### Impact Report 2020

**Small/Medium Enterprises and Startups**

The Icehouse has worked with over 3,600 established Kiwi business owners and over 350 startups since 2001. These businesses have generated:

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Revenue in 2020</td>
<td>$44.3B</td>
</tr>
<tr>
<td>Revenue Growth in 2020</td>
<td>$2.8B</td>
</tr>
<tr>
<td>New jobs created in 2020</td>
<td>3,687</td>
</tr>
<tr>
<td>New jobs created from 2001–2020</td>
<td>45,637</td>
</tr>
<tr>
<td>Total Export Revenue in 2020</td>
<td>$9.5B</td>
</tr>
<tr>
<td>Export Revenue Growth in 2020</td>
<td>$889M</td>
</tr>
<tr>
<td>Export Revenue Growth from 2001–2020</td>
<td>$6.8B</td>
</tr>
</tbody>
</table>

#### The network of Kiwi businesses and startups The Icehouse has worked with...

- **EMPLOYED**
  - 5,66% of all employed people in New Zealand*  
- **REPRESENTS**
  - 6.1% of total annual enterprise earnings**

#### Icehouse OMP Alumni Businesses (Flagship Programme)

- **EMPLOYED**
  - 54,115 people across New Zealand
- **GENERATED**
  - $18.3B in revenue p.a.
  - $3.8B in export revenue p.a.

#### Investors

- **Investors in 2020**
  - 493 investors in 2020
  - 1,464 investors 2001–2020
- **Investments in 2020**
  - 85 investments in 2020
  - 225 investments 2001–2020
- **Invested in Startups during 2020**
  - $32.3M invested in startups during 2020
  - $164.4M invested in Kiwi Businesses since 2001

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*Stats NZ Employment Rate report Sept Qtr 2020
**Stats NZ enterprise survey