



# ***Women Entrepreneurs***

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# Methodology

Target	N=300 Per Country (USA, Mexico, France, China) <ul style="list-style-type: none"><li>• Aspiring Female Entrepreneurs (n=200 per Country)</li><li>• Current Female Business Owners (n=100 per Country)</li></ul>
Definitions	Aspirational Entrepreneurs <ul style="list-style-type: none"><li>• Stated that they would like to own/run their own small business in the future and have started to think/plan</li></ul> Current Owners <ul style="list-style-type: none"><li>• Have ran/owned their own business less than 3 years</li></ul>
Data Collection	11 minute survey Sample from Research Now Data Collection dates – September 10 <sup>th</sup> – September 22 <sup>nd</sup>

The logo for Clarus Research Group features the letters 'C L R U S' in a large, serif font, with a blue triangle pointing upwards between the 'L' and 'R'. Below this, the words 'RESEARCH GROUP' are written in a smaller, sans-serif font, with 'RESEARCH' and 'GROUP' separated by a blue horizontal bar.

## Clarus Research Group Company Description

Clarus Research Group is a full-service, nonpartisan, survey research firm based in Washington, D.C. that provides market insights and practical analysis for corporate, association, nonprofit and advocacy clients. More information on Clarus clients and service offerings may be found on the Web at [www.ClarusRG.com](http://www.ClarusRG.com).

- Clarus Research Group provides the highest quality research services from start to finish—from client collaboration to research design, from questionnaire development to sample selection, from data collection to presentation of findings.
- We add maximum value to research data by devoting the time and energy needed to getting the most out of each study's findings and by clearly presenting useful recommendations in a practical, understandable way.
- Clarus meets the highest standards of strict confidentiality, professional integrity, scientific reliability and analytical objectivity. We collaborate closely with in-house staff and consultant teams to ensure seamless planning and execution.
- Whether it's an organizational repositioning, a product placement decision, a major capital expenditure, finding supporters for an issue campaign or acquiring solid market share information, Clarus helps corporations, associations, nonprofits and advocacy groups find competitive advantages. Our job is to minimize uncertainty and pinpoint paths to success.



## Company Description

Research Now Group, Inc. (formerly known as e-Rewards, Inc.) was co-founded in 1999 by Hal Brierley, a loyalty marketing expert, and Mort Meyerson, the former president of Electronic Data Systems Corp. and Perot Systems Corp. In March 2000, the company publicly launched its first opinion panel, utilizing a unique "By-Invitation-Only"® approach to panel recruitment and inviting customers of leading global brands to join the program and be rewarded for time spent sharing opinions online. Within a few short months, the first e-Rewards® Opinion Panel had grown to over 100,000 panelists. Over the years, the company grew quickly and became recognized in the market research industry for setting high quality standards through the combination of innovative technology and proven research practices.

In December 2009, e-Rewards, Inc. acquired Research Now Limited, a London-based panel company with a very similar background as e-Rewards. Co-founded in 2000 by Chris Havemann and Andrew Cooper, Research Now owned and operated the Valued Opinions™ panels. Soon after the acquisition, the company began marketing its combined research business, with over 6.5 million panelists in 38 countries worldwide, Research Now. As the leading global online sampling and data collection company, Research Now offers a full suite of data collection services, and operates several leading panels including both the Valued Opinions and e-Rewards Opinion Panels.

In October 2010, e-Rewards acquired San Francisco-based Peanut Labs, Inc. Founded in 2007, Peanut Labs had become well-known as a fast growing innovation, technology, and social monetization company that connected researchers to social media sample and helped publishers maximize their earning potential via virtual goods and currencies. As part of the acquisition, the Peanut Labs research business became integrated under the Research Now name, but continues to operate the social media monetization business as Peanut Labs.

One month later, in November 2010, e-Rewards, Inc. completed an acquisition of e-Miles, LLC. e-Miles was launched in November 2006 by similar investors as e-Rewards' initial investors and is an interactive advertising channel that rewards consumers for the time they spend viewing ads online – similar to the e-Rewards Opinion Panel model which rewards panelists for time spent taking market research surveys.

Today, Research Now, headquartered in Plano, Texas, is the parent company of [Peanut Labs](#) and [e-Miles](#), and the combined businesses employ over 1200 employees in over 20 offices around the world.



## Research Now Sample Quality Control

Online Panel, Research Now Panel is ICC/ESOMAR Compliant

For detailed Panel Quality Control go to <http://www.researchnow.com/en-US/Panels/PanelQuality.aspx>

- Our panels are not only the most widespread geographically, they are also the most varied and flexible.
- Our panels are research-only, wholly owned and built in a consistent manner to ensure that they are responsive, balanced and reliable — the foundations of quality research.
- We use proven methods for maintaining panel member satisfaction and eliminating undesirable respondents.
- This ensures that our panels always deliver quality samples and the most reliable research results.

# Findings

# Type of Business

## Base : Aspirational Entrepreneurs






					
<b>Industry</b>	Apparel & Accessories Restaurant/Food/Beverage Health & Beauty Arts'n'Crafts/Hand-made goods	<u>Apparel &amp; Accessories</u> Shoes & Bags Health & Beauty Restaurant/Food/Beverage	<u>Consulting/Business Services/ Business Solutions</u> Arts'n'Crafts/Hand-made goods Restaurant/Food/Beverage Health & Beauty	<u>Apparel &amp; Accessories</u> Restaurant/Food/Beverage Health & Beauty	<u>Health &amp; Beauty Arts'n'Crafts/Hand-made goods</u> Consulting/Business Services/ Business Solutions Apparel & Accessories

## Base : Current Owners

<b>Industry</b>	Health & Beauty Apparel & Accessories Arts'n'Crafts/Hand-made goods Retail Consulting/Business Services/ Business Solutions	Health & Beauty <u>Apparel &amp; Accessories</u> Arts'n'Crafts/Hand-made goods Retail	<u>Consulting/Business Services/ Business Solutions</u> Health & Beauty Retail	<u>Apparel &amp; Accessories</u> Restaurant/Food/Beverage Health & Beauty	<u>Health &amp; Beauty</u>

# Demographics

Base : Aspirational Entrepreneurs






					
<b>Age</b>					
<b>18-34</b>	39%	34%	34%	49%	36%
<b>35-54</b>	48%	75%	<del>35%</del>	41%	53%
<b>55-64</b>	13%	1%	31%	10%	11%
<b>Relationship *</b>					
<b>Yes</b>	69%	90%	62%	54%	71%
<b>No</b>	31%	10%	38%	66%	29%
<b>Children in Household</b>					
<b>Yes</b>	53%	65%	48%	43%	47%

\* Yes = Living with partner & Married  
 No = Single, never married, Divorced/Separated, Widowed, other








# Work Experience

## Base : Aspirational Entrepreneurs

					
<b>Partnership (% Yes)</b>	32%	39%	27%	32%	29%
<b>Time in Work Force</b>					
<b>&lt;5 Yrs</b>	26%	22%	17%	41%	27%
<b>5 Yrs +</b>	70%	77%	81%	52%	69%
<b>Hours Worked</b>					
<b>40 Hrs or Less</b>	72%	76%	64%	62%	84%
<b>&gt;40 Hrs</b>	28%	24%	36%	38%	16%






# Work Experience

Base : Current Owners






					
<b>Partnership (% Yes)</b>	32%	35%	17%	37%	39%
<b>Time in Work Force</b>					
<b>&lt;5 Yrs</b>	42%	51%	18%	46%	53%
<b>5 Yrs +</b>	55%	49%	80%	49%	43%
<b>Hours Worked</b>					
<b>40 Hrs or Less</b>	62%	71%	54%	42%	80%
<b>&gt;40 Hrs</b>	38%	29%	46%	58%	20%

# Personality


## Base : Aspirational Entrepreneurs

					
<b>Personal Attributes (top 6)</b>	Organized Creative Independent Determined Detail oriented Optimistic	Detail oriented Optimistic Creative <u>Communicative</u> <u>Confident</u> <u>Decisive</u>	Independent Organized Determined Detail oriented Creative Optimistic	Creative Organized Independent Optimistic Confident <u>Happy</u>	Organized Determined Independent Creative <u>Courageous</u> Detail oriented

## Base : Current Owners

					
<b>Personal Attributes (top 6)</b>	Independent Determined Detail oriented Creative Organized Optimistic	<u>Communicative</u> Independent Optimistic <u>Confident</u> Creative Determined/Detail oriented	Independent Determined Detail oriented Creative Organized <u>Knowledge Seeker</u>	Independent Organized Optimistic <u>Confident</u> Creative Detail oriented	Organized Independent Determined <u>Knowledge Seeker</u> Detail oriented <u>Courageous</u>

# Personality Summary

- The attributes of Aspiring Entrepreneurs and Current Owners on a total level are similar (organized, creative, independent, determined)
  - In China, current business owners describe their personality as more independent, communicative, courageous and confident vs. aspirational entrepreneurs
  - US current owners are less likely to be optimistic and organized
  - Mexican business owners are more likely to describe themselves as salespeople, however, they are less ambitious and more risk adverse
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# Motivations & Fears for Business

Base : Aspirational Entrepreneurs

					
<b>Reasons for wanting a business (top 5)</b>	Follow Passion Independence Make more money Believe can be successful Supplement income	Follow Passion Independence Supplement income Make more money <u>Control over life</u>	Follow passion Believe can be successful Independence Make more money <u>Control over life</u>	Make more money Supplement income Follow passion Independence Believe can be successful	Independence Follow passion <u>Do something not feel like work</u> Believe can be successful Make more money
<b>Hopes for business (top 5)</b>	Pride in myself Control of my future Work-life balance Financially successful Create legacy for family	Control of my future Financially successful <u>Legacy for family</u> <u>To be able to say I did it</u> <u>Having a team that believes in my business</u>	Work-life balance Control of my future Pride in myself Financially successful <u>Work does not feel like work anymore</u>	Pride in myself Work-life balance Create legacy for family Financially successful <u>Expanding my business</u>	Pride in myself Control of my future <u>Expanding my business</u> Work-life balance Financially successful
<b>Fears for business (Top 5)</b>	Risk Not making a profit Failure Debt Running out of money	Risk <b>Working capital</b> Running out of money <u>Instability</u> Not making profit	Not making profit Debt Running out of money/Failure <u>The unknown</u>	Not making profit Risk Debt Failure Running out of money/ <u>Length of time making a profit/Making Mistakes</u>	Failure <u>Making Mistakes/ Not making a profit/running out of money</u> Debt

# Current Owners


Base : Current Owners

					
<b>Reasons for wanting a business (top 5)</b>	Independence Follow Passion Make more money Control over life Supplement income	Independence Supplement income Follow Passion Make more money <u>Believe can be successful</u>	Independence Control over life Follow passion Make more money <u>Believe can be successful</u>	Make more money Independence Follow passion <u>Work-life balance</u> Supplement income	Follow passion <u>Do something not feel like work</u> Independence <u>Work-life balance</u> Make more money
<b>Hopes for business (top 5)</b>	Financially successful Work-life balance Pride in myself Expanding my business Control of my future	Expanding my business Control of my future Financially successful <u>Having a team that believes in my business</u> <u>Legacy for family</u>	Financially successful Work-life balance Control of my future Pride in myself Expanding my business	Pride in myself Work-life balance Expanding my business <u>Create legacy for family</u> Financially successful	Pride in myself Expanding my business Work-life balance Financially successful Control of my future
<b>Fears for business (Top 5)</b>	Risk Not making a profit The unknown Stress Length of time to make a profit	Risk <u>Working capital</u> Stress <u>Instability</u> Length of time to make a profit	The unknown Not making a profit <u>Failure</u> <u>Are they making the right choice</u> Stress <u>Running out of money</u>	Risk Running out of money <u>Debt</u> <u>Finding time to make it successful</u> Not making a profit	Not making a profit <u>Are they making the right choice</u> Length of time to make a profit Risk The unknown <u>Making mistakes</u>

# Reasons for Starting Business (Gap Analysis) <sup>+ve means Current Owners Higher</sup>

	GAP (CURRENT - ASPIRATIONAL)				
	Average	China	USA	Mexico	France
Encouragement from others	4%	7%	7%	-4%	3%
I didn't like my old job anymore	2%	3%	3%	3%	0%
Other	1%	-2%	0%	2%	1%
I wanted more control over my life	0%	0%	7%	-2%	-6%
I was burned out	0%	-4%	-1%	-1%	7%
I wanted more of a work-life balance	-1%	0%	-4%	-2%	0%
I wanted my independence	-1%	9%	4%	4%	-21%
Make a difference in my community	-1%	2%	-10%	-1%	5%
Job security	-2%	-5%	1%	-1%	1%
Work with a partner	-2%	-3%	0%	-1%	-4%
I believed I could create a product/provide a service that people would buy	-4%	-3%	-6%	-7%	-2%
My job wasn't what I wanted to do for the rest of my life	-4%	-6%	-4%	-4%	1%
To help the environment	-4%	-4%	-6%	-5%	-1%
The opportunity to make more money	-4%	0%	-3%	-5%	-8%
I wanted to supplement my income	-5%	2%	-11%	-13%	4%
I wanted to do something that doesn't feel like work	-7%	-12%	-13%	7%	-9%
I believed I could create a product/provide a service that was better than what was currently in the market	-9%	-4%	-21%	-8%	-1%
I believed I could be very successful	-11%	5%	-13%	-15%	-19%
I believed I could create a product/provide a service that was unique	-11%	-9%	-19%	-12%	-6%
I wanted to follow my passion	-12%	-4%	-20%	-10%	-14%





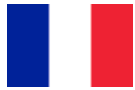
# Motivations and Fears Summary

- The reasons for starting a new business is primarily for independence and making more money, but current owners are more likely to mention control over their lives as a reason for why they started
  - For aspirational entrepreneurs, it's more about the their belief in their success. In general, reasons for starting a company are more for personal needs than their communities
    - They key driver in China is independence and money
    - US entrepreneurs are driven more by passion and control
    - Mexican business owners want to make more money
    - French are looking for jobs that do not feel like work
  - Those that have already set up their own business are more focused on the business aspects and less about where they hope their businesses will take them
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# Getting Business Started

Base : Aspirational Entrepreneurs






					
<b>Preparedness (top 3 Box)</b>	42%	52%	13%	59%	45%
<b>Time spent thinking about starting</b>					
<b>Less than a year</b>	49%	40%	34%	68%	54%
<b>More than a year</b>	51%	60%	66%	32%	46%
<b>Plan to start business</b>					
<b>Within year</b>	60%	78%	41%	68%	55%
<b>More than a year</b>	40%	22%	59%	32%	45%
<b>Time willing to invest</b>					
<b>40 Hrs or less</b>	52%	44%	55%	58%	58%
<b>More than 40h</b>	48%	56%	45%	42%	42%
<b>Believed Catalysts to Getting Their Business Started</b>	Finding more customers Creating/Finalizing my business plan Knowing where to start first	Finding more customers <b>Finding the right team/employees</b> More effective marketing	<b>Creating/Finalizing my business plan</b> Knowing where to start first Finding more customers	Finding more customers Knowing where to start first <b>Finding better prices for my supplies</b>	Finding more customers <b>More financing</b> Knowing where to start first

# Getting Started Summary


- Entrepreneurs in China and Mexico feel the most prepared, but those in Mexico typically spend less than a year thinking about their businesses
- US entrepreneurs feel the least prepared, even though almost 2/3 have spent more than a year thinking about their businesses. They are more cautious
- On average, only half are willing to spend more than 40 hours on their business
- For the US, the primary catalyst for getting their business started is finalizing their business plan
  - For other countries, the starting point tends to be finding more customers

# Business Performance

Base : Current Owners





					
<b>Top Drivers of success</b>	Hard work Support family & friends Well prepared Good Business plan/Idea Reliable vendors	Support family & friends Hard work Good Business plan/Idea Reliable vendors Well prepared	Hard work Well prepared Support family & friends Good Business plan/Idea	Hard work Support family & friends Well prepared Good Business plan/Idea Reliable vendors	Hard work Support family & friends Well prepared Good luck
<b>Top Barriers of success</b>	Bad Economy NONE Not enough effort on my part	None	Not enough effort on my part Bad Economy None	Bad Economy NONE	Bad Economy NONE
<b>Improving their business (top 5)</b>	Finding more customers More effective marketing Knowing who to sell to	Finding more customers More effective marketing Knowing who to sell to	Finding more customers More effective marketing Knowing where to sell	Finding more customers <b><u>Better prices from suppliers</u></b> More effective marketing	Finding more customers <b><u>More financing</u></b> <b><u>Creating a website</u></b>

# Business Performance Summary

- Women who have started their business attribute their success to hard, being prepared and strong vendor relationships
  - Most women feel positive about their experience with most not believing there has been any negative drivers to their success. The main negative driver is the economy
  - In their opinion what would make them more successful is finding more customers and more effective marketing
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# Advice to Younger Self

Base : Current Owners

					
<b>Advice to younger self</b>	<ul style="list-style-type: none"> <li>• Start small</li> <li>• Trust your instincts</li> <li>• Find people you trust</li> <li>• Create a business plan early</li> <li>• Do more research</li> </ul>	<ul style="list-style-type: none"> <li>• Start small</li> <li>• <b><u>Find people you trust</u></b></li> <li>• Don't rush into it</li> <li>• It gets better</li> <li>• Don't ignore the technology aspects</li> </ul>	<ul style="list-style-type: none"> <li>• Trust your instincts</li> <li>• Start small</li> <li>• <b><u>Don't worry enjoy yourself more</u></b></li> <li>• Create business plan early/ Don't rush into it/It gets better</li> </ul>	<ul style="list-style-type: none"> <li>• <b><u>Do more research</u></b></li> <li>• Create a business plan early</li> <li>• Think Big</li> <li>• Find people you trust</li> <li>• Trust your instincts</li> </ul>	<ul style="list-style-type: none"> <li>• Trust your instincts</li> <li>• Start small</li> <li>• Find people you trust</li> <li>• <b><u>It gets better</u></b></li> <li>• Do more research</li> </ul>






# Support for Business

Base : Aspirational Entrepreneurs

					
<b>Areas need help (top 4)</b>	Legal Tax accounting Website Technology /computer hardware	Legal Tax accounting Website Technology /computer hardware	Legal Tax accounting Website Technology /computer hardware	Tax accounting Legal Technology /computer hardware Website	Legal Tax accounting Banking/finance Website
<b>Sources of help for payment systems</b>	49% need help  Friends and do my own research	40% need help  Friends and do my own research	56% need help  Friends and do my own research	52% need help  Friends and do my own research	47% need help  Friends and do my own research
<b>Brand Helpfulness Top 5</b>	Facebook PayPal Google Preferred bank YouTube	Alibaba Amazon Microsoft Facebook PayPal	Faacebook PayPal Google LinkedIn Preferred bank	Facebook Google PayPal Preferred bank YouTube	Facebook Preferred bank Google Pole Emploi Pay Pal

# Current Owners

Base : Current Owners

					
<b>Areas need help (top 4)</b>	Tax accounting Legal Website Banking/Financing	Legal Tax accounting Supply/logistics Technology/computer hardware	Tax accounting Website Legal Registering company/completing gov't paperwork	Tax accounting Legal Banking/financing Registering company/completing gov't paperwork	Website Banking/financing Registering company/completing gov't paperwork Technology/computer hardware
<b>Sources of help for payment systems</b>	32% need help  Friends and do my own research	20% need help  Friends, do my own research and reach out to other entrepreneurs within industry	30% need help  Friends, do my own research and reach out to other entrepreneurs within industry	39% need help  Friends, do my own research and professional service firms	39% need help  Friends and supplies/vendors
<b>Brand Helpfulness Top 5</b>	Facebook Google PayPal Microsoft Preferred bank	Alibaba Microsoft Amazon Facebook PayPal	Facebook Google Vistaprint PayPal Preferred bank	Google Facebook Preferred bank Youtube PayPal	Google Facebook Vistaprint Preferred bank Pole Emploi

# Support for Business Summary

- Business owners and aspiring business owners need help with the legal and financial areas of their business
- For those that do need help in relation to payment systems, most are going to the others they know or doing their own research



# Country Overviews

# Meet Mei-Li



Ni Hao,

It's nice to meet you! I am a female living in China and I would like to set up my business one day. I'm detail-oriented, communicative, confident and decisive.

I want to start my own business so I can have more control over my life by making money and this will then make me more independent. I have a family with children at home, so I'm thinking long-term and hoping that this new venture will create a legacy for my family's future. Their support will be important in my drive to succeed.

The business I'm most likely to enter is the apparel and accessories market. With this type of company in mind, I will need a solid team around me so I'm looking for employees with the right 'fit'. Creating relationships with reliable vendors will be very critical to my company's bottom line. I am also very interested in looking for the right partner.

I've been thinking of my business ideas for more than a year. I feel very prepared and am looking to start my company within the year. I am willing to put in long hours and believe there is nothing that can stand in the way of my company's success.

Sincerely,

*Mei-Li* The Female Chinese Entrepreneur



# China Summary



- 40% of aspirational entrepreneurs anticipate needing help with payment methods/ecommerce compared to 20% of current owners
- 47% of current owners describe themselves as independent compared to 30% of aspirational entrepreneurs
- 50% of current owners describe themselves as communicative compared to 36% of aspirational entrepreneurs
- 22% of aspirational entrepreneurs describe themselves as knowledge seeker compared to 10% of current owners
- 27% of aspirational entrepreneurs describe themselves as humble compared to 15% of current owners
- 22% of aspirational entrepreneurs started their own business looking for a job that doesn't feel like compared to 10% of current owners

# China Summary



- 41% of current owners hope to expand their business compared to 21% of aspirational entrepreneurs
- 19% of current owners hope to experience less stress compared to 9% of aspirational entrepreneurs
- 22% of aspirational entrepreneurs hope to create a job that doesn't feel like work when they start their own business compared to 9% of current owners
- 37% of aspirational entrepreneurs hope to build/create a legacy for their family when they start their own business compared to 25% of current owners
- 36% of current owners fear stress compared to 24% of aspirational entrepreneurs
- 44% of current owners fear lack of working capital compared to 33% of aspirational entrepreneurs
- 19% of aspirational entrepreneurs fear failure compared to 8% of current owners
- 22% of aspirational entrepreneurs fear debt compared to 11% of current owners
- 80% of aspirational entrepreneurs plan on quitting their current job when starting their new business compared to 93% of current owners who actually quit their job when they started their business

# Meet Holly

Hi,

It's nice to meet you! I live in America. I'm independent, organized and determined. I want to start my own business one day but wish I was more optimistic.

Going into business on my own is about gaining control so that I can ultimately create the right work-life balance for myself. This company will give me a job that doesn't feel like work.

I am an expert and a veteran in my field, so I am looking to leverage my expertise to venture on my own as a business consultant. I want full ownership and am not really looking for any business partners. Before jumping into the business, my main focus will be creating and finalizing the perfect business plan.

I have been thinking about starting my business for a long time and have analyzed it from a variety of different angles to where my friends have criticized me for being 'OVER-ANALYTICAL'. I don't feel as prepared as I should be, so self-motivation will be key to my success. Through this journey, I need to remind myself to trust my own instincts. During times of extreme pressure where stress and self-doubt begin to deter me from the track to success, I will need to step back, relax, and not worry so much but rather to enjoy myself a little more. While the unknown and the state of the economy scares me, I have a strong passion for my business.

Sincerely,

**Holly** - The Female American Entrepreneur



# United States Summary



- 56% of aspirational entrepreneurs anticipate needing help with payment methods/ecommerce compared to 30% of current owners
- 46% of aspirational entrepreneurs describe themselves as time efficient compared to 27% of current owners
- 55% of aspirational entrepreneurs describe themselves as optimistic compared to 40% of current owners
- 69% of aspirational entrepreneurs describe themselves as organized compared to 54% of current owners
- 28% of aspirational entrepreneurs started their own business because they believed they could make a better product that's what currently on the market compared to 10% of current owners
- 57% of aspirational entrepreneurs started their own business to follow their passion compared to 37% of current owners
- 31% of aspirational entrepreneurs started their own business because they believed they could create unique product/service compared to 17% of current owners

# United States Summary



- 40% of current owners hope to expand their business compared to 19% of aspirational entrepreneurs
- 66% of current owners hope to be financially successful compared to 50% of aspirational entrepreneurs
- 40% of aspirational entrepreneurs hope to create a job that doesn't feel like work when they start their own business compared to 30% of current owners
- 42% of current owners question whether they are making the right choice compared to 21% of aspirational entrepreneurs
- 49% of current owners fear the unknown compared to 34% of aspirational entrepreneurs
- 40% of aspirational entrepreneurs fear debt compared to 24% of current owners
- 17% of aspirational entrepreneurs say they are dissatisfied their current job compared to 26% of current owners who say they are dissatisfied with their job before they started their company
- 36% of aspirational entrepreneurs stated they worked more than 40 hours a week in their current jobs compared to 46% of current business owners
- 27% of aspirational entrepreneurs say they plan on having a partner compared to 17% of current owners

# Meet Isabelle

Hola,

It's nice to meet you! I'm creative, organized, independent, confident, optimistic and typically a very happy and positive person. I am a natural saleswoman; I am young and more willing to take risks than the typical business owner.

My business will be my primary source of income so it's important that my company stay profitable to support myself and my family.

I am interested in apparel & accessories which fits well with my business-saavy traits. With profitability as my main concern, I'll need to find quality suppliers at the right price. Long term, I want my business to expand with hopes in building a legacy for my family so my children and my children's children have job security in the future.

I haven't been thinking of my business for very long, but want to get my business off the ground as soon as possible. I feel that I am prepared, but others tell me I should spend more time preparing especially researching my business and creating my business plan. With such high ambitions for my company, my main concerns center around risk, debt, and especially the time needed to turn a profit. I can't do much about the economy, but I know that with hard work and the support from my family I believe I can succeed.

Sincerely,

***Isabelle*** The Female Mexican Entrepreneur





# Mexico Summary



- 52% of aspirational entrepreneurs anticipate needing help with payment methods/ecommerce compared to 39% of current owners
- 47% of aspirational entrepreneurs describe themselves as ambitious compared to 30% of current owners
- 32% of aspirational entrepreneurs started their own business because they believed they could be very successful compared to 17% of current owners
- 60% of aspirational entrepreneurs hope to build/create a legacy for their family when they start their own business compared to 46% of current owners
- 28% of aspirational entrepreneurs hope to hire a lot of underprivileged people who may not have been able to get a job when they start their own business compared to 11% of current owners

# Mexico Summary



- 37% of aspirational entrepreneurs have a fear of failure when they start their own business compared to 20% of current owners
- 42% of aspirational entrepreneurs have a fear of not making a profit when they start their own business compared to 29% of current owners
- 56% of aspirational entrepreneurs plan on quitting their current job when starting their new business compared to 71% of current owners who actually quit their job when they started their business
- 38% of aspirational entrepreneurs said they currently work 40+ hours/week compared to 58% of current owners who had worked 40+ hours/week in the job prior to starting their own business

# Meet Chantelle

Bonjour,

It's nice to meet you! I'm organized, independent, courageous and consider myself a knowledge-seeker.

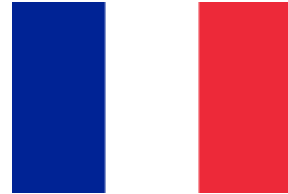
I want to start my own company so I can be truly independent. My business will be my passion and something that I can be proud of. I want my business to become something I genuinely enjoy doing on a daily basis. My ideal company will have predictable standard hours, 40 or less per week, so I can enjoy my personal life too.

A business in health & beauty or arts'n'crafts would be a perfect fit for me. By the very nature of these businesses, creating an e-commerce strategy will be the catalyst to growing my business. Although I would like to start my business myself, I am willing to explore partnership opportunities, especially if it leads to long-term expansion.

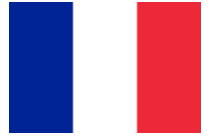
One of my top priorities for starting my business is finding the financing that my company needs. I would like to start my business this year, but wouldn't be bothered if it took a little longer to get my company up and running. Failure is my number one fear and I want to avoid making mistakes as much as possible. I have strong ambitions for the success of my business and understand there will be bumps along the road, but promising myself that it will eventually get better will motivate me to push on.

Sincerely,

*Chantelle* The Female French Entrepreneur

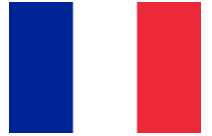


# France Summary



- 14% of aspirational entrepreneurs anticipate doing their own research when starting their own business compared to 28% of current owners
- 60% of aspirational entrepreneurs describe themselves as organized compared to 40% of current owners
- 44% of aspirational entrepreneurs describe themselves as communicative compared to 24% of current owners
- 55% of aspirational entrepreneurs started their own business because they wanted their independence compared to 34% of current owners
- 61% of aspirational entrepreneurs hope to improve their self-esteem when they start their own business compared to 41% of current owners
- 51% of aspirational entrepreneurs hope to be in control of their own future when they start their own business compared to 28% of current owners

# France Summary



- 43% of aspirational entrepreneurs have a fear of failure when they start their own business compared to 15% of current owners
- 29% of aspirational entrepreneurs have a fear of debt when they start their own business compared to 7% of current owners
- 31% of aspirational entrepreneurs have a fear they will run out of money when they start their own business compared to 10% of current owners
- 54% of aspirational entrepreneurs have been thinking of starting their own business for less than a year compared to 44% of current owners who actually spent less than a year thinking about starting their business
- 69% of aspirational entrepreneurs have been in the work force for 5 or more years compared to 43% of current owners who were in the work force for 5 or more years before they started their own business

# Detailed Findings

# How to Read Charts

## Heat Maps

- What the heat map is showing is the relative importance of each of the statements.
  - It compares the statement to the average for the column
  - The statements in green are above average/more important and the statements in red are below average/less important.
  - The darker the color the further away from the average.

	Total
	82.3%
	82.2%
	80.5%
	79.1%
	74.8%
	73.3%
	73.0%
	72.8%
	72.4%
	71.5%
	70.2%
	69.8%
	68.7%
	67.4%

## Base the data in chart is based on

Base : Aspirational Entrepreneurs

Base : Current Owners






## Question being analyzed








# Proposed Business & Rational Support



# Aspirational Entrepreneurs

					
<b>Industry</b>	Apparel & Accessories Restaurant/Food/Beverage Health & Beauty Arts'n'Crafts/Hand-made goods	<u>Apparel &amp; Accessories</u> Shoes & Bags Health & Beauty Restaurant/Food/Beverage	<u>Consulting/Business Services/ Business Solutions</u> Arts'n'Crafts/Hand-made goods Restaurant/Food/Beverage Health & Beauty	<u>Apparel &amp; Accessories</u> Restaurant/Food/Beverage Health & Beauty	Health & Beauty <u>Arts'n'Crafts/Hand-made goods</u> Consulting/Business Services/ Business Solutions Apparel & Accessories
<b>Areas need help (top 4)</b>	Legal Tax accounting Website Technology/computer hardware	Legal Tax accounting Website Technology/computer hardware	Legal Tax accounting Website Technology/computer hardware	Tax accounting Legal Technology/computer hardware Website	Legal Tax accounting Banking/finance Website
<b>Sources of help for payment systems</b>	Friends and do my own research	Friends and do my own research	Friends and do my own research	Friends and do my own research	Friends and do my own research
<b>Brand Helpfulness Top 5</b>	Facebook PayPal Google Preferred bank YouTube	Alibaba Amazon Microsoft Facebook PayPal	Faacebook PayPal Google LinkedIn Preferred bank	Facebook Google PayPal Preferred bank YouTube	Facebook Preferred bank Google Pole Emploi Pay Pal

# Current Owners

					
<b>Industry</b>	Health & Beauty Apparel & Accessories Arts'n'Crafts/Hand-made goods Retail Consulting/Business Services/ Business Solutions	Health & Beauty Apparel & Accessories Arts'n'Crafts/Hand-made goods Retail	Consulting/Business Services/ Business Solutions Health & Beauty Retail	Apparel & Accessories Restaurant/Food/Beverage Health & Beauty	Health & Beauty
<b>Areas need help (top 4)</b>	Tax accounting Legal Website Banking/Financing	Legal Tax accounting Supply/logistics Technology/computer hardware	Tax accounting Website Legal Registering company/completing gov't paperwork	Tax accounting Legal Banking/financing Registering company/completing gov't paperwork	Website Banking/financing Registering company/completing gov't paperwork Technology/computer hardware
<b>Sources of help for payment systems</b>	Friends and do my own research	Friends, do my own research and reach out to other entrepreneurs within industry	Friends, do my own research and reach out to other entrepreneurs within industry	Friends, do my own research and professional service firms	Friends and supplies/vendors
<b>Brand Helpfulness Top 5</b>	Facebook Google PayPal Microsoft Preferred bank	Alibaba Microsoft Amazon Facebook PayPal	Facebook Google Vistaprint PayPal Preferred bank	Google Facebook Preferred bank Youtube PayPal	Google Facebook Vistaprint Preferred bank Pole Emploi

# Business Types

Base : Aspirational Entrepreneurs	ASPIRATIONAL ENTREPRENEURS				
	Average	China	USA	Mexico	France
Apparel & Accessories	12%	16%	3%	21%	9%
Restaurant/Food/Beverage	12%	8%	11%	19%	8%
Health & Beauty	10%	10%	7%	7%	14%
Arts'n'Crafts/ Hand-made goods	9%	7%	12%	6%	12%
Consulting/Business Services/ Business Solutions	7%	2%	12%	6%	9%
Shoes & Bags	4%	12%	1%	3%	2%
Retail	4%	5%	3%	3%	5%
Books	4%	4%	3%	2%	5%
Flowers & Gifts	3%	6%	1%	2%	3%
Home & Garden	3%	4%	4%	1%	3%
Home Improvement Services	2%	3%	2%	1%	3%
Computers & Office Equipment	2%	4%	1%	2%	1%
Blogging	2%	0%	3%	1%	3%
Software/Hardware Technology	2%	2%	1%	3%	1%
Pet Supplies	1%	2%	1%	3%	1%
Mobile & Accessories	1%	2%	1%	2%	0%
Travel	1%	0%	2%	1%	2%
Music	1%	1%	1%	1%	1%
Personal Electronics	1%	3%	0%	0%	0%
Sports & Outdoor	1%	1%	1%	1%	1%
Toys	1%	1%	0%	0%	1%
Digital Entertainment	1%	1%	0%	1%	1%
Tools & Automotive	1%	0%	1%	1%	0%
Jewelry	0%	2%	0%	0%	0%
Movies	0%	1%	0%	0%	0%
Online Teaching	0%	1%	0%	0%	0%
Other	17%	4%	33%	15%	16%

Q11 What sort of business are you looking to start?

# Business Types

	CURRENT OWNERS				
	Average	China	USA	Mexico	France
Health & Beauty	19%	25%	17%	10%	22%
Apparel & Accessories	12%	19%	6%	15%	6%
Arts'n'Crafts/ Hand-made goods	9%	15%	4%	9%	6%
Retail	8%	11%	10%	6%	5%
Consulting/Business Services/ Business Solutions	7%	1%	17%	5%	6%
Restaurant/Food/Beverage	4%	3%	1%	10%	3%
Flowers & Gifts	3%	1%	0%	4%	6%
Home & Garden	3%	0%	2%	1%	7%
Home Improvement Services	2%	4%	2%	1%	2%
Software/Hardware Technology	2%	1%	0%	4%	3%
Books	2%	1%	3%	2%	2%
Shoes & Bags	2%	5%	0%	1%	2%
Computers & Office Equipment	2%	1%	0%	4%	2%
Sports & Outdoor	2%	1%	3%	1%	1%
Digital Entertainment	1%	1%	1%	1%	2%
Blogging	1%	0%	0%	2%	2%
Travel	1%	0%	3%	0%	1%
Personal Electronics	1%	4%	0%	0%	0%
Mobile & Accessories	1%	1%	0%	0%	2%
Music	1%	2%	0%	0%	1%
Pet Supplies	1%	0%	0%	1%	1%
Tools & Automotive	1%	0%	0%	2%	0%
Toys	1%	1%	0%	1%	0%
Movies	0%	0%	0%	0%	1%
Online Teaching	0%	1%	0%	0%	0%
Jewelry	0%	0%	0%	0%	0%
Other	17%	3%	31%	21%	14%

Q11 What sort of business do you own?

# Areas of Business with Needed Help

Base : Aspirational  
Entrepreneurs

## ASPIRATIONAL ENTREPRENEURS

	Average	China	USA	Mexico	France
Legal	74%	73%	82%	75%	66%
Tax Accounting	72%	66%	76%	83%	63%
Website	63%	63%	70%	58%	61%
Technology/Computer Hardware	59%	62%	62%	59%	51%
Marketing/Strategy/Business Plan	51%	50%	56%	54%	45%
Banking/Financing	51%	50%	49%	51%	54%
Payment Methods/Ecommerce	49%	40%	56%	52%	47%
Supply/Logistics	44%	49%	40%	50%	37%
Finding the equipment/tools I need for my business	41%	47%	43%	39%	35%
Registering your company/Completing all government paperwork	41%	48%	30%	38%	48%
Pricing	34%	41%	36%	27%	32%
Staffing	29%	46%	21%	30%	19%

Q21 Which areas of the business will you do yourself with no help, will do yourself but need help or will have someone else do for you?

# Areas of Business with Needed Help

Base : Current Owners		CURRENT OWNERS				
		Average	China	USA	Mexico	France
	Tax Accounting	55%	41%	65%	66%	46%
	Legal	49%	47%	43%	60%	44%
	Website	43%	38%	45%	36%	55%
	Banking/Financing	40%	35%	27%	47%	51%
	Registering your company/Completing all government paperwork	39%	25%	37%	49%	47%
	Technology/Computer Hardware	39%	38%	29%	42%	47%
	Marketing/Strategy/Business Plan	37%	27%	33%	44%	43%
	Supply/Logistics	35%	39%	19%	39%	44%
	Pricing	33%	28%	28%	35%	40%
	Payment Methods/Ecommerce	32%	20%	30%	39%	39%
	Finding the equipment/tools I need for my business	32%	26%	24%	37%	40%
	Staffing	25%	24%	12%	27%	36%

Q21 When you started your business, which of the following did you do yourself with no help, did you do yourself with help from others or had someone else do it for you?

# Sources For Help - Payment Methods/Ecommerce

Base : Current Owners who are responsible for these areas of their business

		CURRENT OWNERS				
		Average	China	USA	Mexico	France
	I will ask friends who have already done it	31%	31%	41%	34%	19%
I	will reach out to other entrepreneurs in my future business's industry	24%	24%	28%	22%	21%
I	will turn to groups (e.g. women's groups, professional groups, etc.)	18%	20%	23%	13%	16%
	I will turn to government organizations	13%	16%	10%	15%	12%
	I will do my own research	32%	28%	42%	30%	28%
	Professional Services Firms who will charge a fee	23%	23%	23%	22%	23%
	Suppliers/Vendors who offer value add advice	19%	24%	14%	23%	17%
	Other	5%	4%	3%	4%	8%

# Sources For Help - Payment Methods/Ecommerce

Base : Aspirational Entrepreneurs who will be responsible for these areas in their business


## ASPIRATIONAL ENTREPRENEURS

	Average	China	USA	Mexico	France
I asked friends who had already done it	27%	29%	23%	31%	27%
I reached out to other entrepreneurs in my business's industry	20%	29%	27%	8%	19%
I turned to groups (e.g. women's groups, professional groups, etc.)	20%	24%	20%	15%	19%
I turned to government organizations	12%	14%	3%	13%	16%
I did my own research	25%	24%	37%	26%	14%
Professional Services Firms who will charge a fee	23%	24%	20%	31%	19%
Suppliers/Vendors for their value add advice	15%	14%	7%	13%	27%
Other	12%	14%	13%	10%	11%




# Brand Helpfulness

Base : Aspirational Entrepreneurs

		ASPIRATIONAL ENTREPRENEURS				
		Average	China	USA	Mexico	France
	Facebook	51%	29%	57%	78%	40%
	PayPal	37%	28%	42%	52%	24%
	Google	36%	0%	44%	68%	34%
	Your Preferred Bank	31%	0%	35%	50%	38%
	YouTube	29%	23%	28%	47%	20%
	Microsoft	25%	37%	19%	32%	13%
	LinkedIn	25%	28%	40%	15%	18%
	Amazon	22%	44%	24%	7%	13%
	Twitter	20%	17%	21%	33%	10%
	eBay	17%	22%	20%	16%	11%
	Alibaba	16%	57%	2%	3%	2%
	Skype	15%	15%	10%	29%	9%
	Instagram	14%	5%	18%	24%	7%
	Walmart	13%	20%	8%	25%	0%
	Apple	12%	18%	15%	11%	6%
	Pinterest	12%	0%	28%	14%	6%
	Vistaprint	12%	0%	26%	0%	21%
	Mercado Libre	11%	0%	0%	42%	0%
	Pôle Emploi	8%	0%	0%	0%	32%
	Square	7%	9%	14%	3%	0%
	Etsy	6%	0%	20%	0%	6%
	La/Les CCI	3%	0%	0%	0%	12%
	Intuit	3%	0%	11%	0%	1%
	PriceMinister	2%	0%	0%	0%	7%
	Salesforce.com	1%	0%	4%	0%	2%
	Linio	1%	0%	0%	5%	0%
	Prestashop	1%	0%	0%	0%	2%
	Magento	0%	0%	0%	0%	0%
	None of the above	9%	9%	9%	4%	15%

Q23 Which of the following companies do you think will be helpful when you were starting your own business?






# Brand Helpfulness

Base : Current Owners		CURRENT OWNERS				
	Average	China	USA	Mexico	France	
 Facebook	39%	28%	46%	62%	20%	
Google	33%	0%	46%	63%	24%	
PayPal	23%	19%	32%	29%	14%	
Microsoft	23%	44%	15%	24%	8%	
Your Preferred Bank	21%	0%	30%	37%	17%	
YouTube	20%	20%	17%	31%	11%	
Alibaba	18%	65%	1%	1%	4%	
Amazon	16%	28%	18%	4%	13%	
Vistaprint	15%	0%	41%	0%	18%	
Twitter	14%	17%	11%	17%	12%	
LinkedIn	14%	17%	20%	9%	11%	
Walmart	11%	14%	12%	13%	5%	
Skype	10%	14%	6%	16%	6%	
eBay	9%	14%	12%	4%	7%	
Apple	9%	15%	10%	8%	3%	
Mercado Libre	9%	0%	0%	36%	0%	
Pinterest	7%	0%	17%	4%	6%	
Square	7%	7%	15%	0%	5%	
Instagram	5%	4%	6%	7%	4%	
Pôle Emploi	4%	0%	0%	0%	17%	
Etsy	3%	0%	8%	0%	5%	
Intuit	3%	0%	11%	0%	2%	
La/Les CCI	2%	0%	0%	0%	6%	
Salesforce.com	2%	0%	1%	0%	5%	
PriceMinister	1%	0%	0%	0%	5%	
Linio	1%	0%	0%	5%	0%	
Prestashop	1%	0%	0%	0%	4%	
Magento	1%	0%	0%	0%	3%	
None of the above	15%	19%	12%	10%	20%	






Q23 Which of the following companies were helpful when you were starting your own business?

# Personality

# Aspirational Entrepreneurs

					
<b>Personal Attributes (top 6)</b>	Organized Creative Independent Determined Detail oriented Optimistic	Detail oriented Optimistic Creative Communicative Confident Decisive	Independent Organized Determined Detail oriented Creative Optimistic	Creative Organized Independent Optimistic Confident Happy	Organized Determined Independent Creative Courageous Detail oriented

## ***Current owners***

					
<b>Personal Attributes (top 6)</b>	Independent Determined Detail oriented Creative Organized Optimistic	Communicative Independent Optimistic Confident Creative Determined/Detail oriented	Independent Determined Detail oriented Creative Organized Knowledge Seeker	Independent Organized Optimistic Confident Creative Detail oriented	Organized Independent Determined Knowledge Seeker Detail oriented Courageous

# Personal Attributes of Aspirational Entrepreneurs

Base : Aspirational Entrepreneurs	ASPIRATIONAL ENTREPRENEURS				
	Average	China	USA	Mexico	France
Organized	56%	27%	69%	67%	60%
Creative	55%	42%	62%	69%	49%
Independent	55%	30%	72%	66%	52%
Determined	53%	34%	67%	55%	55%
Detail-Oriented	52%	44%	66%	51%	47%
Optimistic	50%	43%	55%	61%	41%
Communicative	44%	36%	50%	48%	44%
Confident	44%	36%	52%	59%	29%
Knowledge Seeker	40%	22%	51%	49%	39%
Decisive	39%	35%	31%	51%	38%
Ambitious	39%	23%	50%	47%	34%
Time Efficient	38%	19%	46%	47%	42%
Courageous	38%	22%	32%	51%	47%
Happy	37%	21%	49%	54%	24%
Leader	36%	24%	52%	52%	18%
Empathetic	35%	33%	43%	35%	28%
Humble	35%	27%	40%	45%	27%
New Experience Seeker	31%	29%	25%	39%	32%
Relationship-BUILDER	30%	17%	42%	26%	35%
Risk-Taker	28%	25%	23%	45%	20%
Salesman/Saleswoman	21%	5%	16%	37%	27%
Financially Savvy	21%	18%	36%	15%	13%
Delegator	16%	14%	14%	29%	6%
Technologically Savvy	15%	11%	22%	12%	14%

Q45 Which of the following describes you?

# Personal Attributes of Current Owners

Base : Current Owners

	CURRENT OWNERS				
	Average	China	USA	Mexico	France
Independent	53%	47%	64%	62%	38%
Determined	46%	41%	59%	49%	36%
Detail-Oriented	46%	41%	58%	53%	33%
Creative	46%	42%	55%	55%	31%
Organized	45%	23%	54%	61%	40%
Optimistic	44%	46%	40%	61%	30%
Confident	43%	46%	45%	56%	26%
Happy	39%	28%	50%	52%	26%
Communicative	38%	50%	41%	38%	24%
Knowledge Seeker	37%	10%	51%	52%	35%
Empathetic	34%	34%	42%	36%	25%
Decisive	33%	35%	26%	46%	27%
Courageous	32%	33%	26%	41%	30%
New Experience Seeker	31%	32%	22%	46%	25%
Leader	30%	20%	38%	48%	15%
Time Efficient	29%	23%	27%	38%	30%
Humble	29%	15%	40%	39%	21%
Relationship-Builder	28%	14%	44%	32%	24%
Risk-Taker	27%	31%	20%	35%	24%
Ambitious	26%	17%	40%	30%	18%
Salesman/Saleswoman	22%	5%	23%	47%	14%
Technologically Savvy	18%	11%	23%	18%	19%
Financially Savvy	15%	8%	24%	14%	14%
Delegator	15%	12%	13%	23%	12%

Q45 Which of the following describes you?

# Personal Attributes (Gap Analysis)

+ve means Current Owners Higher

	GAPS (CURRENT - ASPIRATIONAL)				
	Global Average	China	USA	Mexico	France
Technologically Savvy	3%	0%	1%	6%	5%
Happy	2%	7%	1%	-2%	2%
Salesman/Saleswoman	1%	0%	7%	10%	-13%
New Experience Seeker	0%	3%	-3%	7%	-7%
Empathetic	-1%	1%	-1%	1%	-3%
Confident	-1%	10%	-7%	-3%	-3%
Risk-Taker	-1%	6%	-3%	-10%	4%
Delegator	-1%	-2%	-1%	-6%	6%
Relationship-BUILDER	-2%	-3%	2%	6%	-11%
Independent	-2%	17%	-8%	-4%	-14%
Knowledge Seeker	-3%	-12%	0%	3%	-4%
Communicative	-6%	14%	-9%	-10%	-20%
Courageous	-6%	11%	-6%	-10%	-17%
Detail-Oriented	-6%	-3%	-8%	2%	-14%
Decisive	-6%	0%	-5%	-5%	-11%
Optimistic	-6%	3%	-15%	0%	-11%
Humble	-6%	-12%	0%	-6%	-6%
Leader	-6%	-4%	-14%	-4%	-3%
Financially Savvy	-6%	-10%	-12%	-1%	1%
Determined	-7%	7%	-8%	-6%	-19%
Creative	-9%	0%	-7%	-14%	-18%
Time Efficient	-9%	4%	-19%	-9%	-12%
Organized	-11%	-4%	-15%	-6%	-20%
Ambitious	-13%	-6%	-10%	-17%	-16%

Q45 Which of the following describes you?






# Motivations and Fears



# Aspirational Entrepreneurs

					
<b>Reasons for wanting a business (top 5)</b>	Follow Passion Independence Make more money Believe can be successful Supplement income	Follow Passion Independence Supplement income Make more money Control over life	Follow passion Believe can be successful Independence Make more money <u>Control over life</u>	<u>Make more money</u> Supplement income Follow passion Independence Believe can be successful	Independence Follow passion <u>Do something not feel like work</u> Believe can be successful Make more money
<b>Hopes (top 5)</b>	Pride in myself Control of my future Work-life balance Financially successful Create legacy for family	<u>Control of my future</u> Financially successful Legacy for family To be able to say I did it Having a team that believes in my business	<u>Work-life balance</u> Control of my future Pride in myself Financially successful Work does not feel like work anymore	Pride in myself Work-life balance Create legacy for family Financially successful Expanding my business	Pride in myself Control of my future Expanding my business Work-life balance Financially successful
<b>Fears (Top 5)</b>	Risk Not making a profit Failure Debt Running out of money	Risk <u>Working capital</u> Running out of money Instability Not making profit	Not making profit Debt Running out of money/Failure <u>The unknown</u>	<u>Not making profit</u> Risk Debt Failure Running out of money/Length of time making a profit/Making Mistakes	<u>Failure</u> Making Mistakes/Not making a profit/running out of money Debt

# Current Owners

					
<b>Reasons for wanting a business (top 5)</b>	Independence Follow Passion Make more money Control over life Supplement income	Independence <u>Supplement income</u> Follow Passion Make more money Believe can be successful	Independence <u>Control over life</u> Follow passion Make more money Believe can be successful	<u>Make more money</u> Independence Follow passion Work-life balance Supplement income	Follow passion <u>Do something not feel like work</u> Independence Work-life balance Make more money
<b>Hopes (top 5)</b>	Financially successful Work-life balance Pride in myself Expanding my business Control of my future	<u>Expanding my business</u> Control of my future Financially successful Having a team that believes in my business Legacy for family	<u>Financially successful</u> <u>Work-life balance</u> Control of my future Pride in myself Expanding my business	Pride in myself Work-life balance Expanding my business <u>Create legacy for family</u> Financially successful	Pride in myself Expanding my business Work-life balance Financially successful Control of my future
<b>Fears (Top 5)</b>	Risk Not making a profit The unknown Stress Length of time to make a profit	Risk <u>Working capital</u> Stress Instability Length of time to make a profit	<u>The unknown</u> Not making a profit Failure <u>Are they making the right choice</u> Stress Running out of money	Risk <u>Running out of money</u> Debt Finding time to make it successful Not making a profit	Not making a profit Are they making the right choice Length of time to make a profit Risk The unknown Making mistakes

# Reasons for Starting Business

Base : Aspirational Entrepreneurs

	ASPIRATIONAL ENTREPRENEURS				
	Average	China	USA	Mexico	France
I want to follow my passion	47%	43%	57%	39%	51%
I want my independence	44%	42%	43%	37%	55%
The opportunity to make more money	39%	37%	40%	47%	33%
I believe I can be very successful	36%	28%	46%	32%	37%
I want to supplement my income	34%	41%	34%	39%	20%
I want more control over my life	31%	29%	38%	25%	32%
I want to do something that doesn't feel like work	28%	22%	34%	13%	44%
I want more of a work-life balance	28%	27%	28%	29%	28%
I believe I can create a product/provide a service that people will buy	26%	27%	36%	21%	22%
I believe I can create a product/provide a service that is unique	23%	25%	31%	18%	17%
I believe I can create a product/provide a service that is better than what is currently in the market	20%	21%	28%	16%	16%
My job isn't/wasn't what I wanted to do for the rest of my life	17%	12%	25%	14%	15%
Making a difference in my community	13%	12%	24%	11%	7%
Encouragement from others	11%	8%	15%	11%	12%
To help the environment	10%	19%	8%	8%	5%
Job security	10%	13%	9%	7%	9%
Working with a partner	8%	7%	5%	6%	15%
I don't like my current job anymore	8%	9%	7%	2%	12%
I was getting burned out	5%	5%	9%	2%	5%
Other	3%	2%	7%	3%	1%

# Reasons for Starting Business

Base : Current Owners

	CURRENT OWNERS				
	Average	China	USA	Mexico	France
I wanted my independence	43%	51%	47%	41%	34%
I wanted to follow my passion	35%	39%	37%	29%	37%
The opportunity to make more money	35%	37%	37%	42%	25%
I wanted more control over my life	31%	29%	45%	23%	26%
I wanted to supplement my income	29%	43%	23%	26%	24%
I wanted more of a work-life balance	27%	27%	24%	27%	28%
I believed I could be very successful	25%	33%	33%	17%	18%
I wanted to do something that doesn't feel like work	21%	10%	21%	20%	35%
I believed I could create a product/provide a service that people would buy	16%	18%	22%	9%	14%
I believed I could create a product/provide a service that was unique	15%	18%	17%	9%	16%
Encouragement from others	15%	15%	22%	7%	15%
I believed I could create a product/provide a service that was better than what was currently in the market	14%	21%	10%	10%	16%
My job wasn't what I wanted to do for the rest of my life	13%	6%	21%	10%	16%
Make a difference in my community	12%	14%	14%	10%	12%
I didn't like my old job anymore	10%	12%	10%	5%	12%
Job security	8%	8%	10%	6%	10%
To help the environment	6%	15%	2%	3%	4%
Work with a partner	6%	4%	5%	5%	11%
I was burned out	5%	1%	8%	1%	12%
Other	4%	0%	7%	5%	2%

# Reasons for Starting Business (Gap Analysis) <sup>+ve means Current Owners Higher</sup>

	GAP (CURRENT - ASPIRATIONAL)				
	Average	China	USA	Mexico	France
Encouragement from others	4%	7%	7%	-4%	3%
I didn't like my old job anymore	2%	3%	3%	3%	0%
Other	1%	-2%	0%	2%	1%
I wanted more control over my life	0%	0%	7%	-2%	-6%
I was burned out	0%	-4%	-1%	-1%	7%
I wanted more of a work-life balance	-1%	0%	-4%	-2%	0%
I wanted my independence	-1%	9%	4%	4%	-21%
Make a difference in my community	-1%	2%	-10%	-1%	5%
Job security	-2%	-5%	1%	-1%	1%
Work with a partner	-2%	-3%	0%	-1%	-4%
I believed I could create a product/provide a service that people would buy	-4%	-3%	-6%	-7%	-2%
My job wasn't what I wanted to do for the rest of my life	-4%	-6%	-4%	-4%	1%
To help the environment	-4%	-4%	-6%	-5%	-1%
The opportunity to make more money	-4%	0%	-3%	-5%	-8%
I wanted to supplement my income	-5%	2%	-11%	-13%	4%
I wanted to do something that doesn't feel like work	-7%	-12%	-13%	7%	-9%
I believed I could create a product/provide a service that was better than what was currently in the market	-9%	-4%	-21%	-8%	-1%
I believed I could be very successful	-11%	5%	-13%	-15%	-19%
I believed I could create a product/provide a service that was unique	-11%	-9%	-19%	-12%	-6%
I wanted to follow my passion	-12%	-4%	-20%	-10%	-14%

# Hopes

Base : Aspirational Entrepreneurs

ASPIRATIONAL ENTREPRENEURS					
	Average	China	USA	Mexico	France
Pride in myself	52%	28%	52%	66%	61%
I will be in control of my future	49%	48%	54%	43%	51%
Creating my own hours/More freedom/Work-life balance	48%	31%	55%	61%	45%
I will be financially successful	45%	39%	50%	46%	44%
Building/Creating a legacy for my family	37%	37%	23%	60%	27%
To be able to say I did it, regardless of my success	35%	30%	34%	42%	35%
Work doesn't feel like work anymore	35%	22%	40%	43%	37%
Expanding my business	34%	21%	19%	46%	50%
Having a team that also believe in my business	26%	30%	21%	32%	20%
I will make a difference to society/my community	23%	26%	33%	18%	15%
Making enough money to retire early	23%	25%	27%	18%	23%
I will be more successful than people thought I would be	23%	24%	19%	19%	30%
Less stress	21%	9%	28%	27%	20%
Others will be proud of my success	20%	21%	19%	18%	23%
I will be able to hire a lot of underprivileged people who may not have been able to get a job	20%	18%	12%	28%	23%
Making a contribution to my industry	18%	21%	23%	11%	15%
Being at the top of my industry	14%	15%	14%	12%	16%
Changing the way things are done in my industry	13%	8%	14%	14%	14%
Turning my doubters into believers	12%	14%	13%	12%	10%
Selling my business for a large profit	7%	9%	9%	5%	7%
To become famous	5%	7%	5%	6%	4%
Other	3%	1%	7%	1%	3%
None of the above	1%	0%	1%	0%	2%

Q25 What are your biggest HOPES in starting your own business?

# Hopes

Base : Current Owners

		CURRENT OWNERS				
		Average	China	USA	Mexico	France
	I will be financially successful	43%	35%	66%	38%	33%
	Creating my own hours/More freedom/Work-life balance	42%	24%	58%	51%	34%
	Pride in myself	41%	24%	46%	52%	41%
	Expanding my business	41%	41%	40%	47%	35%
	I will be in control of my future	36%	39%	46%	33%	28%
	To be able to say I did it, regardless of my success	29%	21%	35%	32%	26%
	Less stress	27%	19%	34%	29%	26%
	Building/Creating a legacy for my family	26%	25%	19%	46%	13%
	Work doesn't feel like work anymore	25%	9%	30%	37%	26%
	I will make a difference to society/my community	23%	19%	31%	20%	22%
	Having a team that also believe in my business	22%	27%	18%	29%	14%
	I will be more successful than people thought I would be	21%	16%	25%	22%	20%
	Making enough money to retire early	19%	16%	30%	11%	17%
	Making a contribution to my industry	18%	21%	19%	9%	21%
	Others will be proud of my success	17%	17%	22%	13%	17%
	Turning my doubters into believers	13%	9%	20%	9%	13%
	Being at the top of my industry	12%	10%	11%	8%	19%
	Changing the way things are done in my industry	10%	4%	10%	11%	17%
	I will be able to hire a lot of underprivileged people who may not have been able to get a job	10%	8%	3%	11%	17%
	Selling my business for a large profit	8%	8%	4%	7%	14%
	To become famous	5%	3%	3%	5%	8%
	Other	0%	0%	1%	0%	0%
	None of the above	0%	0%	1%	0%	0%

Q25 What are your biggest HOPES now that you started your own business?

# Hopes (Gap Analysis)

+ve means Current Owners Higher

		GAP (CURRENT - ASPIRATIONAL)				
		Average	China	USA	Mexico	France
Expanding my business	7%	20%	21%	1%	-15%	
Less stress	6%	10%	6%	2%	6%	
Turning my doubters into believers	1%	-5%	7%	-3%	3%	
Selling my business for a large profit	1%	-1%	-5%	2%	7%	
I will make a difference to society/my community	0%	-7%	-2%	2%	7%	
Making a contribution to my industry	0%	0%	-4%	-2%	6%	
To become famous	0%	-4%	-2%	-1%	4%	
Being at the top of my industry	-2%	-5%	-3%	-4%	3%	
I will be financially successful	-2%	-4%	16%	-8%	-11%	
I will be more successful than people thought I would be	-2%	-8%	6%	3%	-10%	
Changing the way things are done in my industry	-3%	-4%	-4%	-3%	3%	
Others will be proud of my success	-3%	-4%	3%	-5%	-6%	
Having a team that also believe in my business	-4%	-3%	-3%	-3%	-6%	
Making enough money to retire early	-4%	-9%	3%	-7%	-6%	
Creating my own hours/More freedom/Work-life balance	-6%	-7%	3%	-10%	-11%	
To be able to say I did it, regardless of my success	-6%	-9%	1%	-10%	-9%	
Work doesn't feel like work anymore	-10%	-13%	-10%	-6%	-11%	
I will be able to hire a lot of underprivileged people who may not have been able to get a job	-10%	-10%	-9%	-17%	-6%	
Building/Creating a legacy for my family	-11%	-12%	-4%	-14%	-14%	
Pride in myself	-11%	-4%	-6%	-14%	-20%	
I will be in control of my future	-13%	-9%	-8%	-10%	-23%	
Other	-3%	-1%	-6%	-1%	-3%	
None of the above	-1%	0%	0%	0%	-2%	

Q25 What are your biggest HOPES now that you started your own business?



# Fears

Base : Aspirational Entrepreneurs		ASPIRATIONAL ENTREPRENEURS				
	Average	China	USA	Mexico	France	
Risk	37%	49%	33%	41%	24%	
Not making a profit	35%	25%	41%	42%	31%	
Failure	34%	19%	36%	37%	43%	
Debt	33%	22%	40%	40%	29%	
Running out of money	32%	29%	36%	31%	31%	
Length of time to make a profit	27%	20%	30%	31%	27%	
The unknown	26%	26%	34%	19%	26%	
Instability	26%	29%	25%	31%	19%	
Stress	25%	24%	33%	23%	20%	
Making mistakes	24%	13%	24%	30%	31%	
Working capital	21%	33%	19%	18%	14%	
Am I making the right choice?	17%	20%	21%	11%	18%	
Nobody will like my products/services	17%	19%	15%	19%	16%	
I will have less time to spend with my family	16%	21%	11%	18%	14%	
Finding time to make it successful	15%	10%	18%	21%	13%	
Getting burned out	15%	23%	12%	8%	18%	
Disappointing my family and friends	11%	13%	10%	11%	11%	
Going back to my old job if my business is unsuccessful	10%	6%	9%	13%	12%	
Childcare	7%	11%	4%	8%	7%	
I will begin to hate it	7%	9%	7%	4%	6%	
Not making a contribution to society/my community	6%	8%	9%	7%	2%	
It will not be fun	6%	6%	9%	7%	3%	
Life will be as bad as it was when I was working my previous job	6%	6%	7%	1%	10%	
Other	1%	1%	2%	1%	2%	
None of the above	3%	0%	6%	2%	5%	

Q24 What are your biggest FEARS in starting your own business?

# Fears

Base : Current Owners		CURRENT OWNERS				
	Average	China	USA	Mexico	France	
Risk	35%	46%	34%	37%	23%	
Not making a profit	33%	23%	46%	29%	33%	
The unknown	30%	20%	49%	28%	23%	
Stress	29%	36%	36%	23%	20%	
Length of time to make a profit	27%	29%	29%	25%	26%	
Am I making the right choice?	27%	14%	42%	21%	30%	
Working capital	25%	44%	19%	20%	19%	
Running out of money	25%	24%	36%	30%	10%	
Instability	24%	32%	30%	22%	14%	
Making mistakes	22%	11%	34%	21%	23%	
Failure	21%	8%	43%	20%	15%	
Debt	18%	11%	24%	30%	7%	
Finding time to make it successful	17%	8%	16%	30%	16%	
Getting burned out	15%	14%	16%	9%	21%	
Nobody will like my products/services	14%	6%	20%	16%	15%	
I will have less time to spend with my family	13%	16%	7%	14%	16%	
Disappointing my family and friends	10%	6%	15%	8%	11%	
Going back to my old job if my business is unsuccessful	8%	6%	9%	7%	12%	
Childcare	8%	7%	6%	12%	8%	
I will begin to hate it	7%	3%	11%	1%	14%	
Life will be as bad as it was when I was working my previous job	7%	1%	5%	3%	18%	
It will not be fun	5%	1%	3%	5%	11%	
Not making a contribution to society/my community	4%	3%	2%	3%	10%	
Other	1%	0%	1%	1%	1%	
None of the above	3%	2%	4%	3%	3%	

Q24 Looking back, what actually were your pain points when you were starting your small business?

# Fears (Gap Analysis)






+ve means Current Owners Higher

	GAP (CURRENT - ASPIRATIONAL)				
	Average	China	USA	Mexico	France
Am I making the right choice?	10%	-6%	21%	10%	12%
Working capital	4%	11%	0%	2%	5%
Stress	4%	12%	3%	0%	0%
The unknown	4%	-6%	15%	9%	-3%
Finding time to make it successful	2%	-2%	-2%	9%	3%
Life will be as bad as it was when I was working my previous job	1%	-5%	-2%	2%	8%
Childcare	1%	-4%	2%	4%	1%
Getting burned out	0%	-9%	4%	1%	3%
I will begin to hate it	0%	-6%	4%	-3%	8%
Length of time to make a profit	0%	9%	-1%	-6%	-1%
Disappointing my family and friends	-1%	-7%	5%	-3%	0%
It will not be fun	-1%	-5%	-6%	-2%	8%
Not making a profit	-2%	-2%	5%	-13%	2%
Making mistakes	-2%	-2%	10%	-9%	-8%
Not making a contribution to society/my community	-2%	-5%	-7%	-4%	8%
Going back to my old job if my business is unsuccessful	-2%	0%	0%	-6%	0%
Instability	-2%	3%	5%	-9%	-5%
Risk	-2%	-3%	1%	-4%	-1%
I will have less time to spend with my family	-3%	-5%	-4%	-4%	2%
Nobody will like my products/services	-3%	-13%	5%	-3%	-1%
Running out of money	-7%	-5%	0%	-1%	-21%
Failure	-13%	-11%	7%	-17%	-28%
Debt	-15%	-11%	-16%	-10%	-22%
Other	0%	-1%	-1%	0%	-1%
None of the above	0%	2%	-2%	1%	-2%





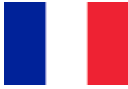
Q24 Looking back, what actually were your pain points when you were starting your small business?

# Getting Started

# Aspirational Entrepreneurs

					
<b>Preparedness (top 3 Box)</b>	42%	52%	13%	59%	45%
<b>Time spent thinking about starting business</b>	49%	40%	34%	68%	54%
<b>Less than a year</b>	51%	60%	66%	32%	46%
<b>More than a year</b>					
<b>Plan to start business</b>					
<b>Within year</b>	60%	78%	41%	68%	55%
<b>More than a year</b>	40%	22%	59%	32%	45%
<b>Time willing to invest</b>					
<b>40 Hrs or less</b>	52%	44%	55%	58%	58%
<b>More than 40h</b>	48%	56%	45%	42%	42%
<b>Believed Catalysts to Getting Their Business Started</b>	<ul style="list-style-type: none"> <li>• Finding more customers</li> <li>• Creating/Finalizing my business plan</li> <li>• Knowing where to start first</li> </ul>	<ul style="list-style-type: none"> <li>• Finding more customers</li> <li>• Finding the right team/employees</li> <li>• More effective marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Creating/Finalizing my business plan</li> <li>• Knowing where to start first</li> <li>• Finding more customers</li> </ul>	<ul style="list-style-type: none"> <li>• Finding more customers</li> <li>• Knowing where to start first</li> <li>• Finding better prices for my supplies</li> </ul>	<ul style="list-style-type: none"> <li>• Finding more customers</li> <li>• More financing</li> <li>• Knowing where to start first</li> </ul>

# Current Owners

					
<b>Time spent thinking about starting business</b>					
<p style="text-align: right;"><b>Less than a year</b></p> <p style="text-align: right;"><b>More than a year</b></p>	<p style="text-align: center;">64%</p> <p style="text-align: center;">36%</p>	<p style="text-align: center;">65%</p> <p style="text-align: center;">35%</p>	<p style="text-align: center;">68%</p> <p style="text-align: center;">32%</p>	<p style="text-align: center;">78%</p> <p style="text-align: center;">22%</p>	<p style="text-align: center;">44%</p> <p style="text-align: center;">56%</p>

# Preparedness

Base : Aspirational Entrepreneurs	ASPIRATIONAL ENTREPRENEURS				
	Average	China	USA	Mexico	France
<u>Top 3 Box NET</u>	<u>42%</u>	<u>52%</u>	<u>13%</u>	<u>59%</u>	<u>45%</u>
Very Prepared - 10	6%	4%	4%	9%	7%
9	11%	15%	2%	14%	12%
8	25%	32%	7%	36%	27%
7	24%	26%	21%	21%	27%
6	13%	13%	18%	9%	14%
5	9%	5%	15%	6%	9%
4	7%	3%	18%	3%	3%
3	3%	1%	9%	2%	2%
2	2%	1%	5%	1%	1%
Very Unprepared - 1	1%	1%	1%	1%	0%
<u>Bottom 3 Box NET</u>	<u>5%</u>	<u>2%</u>	<u>14%</u>	<u>3%</u>	<u>2%</u>

Q13 How prepared do you feel with starting your own business on a scale from 1 to 10 where 1 is "Very Unprepared" and 10 is "Very Prepared"? (T3B)

# Length of time thinking about starting business

Base : Aspirational Entrepreneurs	ASPIRATIONAL ENTREPRENEURS				
	Average	China	USA	Mexico	France
<b>Less than a year NET</b>	<b>49%</b>	<b>40%</b>	<b>34%</b>	<b>68%</b>	<b>54%</b>
Less than 6 months	11%	4%	9%	19%	14%
6 months - 1 year	38%	36%	26%	48%	40%
2-3 years	35%	41%	41%	25%	35%
4-5 years	10%	12%	15%	5%	9%
6-10 years	4%	6%	7%	2%	2%
11-20 years	1%	1%	2%	1%	0%
More than 20 years	1%	0%	1%	0%	1%



# Length of time thinking about starting business

Base : Current Owners	CURRENT OWNERS				
	Average	China	USA	Mexico	France
<b><u>Less than a year NET</u></b>	<b><u>64%</u></b>	<b><u>65%</u></b>	<b><u>68%</u></b>	<b><u>78%</u></b>	<b><u>44%</u></b>
Less than 6 months	27%	17%	35%	39%	17%
6 months - 1 year	37%	48%	33%	40%	27%
2-3 years	28%	27%	21%	18%	45%
4-5 years	6%	3%	9%	2%	8%
6-10 years	2%	2%	1%	2%	2%
11-20 years	0%	2%	0%	0%	0%
More than 20 years	1%	1%	1%	0%	0%

# Time willing to invest

Base : Aspirational Entrepreneurs	ASPIRATIONAL ENTREPRENEURS				
	Average	China	USA	Mexico	France
<b><u>40 Hours or Less NET</u></b>	<b><u>52%</u></b>	<b><u>44%</u></b>	<b><u>55%</u></b>	<b><u>58%</u></b>	<b><u>53%</u></b>
Less than 20 hours a week	9%	3%	13%	12%	7%
Between 21 and 40 hours a week	44%	41%	42%	46%	46%
<b><u>More than 40 Hours NET</u></b>	<b><u>48%</u></b>	<b><u>56%</u></b>	<b><u>45%</u></b>	<b><u>42%</u></b>	<b><u>47%</u></b>
Between 41 and 50 hours a week	27%	41%	20%	23%	24%
Between 51 and 60 hours a week	10%	6%	13%	9%	11%
More than 60 hours a week	11%	9%	12%	10%	12%

# Starting own business

Base : Aspirational Entrepreneurs	ASPIRATIONAL ENTREPRENEURS				
	Average	China	USA	Mexico	France
<b><u>In the Next Year NET</u></b>	<b><u>60%</u></b>	<b><u>78%</u></b>	<b><u>41%</u></b>	<b><u>68%</u></b>	<b><u>55%</u></b>
In the next month	3%	0%	6%	4%	3%
Between one month and 6 months	23%	29%	12%	31%	20%
Between 6 months and 1 year	34%	49%	23%	33%	32%
<b><u>More than a Year NET</u></b>	<b><u>32%</u></b>	<b><u>17%</u></b>	<b><u>46%</u></b>	<b><u>28%</u></b>	<b><u>37%</u></b>
Between 1 and 2 years	22%	15%	31%	19%	24%
More than 2 years	10%	2%	15%	9%	13%
Don't know/Not Sure	7%	4%	13%	4%	7%

# Getting Your Own Business Started






Base : Aspirational Entrepreneurs

	ASPIRATIONAL ENTREPRENEURS				
	Average	China	USA	Mexico	France
Finding more customers	41%	41%	36%	47%	38%
Creating/Finalizing my business plan	35%	37%	41%	36%	24%
Knowing where to start first	33%	25%	38%	43%	28%
More financing	31%	25%	30%	37%	34%
Creating a website	29%	28%	34%	30%	27%
Finding the right team/employees	29%	40%	21%	37%	17%
More effective marketing	28%	38%	28%	34%	14%
Knowing the right product/service I want to sell	27%	35%	20%	37%	18%
Finding quality supplies	27%	32%	19%	36%	21%
More confidence	27%	27%	22%	31%	26%
Finding better prices for my supplies	26%	30%	13%	39%	20%
Knowing where to sell	25%	27%	20%	32%	23%
Knowing who to sell to	25%	31%	18%	28%	22%
More time	23%	22%	29%	19%	21%
Technology	20%	32%	13%	22%	12%
Emotional support from others	16%	18%	16%	12%	18%
Finding a mentor	13%	15%	13%	8%	17%
Finding a better payment system	12%	22%	6%	14%	6%
None of the above	3%	2%	4%	1%	5%





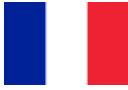
Q32 What will actually make your dream of starting your own business a reality?

Success

# Current Owners

					
<b>Top Drivers of success</b>	Hard work Support family & friends Well prepared Good Business plan/Idea Reliable vendors	Support family & friends Hard work Good Business plan/Idea Reliable vendors Well prepared	Hard work Well prepared Support family & friends Good Business plan/Idea	Hard work Support family & friends Well prepared Good Business plan/Idea Reliable vendors	Hard work Support family & friends Well prepared Good luck
<b>Top Barriers of success</b>	Bad Economy NONE Not enough effort on my part	None	Not enough effort on my part Bad Economy None	Bad Economy NONE	Bad Economy NONE
<b>Improving their business (top 5)</b>	Finding more customers More effective marketing Knowing who to sell to	Finding more customers More effective marketing Knowing who to sell to	Finding more customers More effective marketing Knowing where to sell	Finding more customers Better prices from suppliers More effective marketing	Finding more customers <b>More financing</b> <b>Creating a website</b>

# Current Owners

					
<b>Advice to younger self</b>	Start small Trust your instincts Find people you trust Create a business plan early Do more research	Start small <u>Find people you trust</u> Don't rush into it It gets better Don't ignore the technology aspects	<u>Trust your instincts</u> Start small Don't worry enjoy yourself more Create business plan early/ Don't rush into it/It gets better	<u>Do more research</u> Create a business plan early Think Big Find people you trust Trust your instincts	Trust your instincts Start small Find people you trust It gets better Do more research

# Measured Success

Base : Current Owners who had expectations about how successful their business would be	Current Owners				
	Average	China	USA	Mexico	France
Much more successful than I expected	32%	25%	34%	34%	34%
As successful as I thought it would	51%	65%	38%	50%	46%
Less successful than I has expected	18%	10%	28%	16%	20%

Q41 Which of the following statements best describes how successful your business has been?



# Drivers of Success

Base : Current Owners

		CURRENT OWNERS				
		Average	China	USA	Mexico	France
	Hard Work	52%	50%	61%	62%	36%
	Strong support from family/friends	43%	53%	40%	50%	30%
	Being well prepared	39%	42%	44%	43%	27%
	Good business idea/plan	33%	43%	32%	39%	20%
	Working with reliable vendors	30%	43%	18%	39%	20%
	Good Luck	20%	28%	19%	12%	22%
	Accurate Accounting	18%	21%	11%	26%	14%
	Good business partners	16%	25%	9%	13%	17%
	Good Mentors	14%	10%	15%	13%	18%
	Strong financial advice	13%	21%	7%	14%	8%
	Good economic conditions	12%	21%	8%	14%	5%
	Financing/Investors/Credit	10%	11%	3%	15%	13%
	Other	2%	0%	6%	0%	3%
	None	3%	1%	5%	1%	3%

Q42 Which of the following has contributed to the success of your business?

# Barriers to Success

Base : Current Owners		CURRENT OWNERS				
	Average	China	USA	Mexico	France	
Bad economic conditions	28%	14%	30%	36%	31%	
Not enough effort on my part	17%	14%	31%	19%	6%	
Not being prepared from the start	11%	9%	11%	15%	10%	
Lack of support from reliable vendors	10%	14%	9%	11%	7%	
Lack of mentors	9%	10%	11%	5%	8%	
Bad or lack of business partners	8%	5%	8%	6%	15%	
Bad business idea/plan	7%	7%	2%	8%	13%	
Bad technology decisions	7%	7%	5%	10%	6%	
My staff	7%	5%	1%	14%	7%	
No support from family/friends	7%	4%	11%	6%	6%	
Bad Luck	5%	5%	3%	1%	13%	
Bad financial advice	5%	3%	2%	4%	12%	
Other	4%	1%	10%	2%	2%	
None	25%	39%	20%	25%	17%	

Q43 Which of the following has hampered the success of your business?

# Advice to Yourself

Base : Current Owners

	CURRENT OWNERS				
	Average	China	USA	Mexico	France
Start small	37%	51%	36%	33%	27%
Trust your instincts	36%	30%	45%	38%	32%
Find people you trust	32%	38%	24%	39%	26%
Create a business plan early	31%	31%	29%	46%	19%
Do more research	30%	31%	21%	47%	23%
Don't rush into it	28%	38%	29%	32%	13%
It gets better	28%	36%	29%	21%	25%
Think big	25%	17%	29%	46%	10%
Think thru an e-commerce strategy	22%	28%	9%	30%	22%
Don't worry as much/Enjoy yourself more	22%	5%	30%	32%	20%
Don't ignore the technology aspects of the business	21%	33%	8%	35%	11%
Pick better vendors to partners with	19%	29%	7%	28%	14%
Read all the contracts in detail	18%	17%	11%	26%	17%
Set up a line of credit	15%	17%	10%	17%	15%
Get legal help	15%	20%	11%	15%	13%
Pick partners that have a strong track record	13%	13%	7%	13%	20%
Establish a payment system upfront	12%	12%	11%	16%	8%
None	1%	0%	2%	1%	2%

Q44 What advice would you give yourself when you were starting your business?





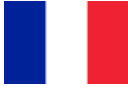
# Improving Their Current Business

Base : Current Owners





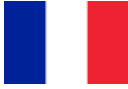
	CURRENT OWNERS				
	Average	China	USA	Mexico	France
Finding more customers	58%	57%	66%	66%	41%
More effective marketing	35%	51%	39%	31%	21%
Knowing who to sell to	23%	38%	21%	23%	12%
More confidence	23%	28%	22%	25%	18%
Finding the right team/employees	23%	32%	19%	24%	17%
More financing	23%	22%	19%	28%	22%
Finding better prices for my supplies	22%	14%	16%	39%	18%
Adjusting my product/service	21%	33%	16%	19%	17%
Technology	21%	33%	11%	24%	15%
Knowing where to sell	20%	18%	29%	17%	17%
Creating a website	20%	23%	14%	20%	22%
Knowing which business area to improve/adjust	19%	24%	21%	19%	11%
Finding quality supplies	19%	29%	11%	23%	12%
Adjusting my business plan	18%	24%	14%	21%	14%
More time	18%	13%	18%	24%	18%
Emotional support from others	13%	7%	21%	8%	16%
Finding a better payment system	12%	21%	8%	13%	5%
Finding a mentor	10%	8%	16%	9%	6%
None of the above	2%	0%	4%	1%	4%

# Previous Employment

# Aspirational Entrepreneurs

					
<b>Satisfaction with Current Employment</b>  <b>Top 3 Box</b> <b>Bottom 3 Box</b>	<p>38%</p> <p>10%</p>	<p>44%</p> <p>3%</p>	<p>33%</p> <p>17%</p>	<p>50%</p> <p>6%</p>	<p>24%</p> <p>15%</p>
<b>Plans for Current Employment</b>  <b>Quit</b> <b>Keep Job</b>	<p>69%</p> <p>28%</p>	<p>80%</p> <p>19%</p>	<p>62%</p> <p>35%</p>	<p>56%</p> <p>44%</p>	<p>79%</p> <p>16%</p>
<b>Feelings Towards Current Employment</b>	<p>Stressful</p> <p>Unfulfilled</p> <p>Not Challenged</p> <p>Stagnating</p> <p>Part of a team</p>	<p>Not Challenged</p> <p>Unfulfilled</p>	<p>Under-appreciated</p> <p>Comfortable</p> <p>Stressful</p> <p>Helping Others</p> <p>Unfulfilled</p>	<p>Stagnating</p> <p>Part of a team</p> <p>Comfortable</p> <p>Positive</p> <p>Uninspiring</p>	<p>Under-appreciated</p> <p>Stagnating</p> <p>Unfulfilled</p> <p>Stressful</p>

# Current Owners

					
<b>Satisfaction with Current Employment</b>					
<b>Top 3 Box</b>	38%	39%	26%	54%	32%
<b>Bottom 3 Box</b>	12%	7%	26%	6%	9%
<b>Plans for Current Employment</b>					
<b>Quit</b>	77%	93%	61%	71%	82%
<b>Keep Job</b>	15%	4%	28%	16%	13%
<b>Feelings Towards Current Employment</b>	Stressful Unfulfilled Stagnating Overworked Under-appreciated Not Challenged	Stressful Not Challenged Unfulfilled	Under-appreciated Stressful Unfulfilled	Stagnating Stressful Overworked Positive	Stressful Stagnating Under-appreciated Not Challenged Unfulfilled

# Satisfaction with Current Job

Base : Aspirational Entrepreneurs	Aspirational Entrepreneurs				
	Average	China	USA	Mexico	France
<b><u>Top 3 Box</u></b>	<b><u>38%</u></b>	<b><u>44%</u></b>	<b><u>33%</u></b>	<b><u>50%</u></b>	<b><u>24%</u></b>
10 – Very Satisfied	7%	2%	6%	17%	3%
9	10%	12%	9%	14%	4%
8	21%	30%	18%	19%	17%
7	18%	26%	14%	21%	13%
6	17%	20%	16%	10%	23%
5	10%	5%	11%	10%	13%
4	7%	3%	9%	4%	12%
3	5%	2%	7%	2%	8%
2	2%	0%	4%	1%	3%
1 – Very Dissatisfied	3%	1%	5%	2%	3%
<b><u>Bottom 3 Box</u></b>	<b><u>10%</u></b>	<b><u>3%</u></b>	<b><u>17%</u></b>	<b><u>6%</u></b>	<b><u>15%</u></b>

Q53 How satisfied are you with your CURRENT job on a scale from 1 to 10 where 1 is "Very Dissatisfied" and 10 is "Very Satisfied"?/ How satisfied were you with the job you had before starting your business on a scale from 1 to 10 where 1 is "Very Dissatisfied" and 10 is "Very Satisfied"?



# Satisfaction with Current Job

Base : Current Owners	Current Owners				
	Average	China	USA	Mexico	France
<b>Top 3 Box</b>	<b>38%</b>	<b>39%</b>	<b>26%</b>	<b>54%</b>	<b>32%</b>
10 – Very Satisfied	10%	11%	5%	22%	2%
9	7%	10%	6%	9%	4%
8	20%	19%	14%	23%	25%
7	20%	20%	13%	21%	26%
6	11%	9%	15%	6%	12%
5	12%	14%	11%	8%	15%
4	8%	12%	9%	4%	6%
3	5%	5%	10%	0%	3%
2	3%	1%	5%	3%	1%
1 – Very Dissatisfied	5%	1%	10%	3%	4%
<b>Bottom 3 Box</b>	<b>12%</b>	<b>7%</b>	<b>26%</b>	<b>6%</b>	<b>9%</b>

Q53 How satisfied are you with your CURRENT job on a scale from 1 to 10 where 1 is "Very Dissatisfied" and 10 is "Very Satisfied"?/ How satisfied were you with the job you had before starting your business on a scale from 1 to 10 where 1 is "Very Dissatisfied" and 10 is "Very Satisfied"?

# Quitting Current Job

Base : Aspirational Entrepreneurs currently with full-time or part-time jobs	Aspirational Entrepreneurs				
	Average	China	USA	Mexico	France
<b><u>Quit NET</u></b>	<b><u>69%</u></b>	<b><u>80%</u></b>	<b><u>62%</u></b>	<b><u>56%</u></b>	<b><u>79%</u></b>
Yes, I will eventually quit my job, but not when I first start my business	26%	35%	19%	13%	38%
Yes, I will quit my job when I start my business	43%	45%	43%	43%	42%
<b><u>Keep Job NET</u></b>	<b><u>28%</u></b>	<b><u>19%</u></b>	<b><u>35%</u></b>	<b><u>44%</u></b>	<b><u>16%</u></b>
No, I will keep my job but work fewer hours	17%	13%	15%	27%	13%
No, I will keep my job and work the same amount of hours	11%	6%	20%	17%	3%
Don't know/Unsure	3%	1%	3%	1%	5%

# Quitting Current Job

Base : Current Owners who previously held full-time or part-time jobs	Current Owners				
	Average	China	USA	Mexico	France
<b><u>Quit NET</u></b>	<b><u>77%</u></b>	<b><u>93%</u></b>	<b><u>61%</u></b>	<b><u>71%</u></b>	<b><u>82%</u></b>
Yes, I will eventually quit my job, but not when I first start my business	57%	82%	38%	49%	58%
Yes, I will quit my job when I start my business	20%	12%	23%	23%	24%
<b><u>Keep Job NET</u></b>	<b><u>15%</u></b>	<b><u>4%</u></b>	<b><u>28%</u></b>	<b><u>16%</u></b>	<b><u>13%</u></b>
No, I will keep my job but work fewer hours	8%	3%	11%	13%	5%
No, I will keep my job and work the same amount of hours	8%	4%	12%	11%	6%
Don't know/Unsure	7%	0%	16%	5%	6%

# Feelings Towards Current Job

Base : Aspirational Entrepreneurs

	ASPIRATIONAL ENTREPRENEURS				
	Average	China	USA	Mexico	France
Stressful	27%	23%	32%	25%	27%
Unfulfilled	26%	32%	29%	17%	28%
Not Challenged	26%	34%	26%	23%	23%
Stagnating	26%	19%	18%	38%	28%
Part of a team	26%	19%	28%	37%	18%
Comfortable	23%	10%	33%	34%	15%
Under-appreciated	23%	14%	34%	14%	29%
Positive	22%	15%	21%	32%	19%
Bored	21%	19%	21%	18%	25%
Appreciated	21%	8%	23%	29%	23%
Helping Others	20%	12%	30%	25%	14%
Uninspiring	20%	16%	20%	31%	13%
Overworked	18%	15%	22%	19%	14%
Motivated	17%	10%	14%	26%	17%
Valued	16%	15%	21%	23%	6%
Complacent	15%	9%	13%	15%	22%
Contributing to Society	12%	9%	15%	15%	8%
Micromanaged	11%	16%	10%	14%	4%
Excited	11%	5%	10%	18%	11%
Abusive	5%	9%	3%	2%	4%

Q55 Which of the following describes how you feel about your current job?/Which of the following describes how you felt about your job prior to starting your own business?





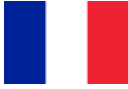
# Feelings Towards Current Job

Base : Current Owners		CURRENT OWNERS				
	Average	China	USA	Mexico	France	
Stressful	36%	32%	46%	32%	33%	
Unfulfilled	28%	22%	44%	23%	23%	
Stagnating	28%	14%	29%	39%	30%	
Overworked	26%	14%	38%	32%	20%	
Under-appreciated	24%	10%	48%	16%	24%	
Not Challenged	24%	28%	22%	23%	24%	
Uninspiring	22%	16%	25%	27%	19%	
Bored	20%	13%	29%	18%	21%	
Positive	18%	15%	17%	30%	11%	
Part of a team	18%	18%	20%	19%	13%	
Comfortable	17%	9%	26%	26%	9%	
Appreciated	14%	12%	10%	23%	13%	
Complacent	14%	11%	16%	19%	11%	
Micromanaged	14%	7%	24%	19%	8%	
Motivated	14%	8%	15%	18%	14%	
Valued	14%	10%	12%	22%	11%	
Helping Others	13%	5%	18%	16%	12%	
Excited	12%	7%	12%	18%	10%	
Contributing to Society	9%	3%	10%	12%	11%	
Abusive	7%	7%	12%	2%	9%	





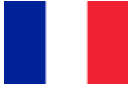
Q55 Which of the following describes how you feel about your current job?/Which of the following describes how you felt about your job prior to starting your own business?

# Entrepreneur Profiles

# Aspirational Entrepreneurs

					
<b>Partnership (% Yes)</b>	32%	39%	27%	32%	29%
<b>Time in Work Force</b>					
<b>&lt;5 Yrs</b>	26%	22%	17%	41%	27%
<b>5 Yrs +</b>	70%	77%	81%	52%	69%
<b>Hours Worked</b>					
<b>40 Hrs or     Less</b>	72%	76%	64%	62%	84%
<b>&gt;40 Hrs</b>	28%	24%	36%	38%	16%

# Current Owners

					
<b>Partnership (% Yes)</b>	32%	35%	17%	37%	39%
<b>Time in Work Force</b>					
<b>&lt;5 Yrs</b>	42%	51%	18%	46%	53%
<b>5 Yrs +</b>	55%	49%	80%	49%	43%
<b>Hours Worked</b>					
<b>40 Hrs or Less</b>	62%	71%	54%	42%	80%
<b>&gt;40 Hrs</b>	38%	29%	46%	58%	20%



# Partnership

Base : Aspirational Entrepreneurs	Aspirational Entrepreneurs				
	Average	China	USA	Mexico	France
Yes	32%	39%	27%	32%	29%
No	47%	50%	49%	47%	44%
Don't Know/Not Sure	21%	11%	25%	21%	27%

# Partnership

Base : Current Owners	Current Owners				
	Average	China	USA	Mexico	France
Yes	32%	35%	17%	37%	39%
No	68%	65%	83%	63%	61%

Q31 Do you have any partners in your business?

# Time in Work Force

Base : Aspirational Entrepreneurs	Aspirational Entrepreneurs				
	Average	China	USA	Mexico	France
I have never been in the work force	4%	1%	2%	8%	4%
I have been in the work force but less than 6 months	3%	0%	2%	6%	3%
6 months - 1 year	4%	0%	1%	9%	5%
2-3 years	8%	7%	4%	11%	11%
4-5 years	11%	15%	10%	13%	8%
<b><u>5 OR MORE YEARS (NET)</u></b>	<b><u>70%</u></b>	<b><u>77%</u></b>	<b><u>81%</u></b>	<b><u>52%</u></b>	<b><u>69%</u></b>
6-10 years	18%	35%	11%	16%	11%
11 to 15 years	16%	23%	13%	9%	19%
16-20 years	10%	11%	7%	6%	15%
More than 20 years	26%	9%	50%	20%	24%

Q51 About how long have you been in the work force?/About how long were you in the work force before you started your business?

# Time in Work Force

Base : Current Owners	Current Owners				
	Average	China	USA	Mexico	France
I have never been in the work force	3%	0%	2%	5%	4%
I have been in the work force but less than 6 months	3%	0%	1%	5%	6%
6 months - 1 year	11%	17%	4%	11%	14%
2-3 years	15%	18%	5%	15%	22%
4-5 years	12%	15%	8%	16%	11%
<b><u>5 OR MORE YEARS (NET)</u></b>	<b><u>55%</u></b>	<b><u>49%</u></b>	<b><u>80%</u></b>	<b><u>49%</u></b>	<b><u>43%</u></b>
6-10 years	24%	35%	17%	22%	21%
11 to 15 years	14%	10%	22%	15%	10%
16-20 years	7%	4%	15%	5%	5%
More than 20 years	10%	1%	26%	7%	7%

Q51 About how long have you been in the work force?/About how long were you in the work force before you started your business?

# Employment Type

Base : Aspirational Entrepreneurs	Aspirational Entrepreneurs				
	Average	China	USA	Mexico	France
Middle management and professional (accountant, doctor, etc.)	30%	41%	29%	30%	20%
White collar, clerical (non-supervisory)	23%	23%	28%	20%	20%
Executive, director, senior administrative, senior management	12%	19%	8%	13%	10%
Technician, minor administrative	10%	14%	5%	9%	14%
Sales person	7%	3%	6%	13%	5%
Skilled/unskilled labour	5%	1%	6%	3%	11%
Service and protective worker (e.g. police, fire service, etc.)	3%	1%	3%	1%	8%
Prefer not to answer	10%	0%	15%	11%	13%

Q52 Which of the following categories best describes your current employment/before you started your business?

# Employment Type

Base : Current Owners	Current Owners				
	Average	China	USA	Mexico	France
Middle management and professional (accountant, doctor, etc.)	26%	22%	28%	33%	22%
White collar, clerical (non-supervisory)	23%	23%	28%	17%	23%
Executive, director, senior administrative, senior management	16%	23%	12%	21%	7%
Technician, minor administrative	11%	15%	3%	13%	13%
Sales person	10%	10%	11%	10%	8%
Skilled/unskilled labour	9%	7%	11%	4%	12%
Service and protective worker (e.g. police, fire service, etc.)	2%	0%	1%	0%	9%
Prefer not to answer	4%	0%	6%	2%	7%

Q52 Which of the following categories best describes your current employment/before you started your business?

# Hours Worked

Base : Aspirational Entrepreneurs	Aspirational Entrepreneurs				
	Average	China	USA	Mexico	France
<b><u>40 or Less (NET)</u></b>	<b><u>72%</u></b>	<b><u>76%</u></b>	<b><u>64%</u></b>	<b><u>62%</u></b>	<b><u>84%</u></b>
Less than 10	7%	1%	11%	5%	9%
11-20	6%	1%	10%	9%	6%
21-30	11%	4%	15%	13%	12%
31-35	14%	19%	6%	9%	22%
36-40	33%	51%	22%	25%	35%
<b><u>More than 40 (NET)</u></b>	<b><u>28%</u></b>	<b><u>24%</u></b>	<b><u>36%</u></b>	<b><u>38%</u></b>	<b><u>16%</u></b>
41-45	14%	17%	18%	12%	10%
46-50	8%	5%	10%	12%	4%
51-55	3%	1%	3%	5%	2%
56-60	1%	0%	2%	3%	0%
61 or more	2%	1%	2%	5%	1%

Q54 On average, how many hours do you work in a typical week?/On average, how many hours did you work in your job prior to starting your own business in a typical week?

# Hours Worked

Base : Current Owners	Current Owners				
	Average	China	USA	Mexico	France
<b><u>40 or Less (NET)</u></b>	<b><u>62%</u></b>	<b><u>71%</u></b>	<b><u>54%</u></b>	<b><u>42%</u></b>	<b><u>80%</u></b>
Less than 10	4%	2%	2%	6%	7%
11-20	5%	1%	8%	6%	6%
21-30	8%	3%	7%	7%	13%
31-35	16%	30%	4%	8%	23%
36-40	28%	36%	33%	14%	32%
<b><u>More than 40 (NET)</u></b>	<b><u>38%</u></b>	<b><u>29%</u></b>	<b><u>46%</u></b>	<b><u>58%</u></b>	<b><u>20%</u></b>
41-45	20%	22%	21%	19%	17%
46-50	11%	6%	12%	21%	3%
51-55	2%	0%	3%	4%	0%
56-60	4%	1%	7%	6%	0%
61 or more	3%	0%	2%	8%	0%

Q54 On average, how many hours do you work in a typical week?/On average, how many hours did you work in your job prior to starting your own business in a typical week?








# Time Ran Own Business

Base : Current Owners	CURRENT OWNERS				
	Average	China	USA	Mexico	France
Less than a year	20%	13%	20%	28%	21%
Between one and two years	46%	42%	45%	42%	56%
Between two and three years	34%	45%	35%	31%	23%






# Demographics

# Aspirational Entrepreneurs

					
<b>Age</b>					
<b>18-34</b>	39%	34%	34%	49%	36%
<b>35-54</b>	48%	75%	35%	41%	53%
<b>55-64</b>	13%	1%	31%	10%	11%
<b>Relationship Status*</b>					
<b>Yes</b>	69%	90%	62%	54%	71%
<b>No</b>	31%	10%	38%	66%	29%
<b>Children in Household</b>					
<b>Yes</b>	53%	65%	48%	43%	47%

\* Yes = Living with partner & Married  
 No = Single, never married, Divorced/Separated, Widowed, other

# Current Owners

					
<b>Age</b>					
<b>18-34</b>	46%	55%	37%	45%	46%
<b>35-54</b>	47%	45%	51%	45%	48%
<b>55-64</b>	7%	0%	12%	10%	6%
<b>Relationship Status*</b>					
<b>Yes</b>	75%	88%	68%	63%	79%
<b>No</b>	25%	12%	32%	37%	21%
<b>Children in Household</b>					
<b>Yes</b>	59%	79%	39%	59%	58%

\* Yes = Living with partner & Married  
 No = Single, never married, Divorced/Separated, Widowed, other

# ***Women Entrepreneurs***

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