capitalist).

## Overall economic confidence of US consumers (Consumer Sentiment Index)



*Consumer confidence has yet to return to pre-pandemic levels.*

Source: University of Michigan Consumer Sentiment Index.

## Total rounds (bars) and total cash raised (line), by quarter

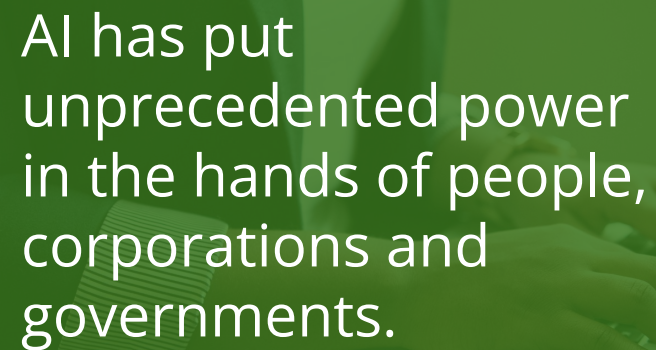


*Investors' commitment to startups is down  
for a third straight year.*

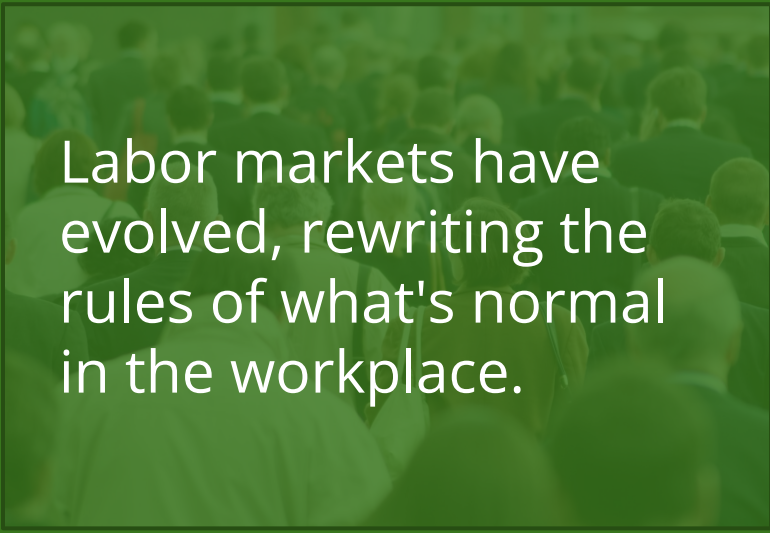
Source: Carta, State of Private Markets: Q1 2024.



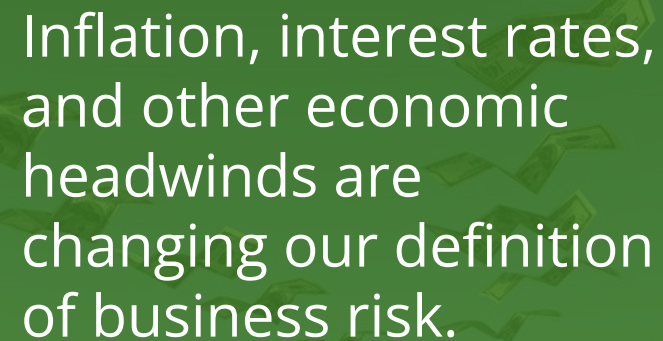
We're still making sense of all the societal ripple effects of the COVID-19 pandemic.



AI has put unprecedented power in the hands of people, corporations and governments.



Labor markets have evolved, rewriting the rules of what's normal in the workplace.



Inflation, interest rates, and other economic headwinds are changing our definition of business risk.

**How should growth stage businesses respond?**





# You're invited!

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**Jacqui Barrett**, economist & former  
global sales lead at LinkedIn

**Paul Burani**, revenue strategist &  
former sales leader at Google

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***Actionable strategies:*** Learn from real-world case studies showcasing how businesses successfully used data to navigate new markets.

**When:** Thursday, June 20, 1:00 PM - 2:30 PM ET

**Where:** Virtual (Zoom)

**You're invited!**

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