


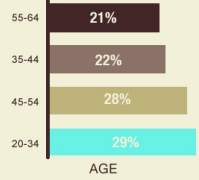
Can You Relate to Being a True Entrepreneur?

The ENTREPRENEURIAL SPIRIT

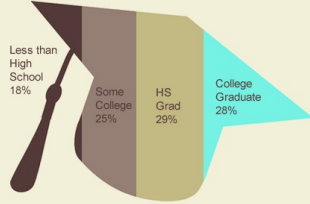
Who is an Entrepreneur?
Based on 2011 US Numbers



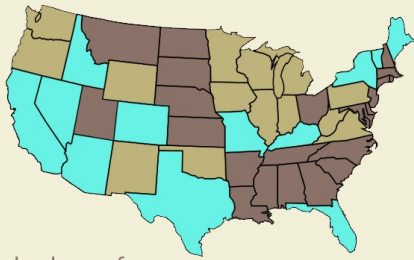
Female: 38%
Male: 62%



AGE



EDUCATION




Index of Entrepreneurial Activity by State (2011) kauffman.org


Entrepreneurship Rates

- .354% to .514%
- .251% to .353%
- .016% to .250%


Primary Reason for Starting




Passion
48.5%



Have a great idea
17.4%



Want to be Own Boss
29.5%



Money
4.6%

What Are Their Biggest Challenges in 2013

- ◆ Finding and retaining qualified employees: 18%
- ◆ Increased sales/revenue; demand: 15%
- ◆ Growth of business: 14%
- ◆ Economy/changing conditions: 10%
- ◆ Increased costs of materials/energy/healthcare: 8%
- ◆ Developing new products and services: 7%
- ◆ Margins/profitability; pricing pressures: 6%
- ◆ Competition: 5%

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Sources
<http://www.entrepreneur.com>
<http://www.kauffman.org>

