





Building an enterprising culture

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Agenda

- Entrepreneurs, who are they?
- How can we observe if an culture stimulates entrepreneurship?
- How can culture be influenced?
- Building an enterprising culture: Experiences from the Europrise Entrepreneurial Education Programme



Bodø Graduate School of Business currently offer in dept entrepreneurship Programs at Bachelor, Master, and Ph.d level. For practitioners Europrise and Firmstart (both in cooperation with the Knowledge Park www.kpb.no)



Entrepreneurs

- The Norwegian entrepreneur tends to be:
 - 37,5 years of age
 - 25 % females
 - 19% had partners in the start up
 - 16% had previous start up experience
 - 67% starts in service, 20% in production
 - 55 % had no first sales at point of registration, 6 months later, 89% still without employees, 83% had not paid any wages to the entrepreneur yet



Entrepreneurs

- 74% had no mortgage or other loan
- 51% had invested less than 11500 euro
- Only 20% pursue growth.
- 44% av new firms function as part time or hobby activity for the founder
- 11% have employees
- Eg: there is a lot of careful "training" going on among the entrepreneurs.
- And a lot of potential for both wealth creation and growth unused.



How can we observe if an culture stimulates Entrepreneurship?



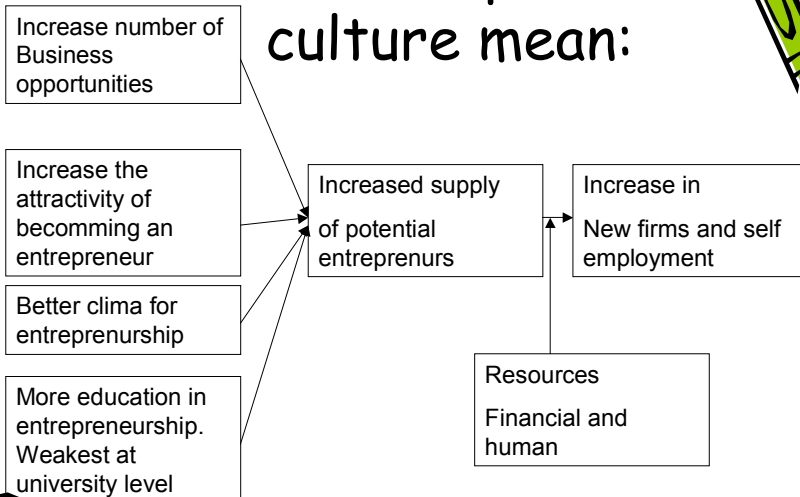
If the environment and the culture shape which entrepreneurs and firms we get, one might expect that positive environments can be observed by:

- The availability of education in entrepreneurship and small business management.
- Availability of viable business opportunities
- Peoples preferences towards self employment (proportion preferring this type of career)
 - Positive attitudes and intentions towards self employment
- The proportion of the population actually trying to start a new business
- The proportion succeeding in doing so
- The proportion of the population being entrepreneurs or self employed
- The potential in the new businesses being founded
 - Small or large, industry, technology, rural/plural and employees or not
- The proportion of Entrepreneurs preferring to not be an entrepreneur (employee)
- The proportion of entrepreneurs with growth intentions
- Equal perception of the attractivety of being an entrepreneur among entrepreneurs and the rest of the population.

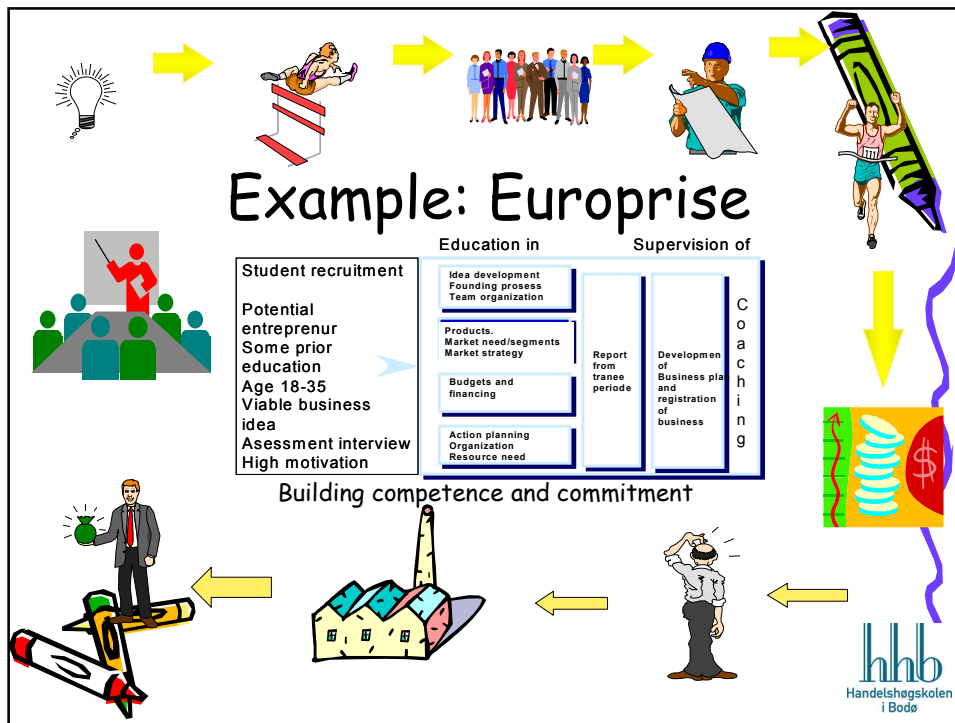


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More entrepreneurial culture mean:





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Europrice resources

- App. 35 students recruited from most of Norway
- 5 events each 4,5 days including one international
- Project node in Bodø (The Knowledge Park and Bodø Graduate School of Business) plus 7 participating regional universities
- Sponsors: Innovation Norway, County administrations, municipalities, The Knowledge Park in Bodø, and the 7 Regional Universities.
- Founding rate of participants: Between 73% and 85% in each class.

Enterprise culture in Europrise

- Focus on
 - Bringing young potential entrepreneurs together over time
 - Idea development
 - Education in the concept of entrepreneurship
 - Building the right attitudes
 - Learning how to find resources
 - Learning from each other and the instructors
 - Create an rich and motivating environment both when working at home, and at the gatherings
 - Focus on progress, business (money), personal development, goal achievement and problem solving
 - Creating new businesses

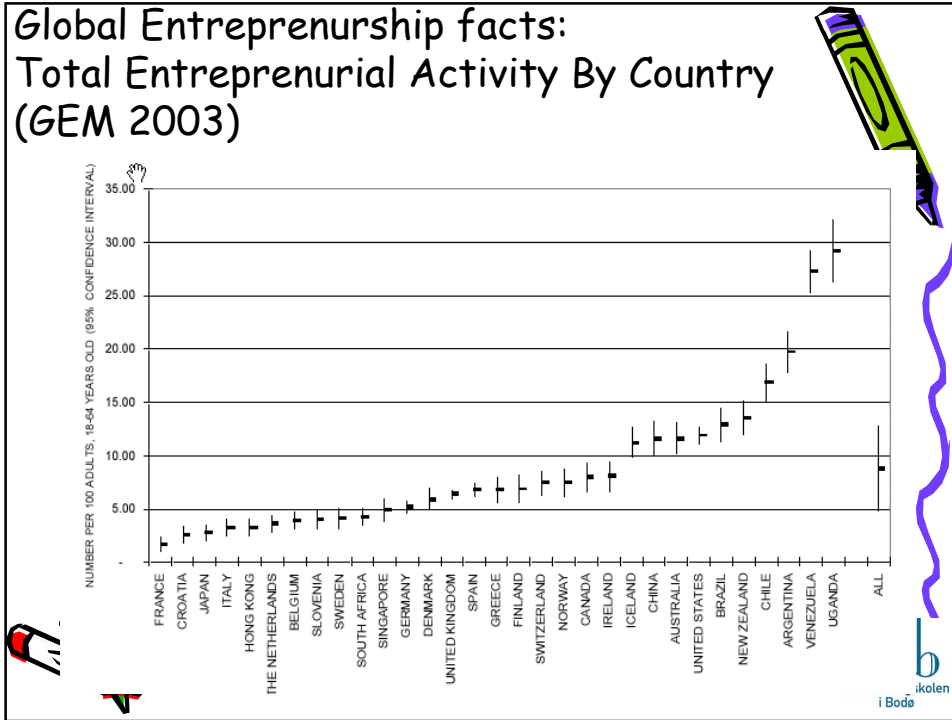


Conclusions

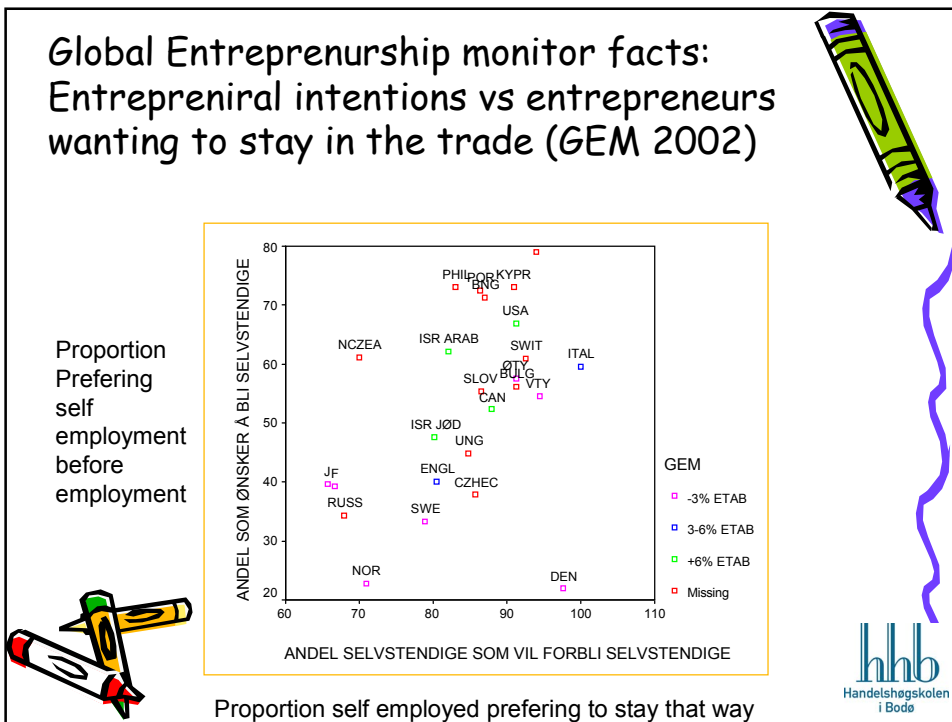
- Building positive entrepreneurial cultures can release significant potential for new wealth creation and new jobs
- First priority should be on education (deeper and more long term especially at higher level).
- Then on making it more attractive becoming and being an entrepreneur
- And be much more positive towards entrepreneurs in our local communities.



Global Entrepreneurship facts: Total Entrepreneurial Activity By Country (GEM 2003)



Global Entrepreneurship monitor facts: Entrepreneurial intentions vs entrepreneurs wanting to stay in the trade (GEM 2002)



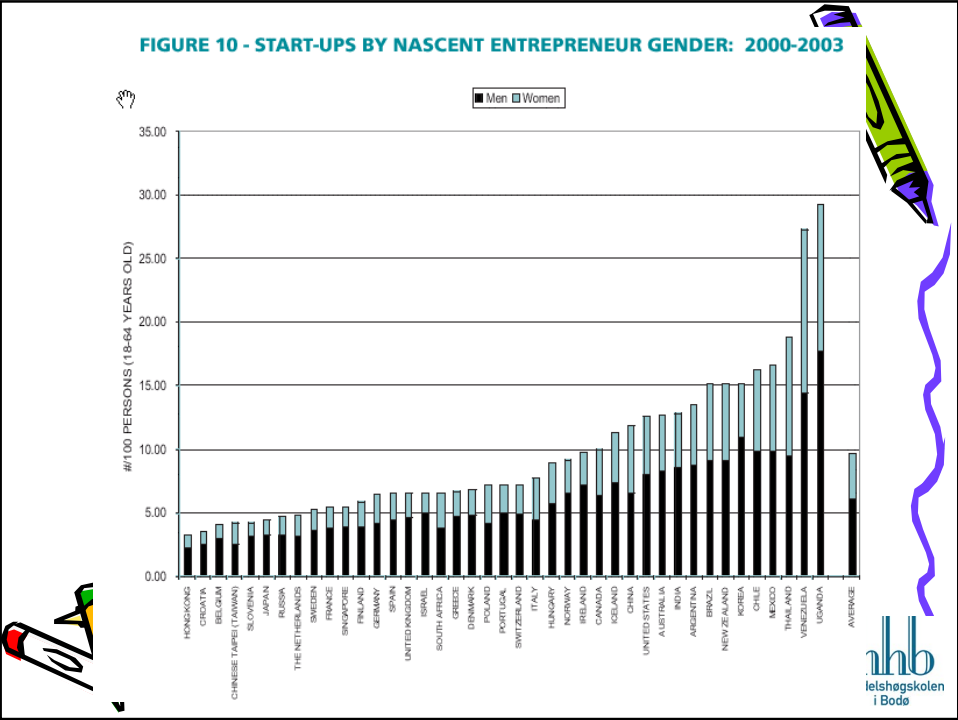


TABLE 14 ENTREPRENEURIAL FIRMS: GENDER AND AGE OF OWNERS

	Start-Up Firms	New Firms, Not Entrepreneurial	Entrepreneurial Firms	Established Businesses
Men	57.9 %	58.3 %	71.9 %	61.3 %
Women	42.1 %	41.7 %	28.1 %	38.7 %
	100.0 %	100.0 %	100.0 %	100.0 %
18-24 Years Old	12.0 %	11.5 %	10.9 %	3.4 %
25-34 Years Old	32.3 %	34.6 %	36.0 %	22.4 %
35-44 Years Old	30.6 %	28.0 %	29.5 %	34.4 %
45-54 Years Old	17.4 %	18.2 %	15.9 %	26.1 %
55-64 Years Old	6.7 %	6.9 %	6.5 %	11.1 %
65-up Years Old	1.0 %	0.8 %	1.1 %	2.5 %
Total	100.0 %	100.0 %	100.0 %	100.0 %
Number	8,450	8,022	2,988	13,259
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