

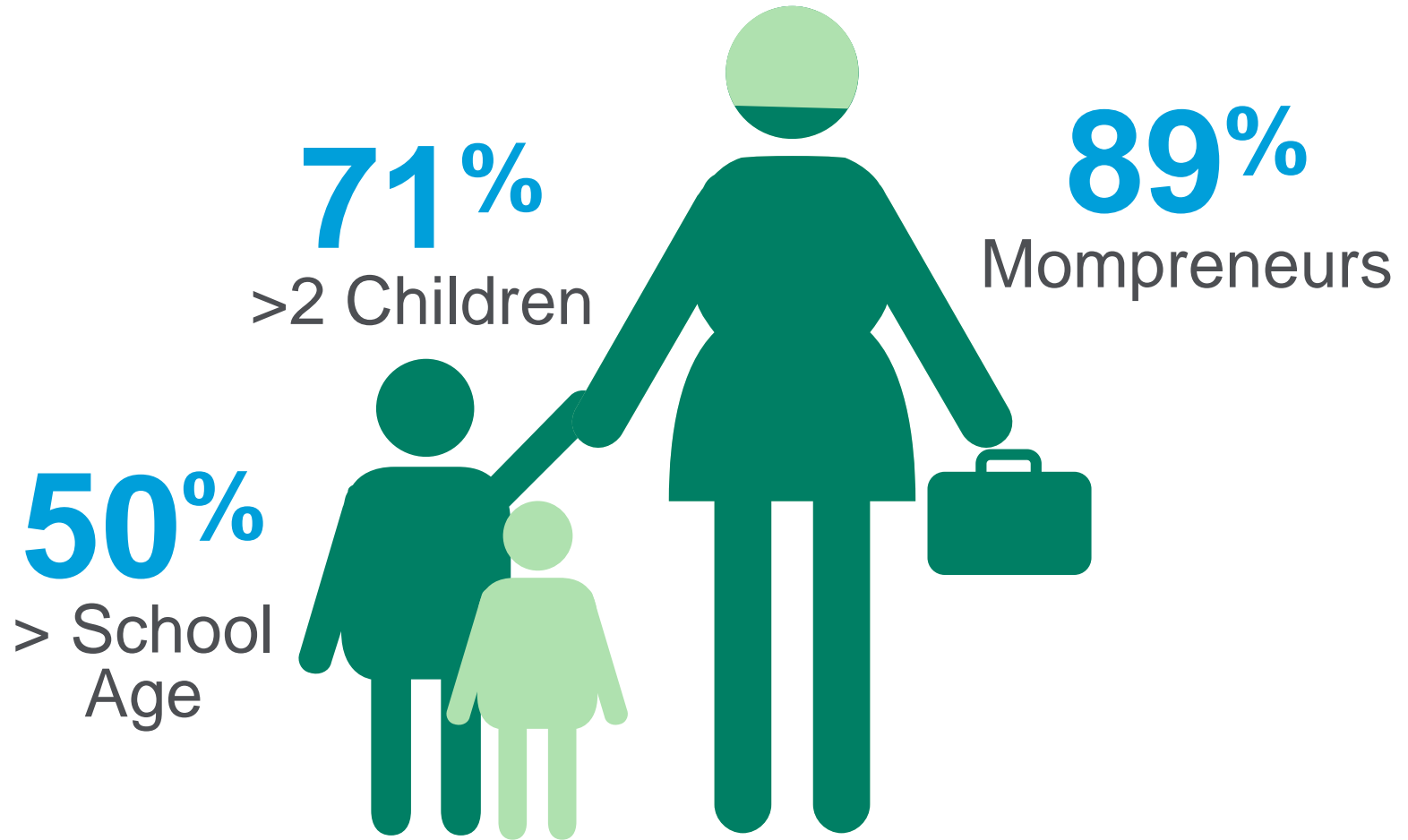
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sage



Results of the most comprehensive survey of
Mompreneurs across Canada

Sandra Horvath





19%
Full-time

16%
Part-time

Also have a conventional
job where they work for
someone else







73%

Home-based



23%

e-Commerce

Do what I love



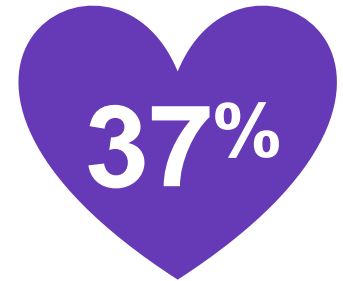
Be my own boss



Children/family focused



Contribute to society/ community



Want to be an entrepreneur



Earn more money



Secondary income



Capitalize on business idea





2/3 Spend **20+** hours
per week on business

80%
Room for
improvement



marketing



accounting



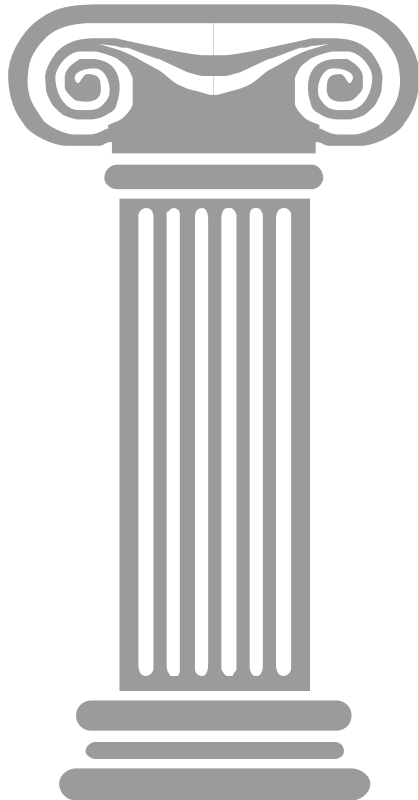
social media



sales



cash flow managing costs



Don't know everything need to know

