



2010 Profile of Austin Technology Companies

In 2010, Austin Technology Council established a goal to provide C-level executives exclusive opportunities for professional development; access to valuable industry data; and participation in community initiatives that generate real impact.

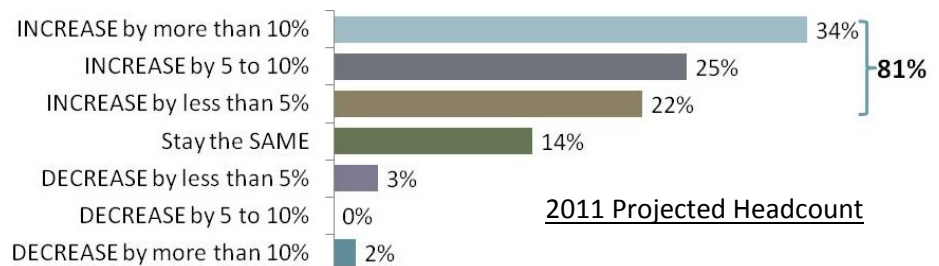
In order to fulfill our mission of providing valuable industry data to facilitate the growth and success of the technology community in Central Texas, we compiled fundamental demographic information on Austin technology companies. In doing so, we recognized the valuable resource we would provide to decision makers as they explored opportunities to settle and/or grow their business in Austin.

191 companies in Austin responded to this survey in the final months of 2010. 145 of these were technology companies and were included in the final analysis.

Key Findings:

- **33%** launched their company in the **last five years**. The median year founded was **2001**.
- Approximately **half** (55%) were **headquartered** in Austin.
- **4** out of **5** were **privately owned**.
- **37%** earned **more than \$10M**.
- **Software companies** represented approximately a **quarter of the respondents**.
- **21%** employed more than **100 people**. **45% employed** between **1 and 10 people** in the Austin area.
- In **2010**, **53% increased** their **headcount**, **32%** didn't make any changes and **15%** decreased their headcount

The majority (81%) plan to increase their headcount in 2011.



Top 3 Reasons Given for 2011 Planned Increase in Headcount

- **52%** cited **new ventures** (products, business, markets, etc.) as their main reason.
- **30%** said they **needed different skills**.
- **18%** felt there was **opportunity to add high-quality talent** in this economy.

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