Start-ups, Spin-outs and Enterprise

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Overview of Presentation

1. What do we know about attitudes to enterprise?
2. A framework for creating a local enterprising culture
3. A Case Study

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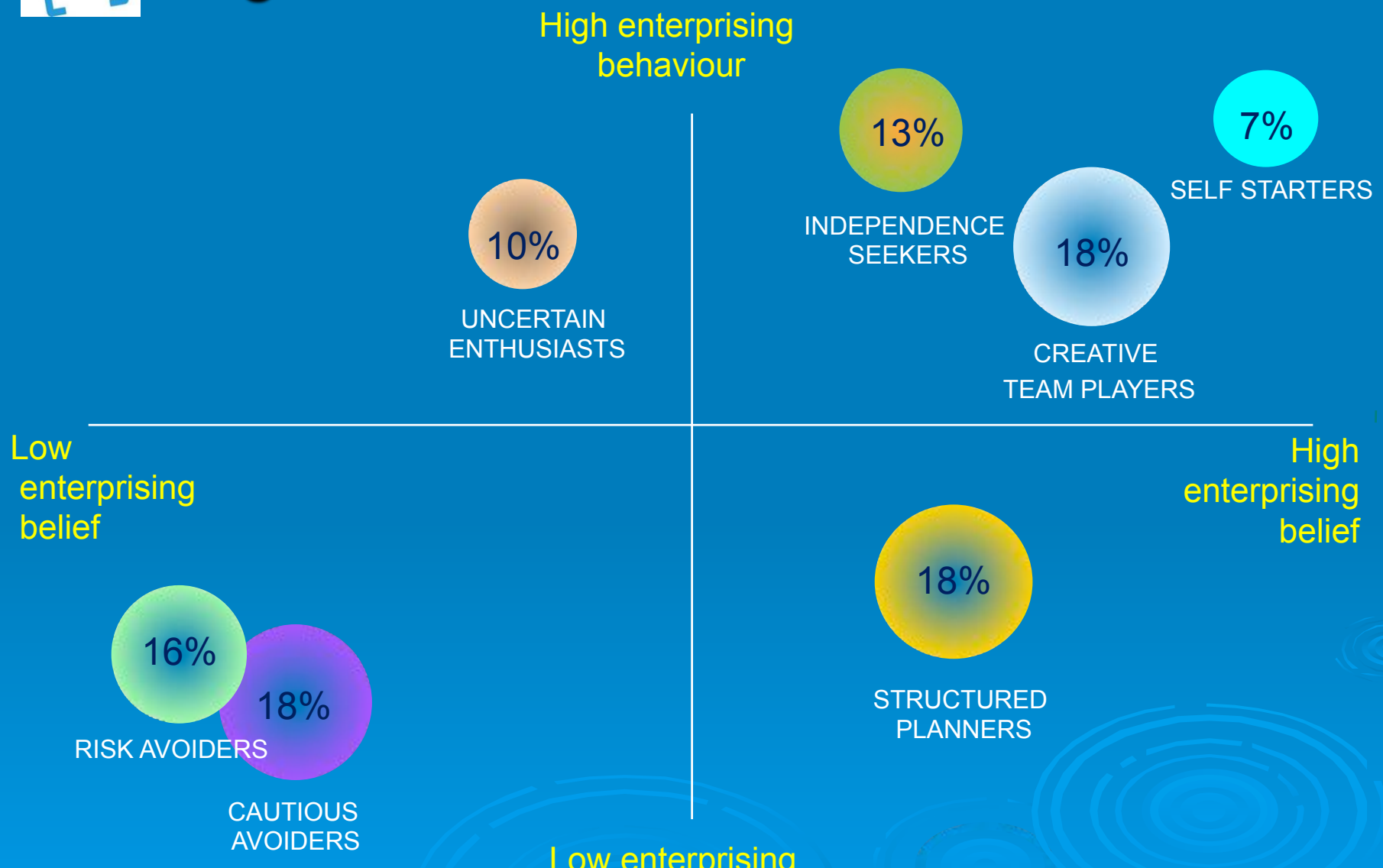
segmentation research into attitudes



How enterprising is the UK?

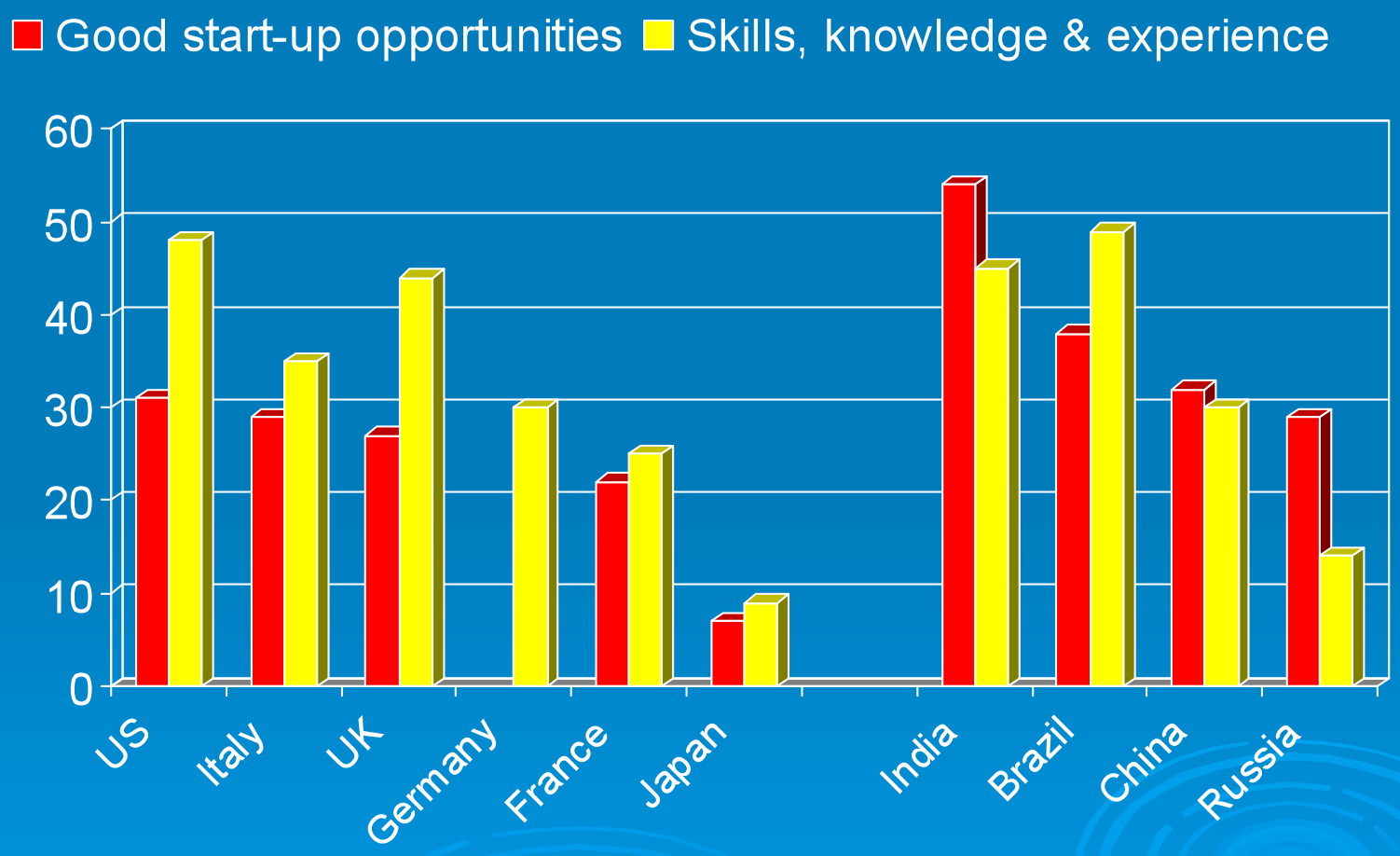
Table 1[i]

Attitudes towards entrepreneurship in participating G7 and BRIC countries in 2008 - percentage of working age population who are neither nascent entrepreneurs nor existing business owner/managers, who expressed an opinion and agreed with the statement at the top of the column

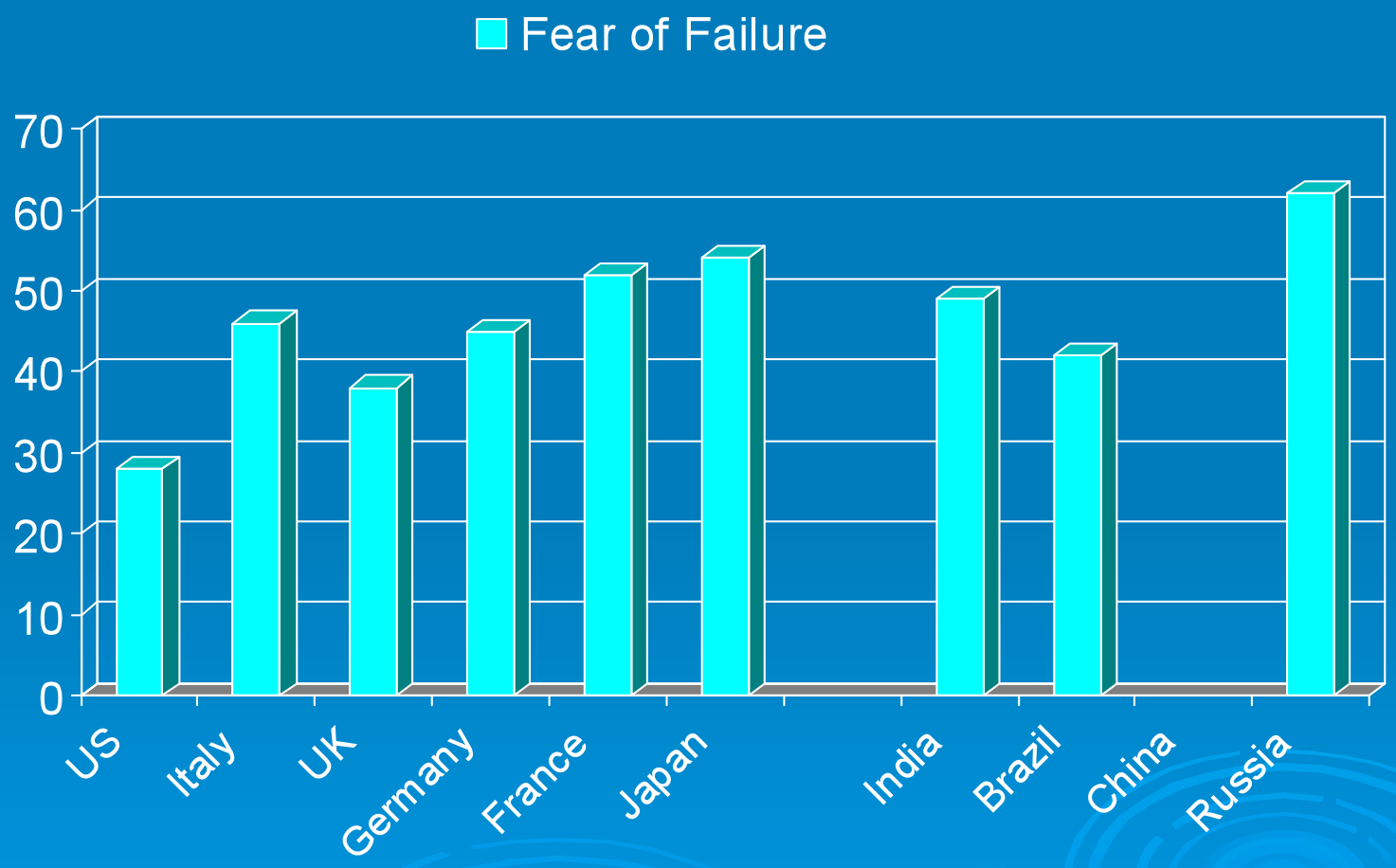
(Source: GEM APS 2008 and GEM Executive Report 2007)

	I know someone who has started a business in the last 2 years	There are good start-up opportunities where I live in the next 6 months	I have the skills, knowledge and experience to start a business	Fear of failure would prevent me starting a business (for those who agree there are good startup opportunities)
G7				
UK	**24**	**27**	**44**	**38**
France	33	22	25	52
Germany	29		30	45
Italy	30	29	35	46
Japan	21	7	9	54
US	33	31	48	28
G7 average	28	23	32	44
BRIC				
Brazil	44	38	49	42
Russia	33	29	14	62
India	56	54	45	49
China (2007)	n/a	32	30	n/a

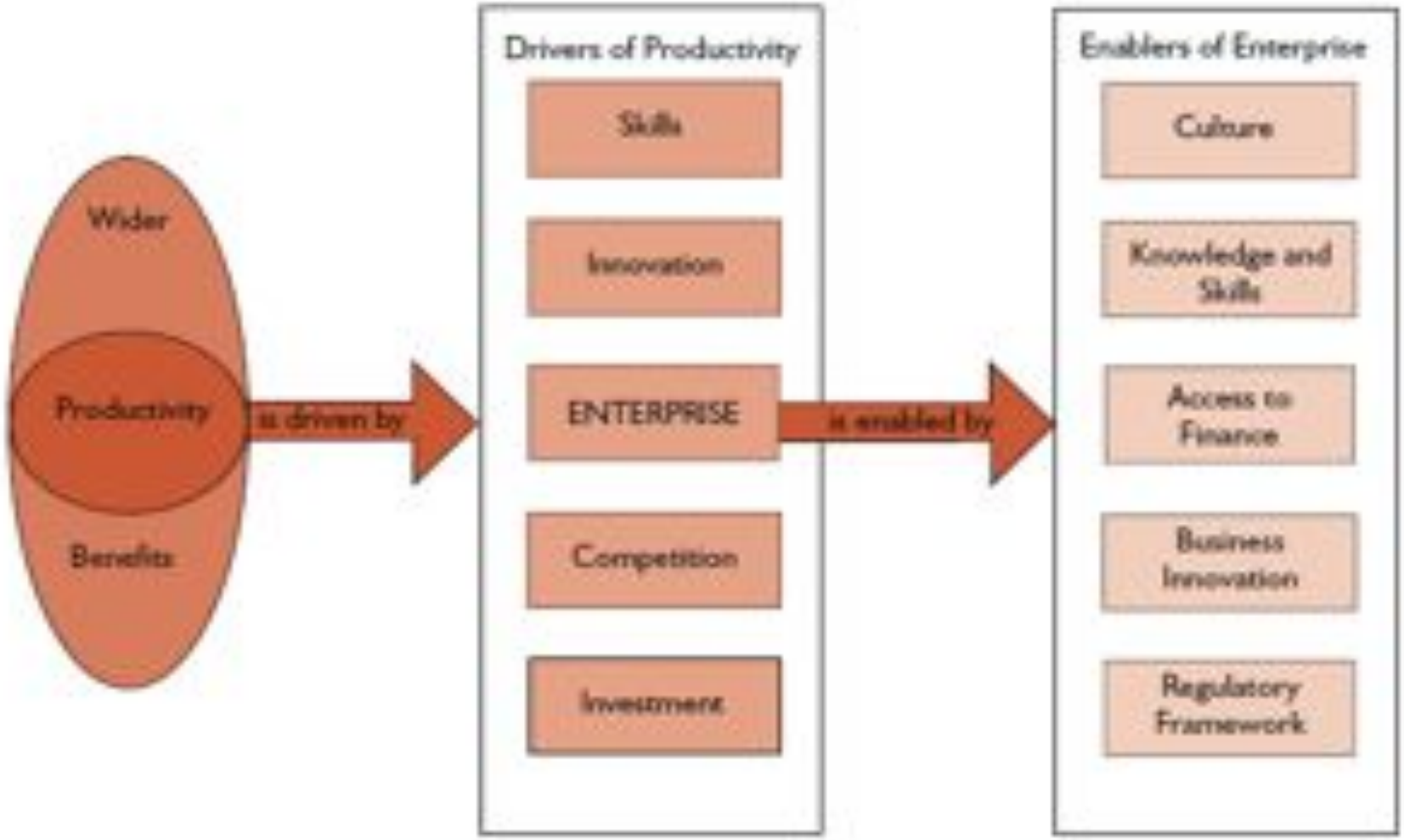
attitudes – international comparisons



attitudes – international comparisons

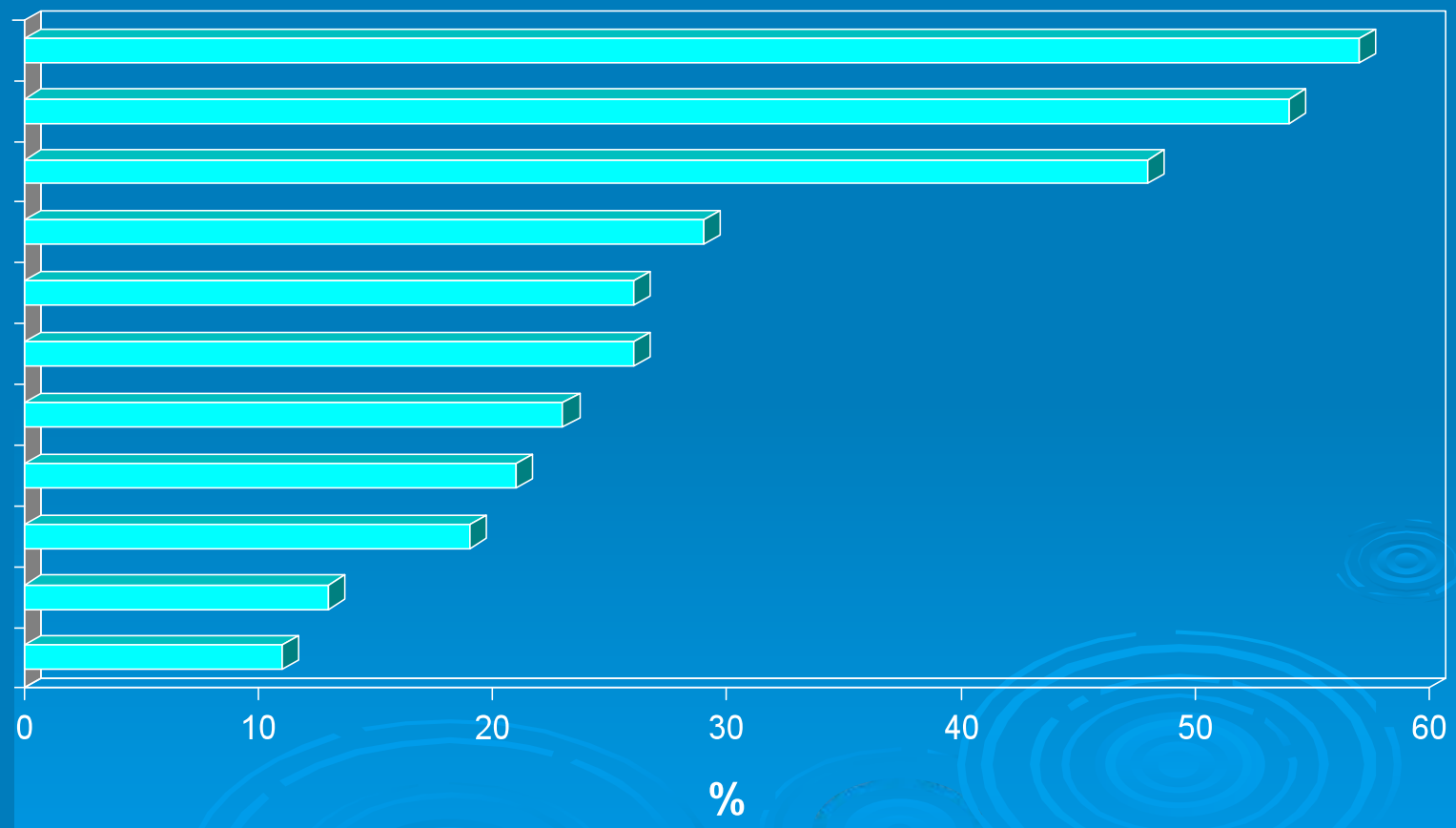


enterprise enablers



‘where to get help?’

N=2019 (16-30 yrs)



some perceived barriers

- Access to finance (57%)
- Lack of business idea (41%)
- Current financial climate
- Lack of suitable contacts
- Local area not good for business (63%)

Creating a climate for Enterprise growth

Partnerships to…

- jointly change perceptions
  - local culture and opportunity
  - type of help available
- give access to a broader range of support
  - financial support
  - entrepreneur role models and mentors
- remove barriers and supply enablers

partners

local authority
regional development agencies
campaigning and brokering agencies
regeneration agencies
College and HE
local enterprise initiative
sector membership organisations
local SMEs
chamber of commerce
local banks
business link

framework for local growth

- Business start-up incentives
- Access to services
- Access to trading
- Market creation
- Supply of resources or local infrastructure
- Enterprise networks
- Support – business, technological, mentor
- A strategic plan
- Investment opportunities

for instance….

Local hub in deprived area - East of England

- Set up a ‘Community Interest Company’
- £1.5m capital investment
- Focus on ‘green’ technologies
- Start-up support and advice
- Loans
- Office/work spaces
- Access to free business support and training
- ‘take control today’ and ‘passion into profit’ events
- 900 enterprise events
- Extension of HE technology hubs into locality
- College focus on enterprise education and business start-up training
- Competitions in local schools
- Involvement of local Chambers, NESTA, the Alchemy Centre, YES project
- Local research and reports
- Media exposure
- Political support and buy-in
- Engaging and motivating local entrepreneur ambassadors for ‘inspiration’
- Enterprising Places Network
- 83 new businesses

partnership model for growth

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