



Επιχειρηματικότητα και Καινοτομία
Start up - Entrepreneurship and Innovation

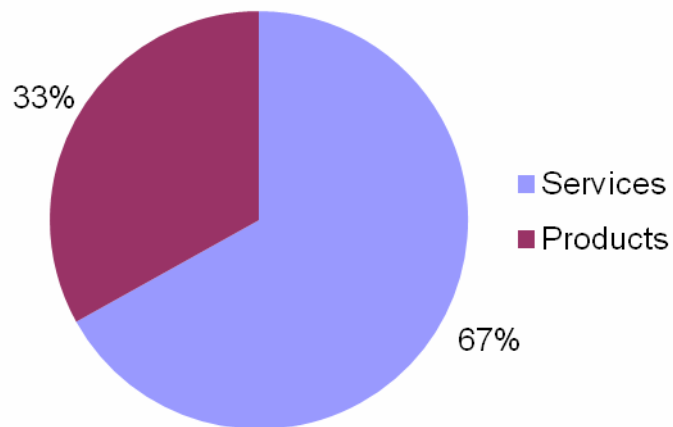
**RESULTS OF SURVEY FOR
ENTREPRENEURSHIP IN GREECE**

May 2012

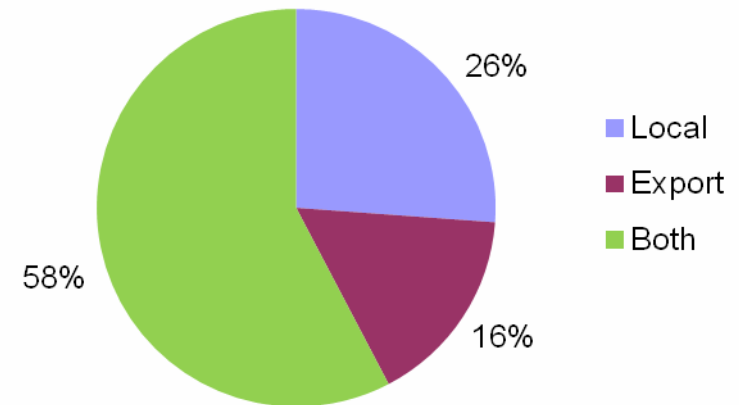
Survey sample characteristics

- 2 out of 3 are involved in the services sector.
- Export orientation is important

Business sector of survey sample

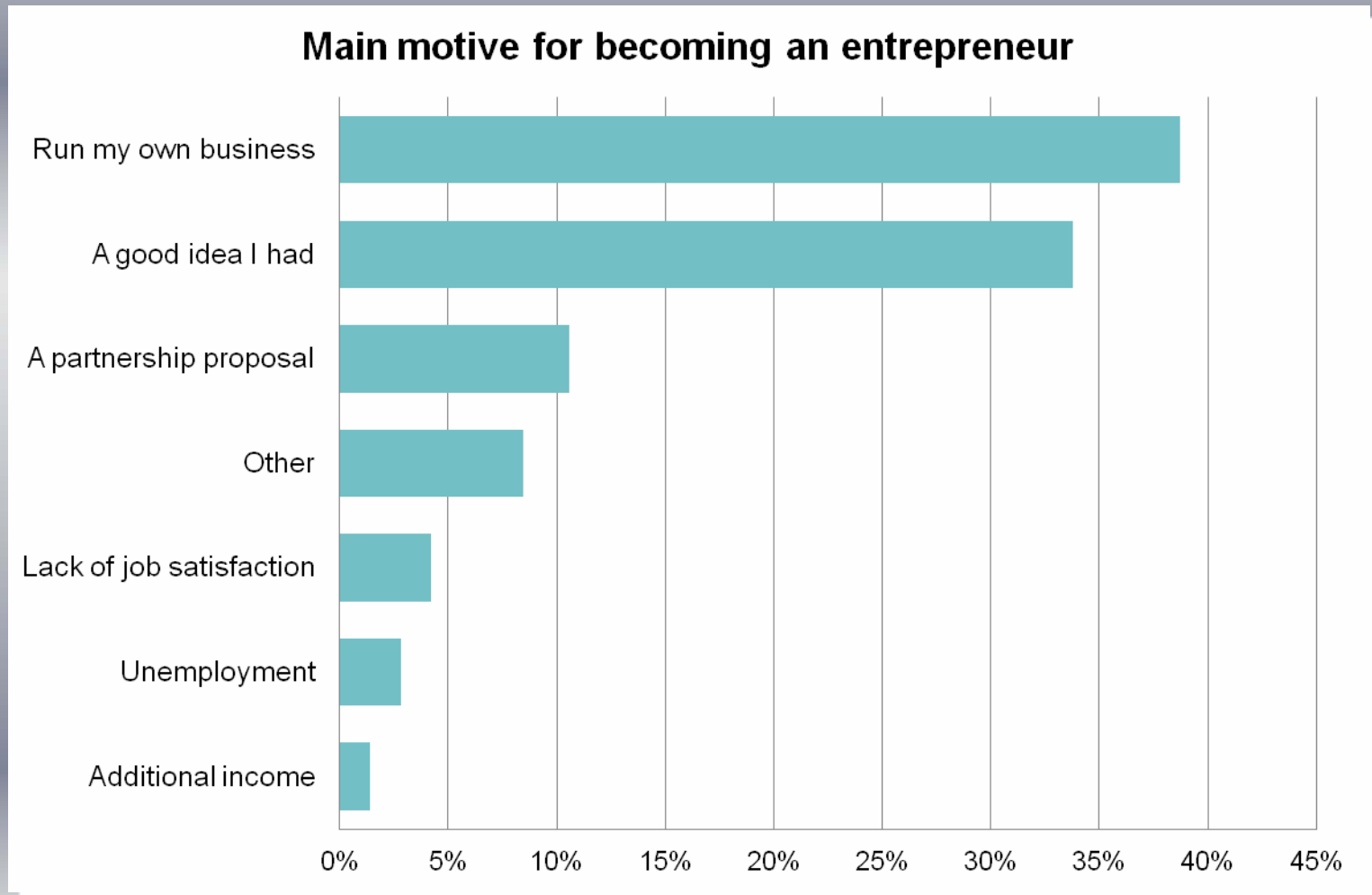


Business orientation of sample



Motives for entrepreneurship

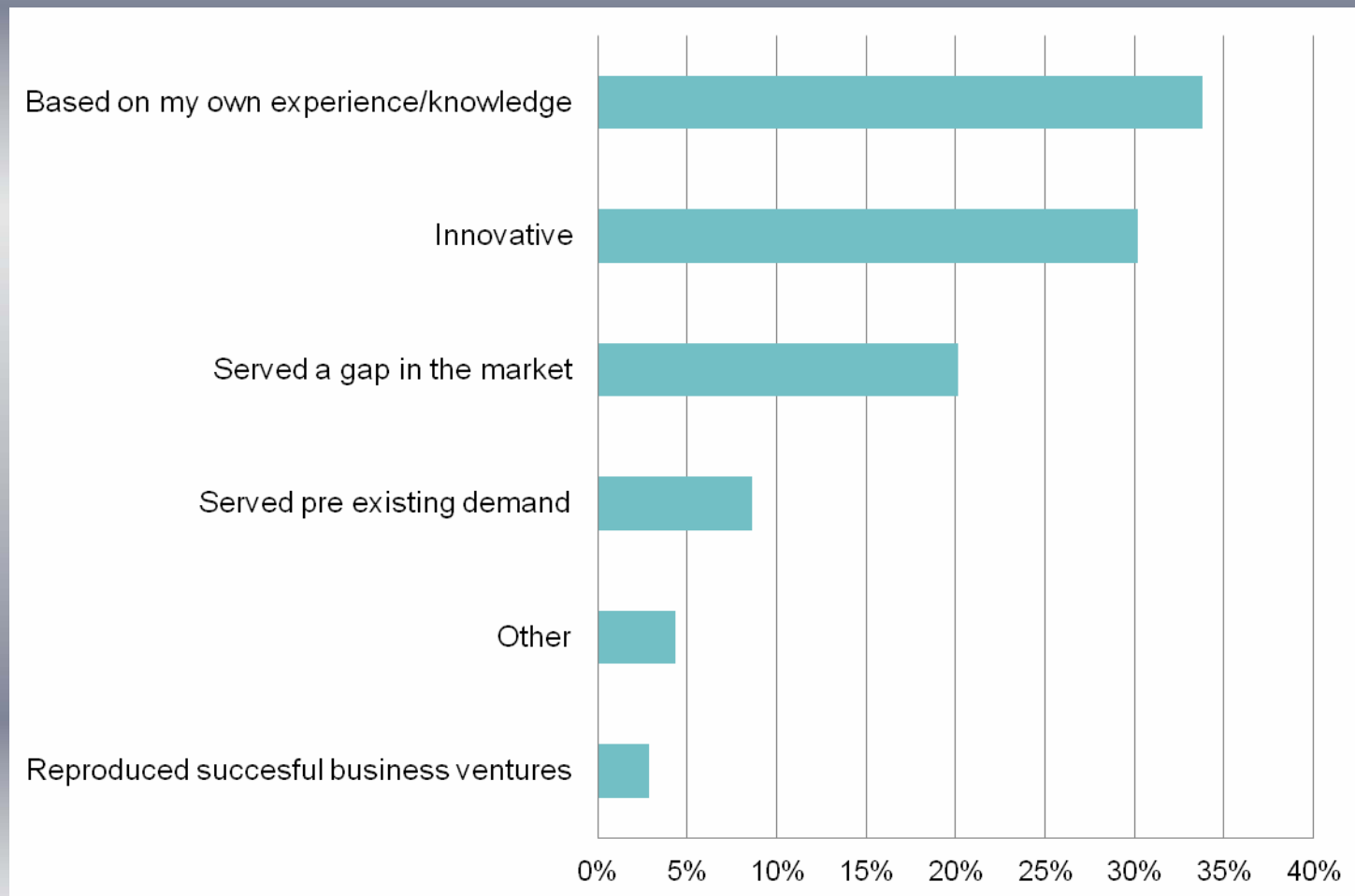
About 1/3 were seeking professional independence and another 1/3 wanted to exploit a good idea they had.



Motives for entrepreneurship

The business concept was based on either previous experience or innovation.

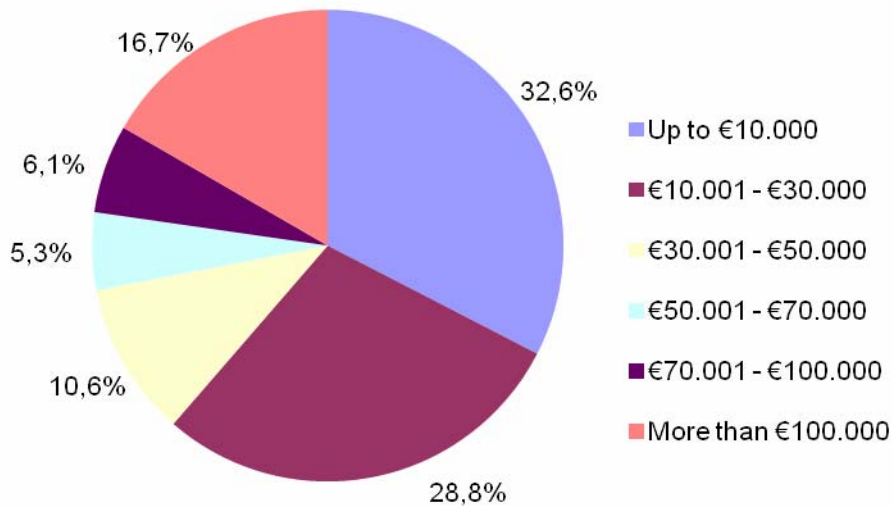
- 1/2 who started with a good idea stated it was also innovative
- 1/2 who wanted their own business relied on their previous experience



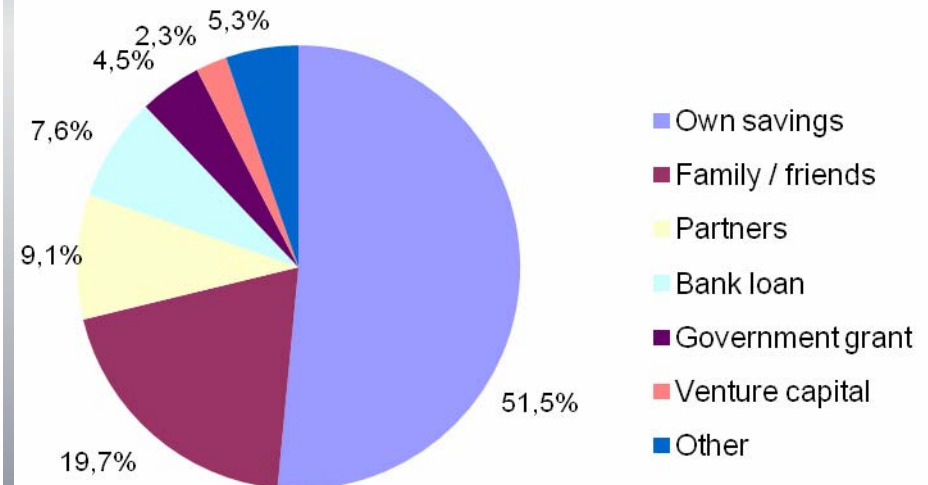
Funding startup entrepreneurship

- 60% of new ventures required relatively low startup capital (< 30K€)
- Over half of new ventures were self funded

Startup capital



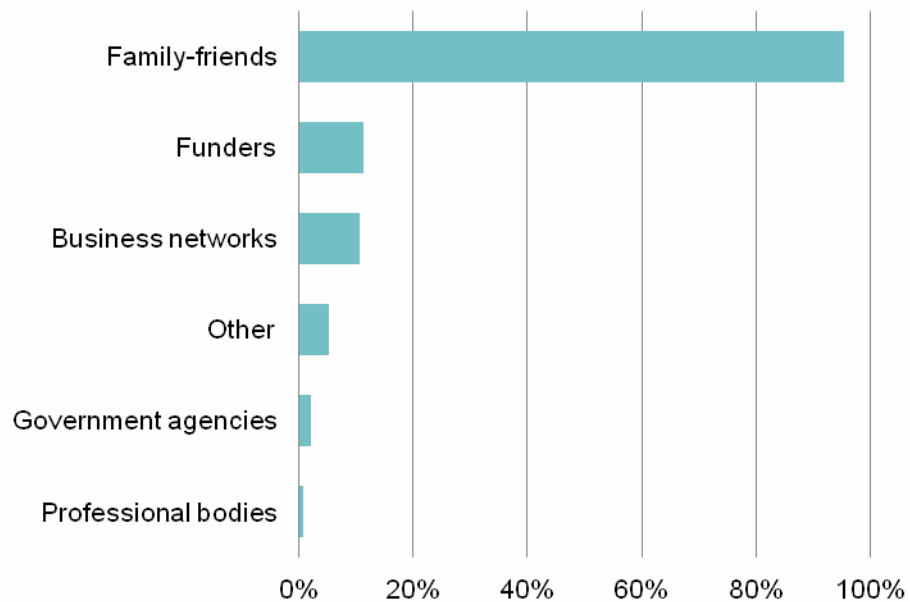
Source of funding



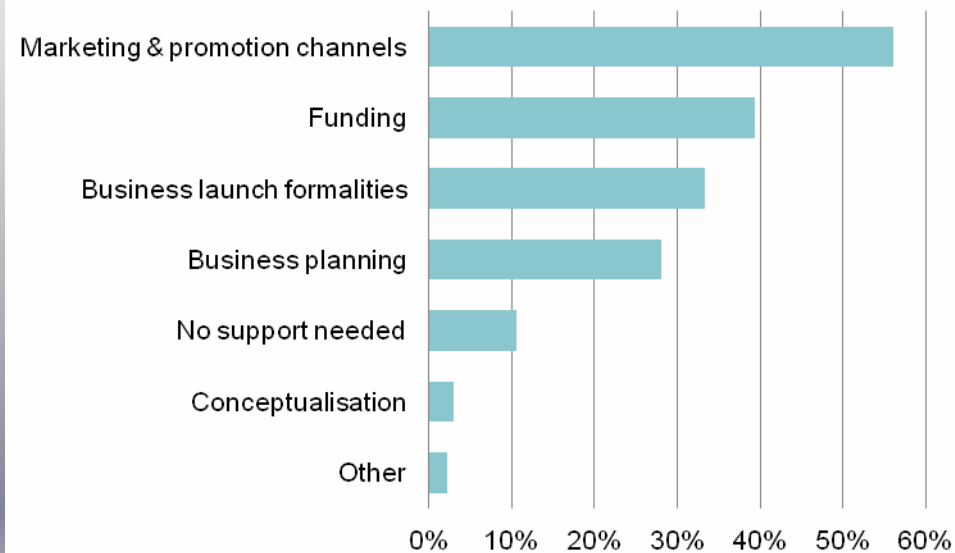
Supporting entrepreneurship

- Family and friends were the main source of support
- Support was required mostly in marketing/promotions and funding

Sources of support



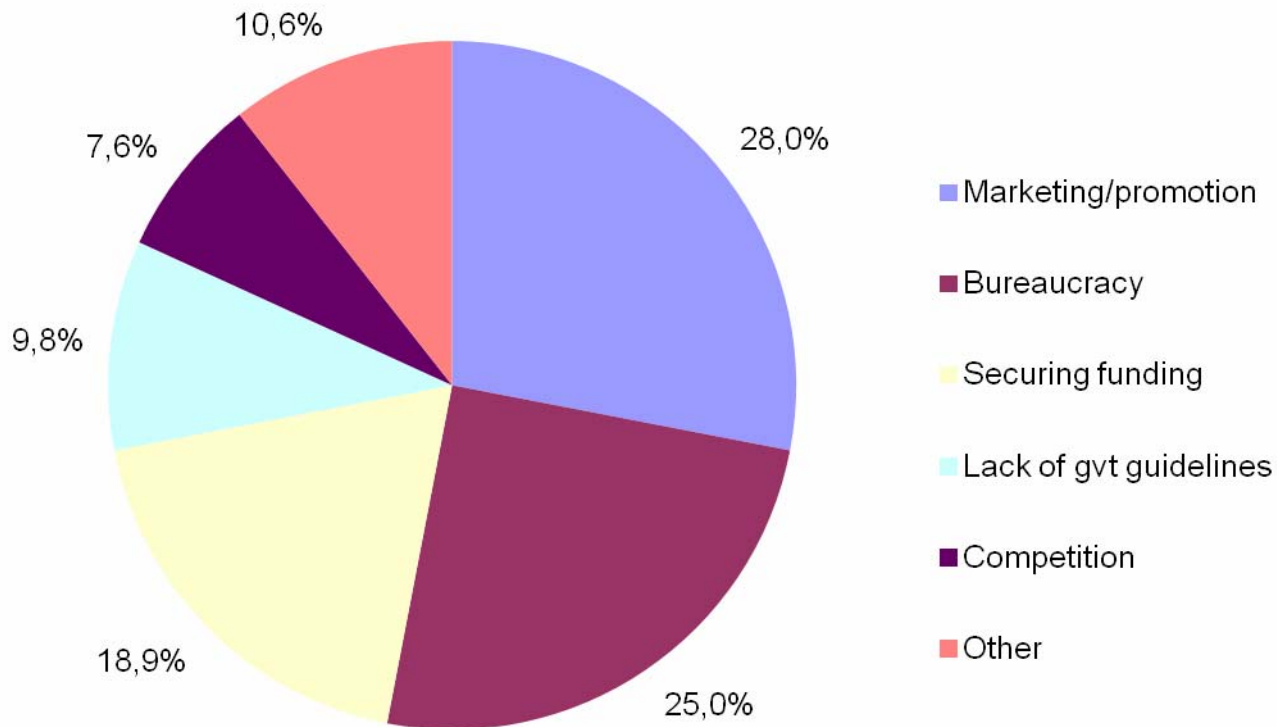
Areas/stages where most support needed



Main setbacks for entrepreneurship

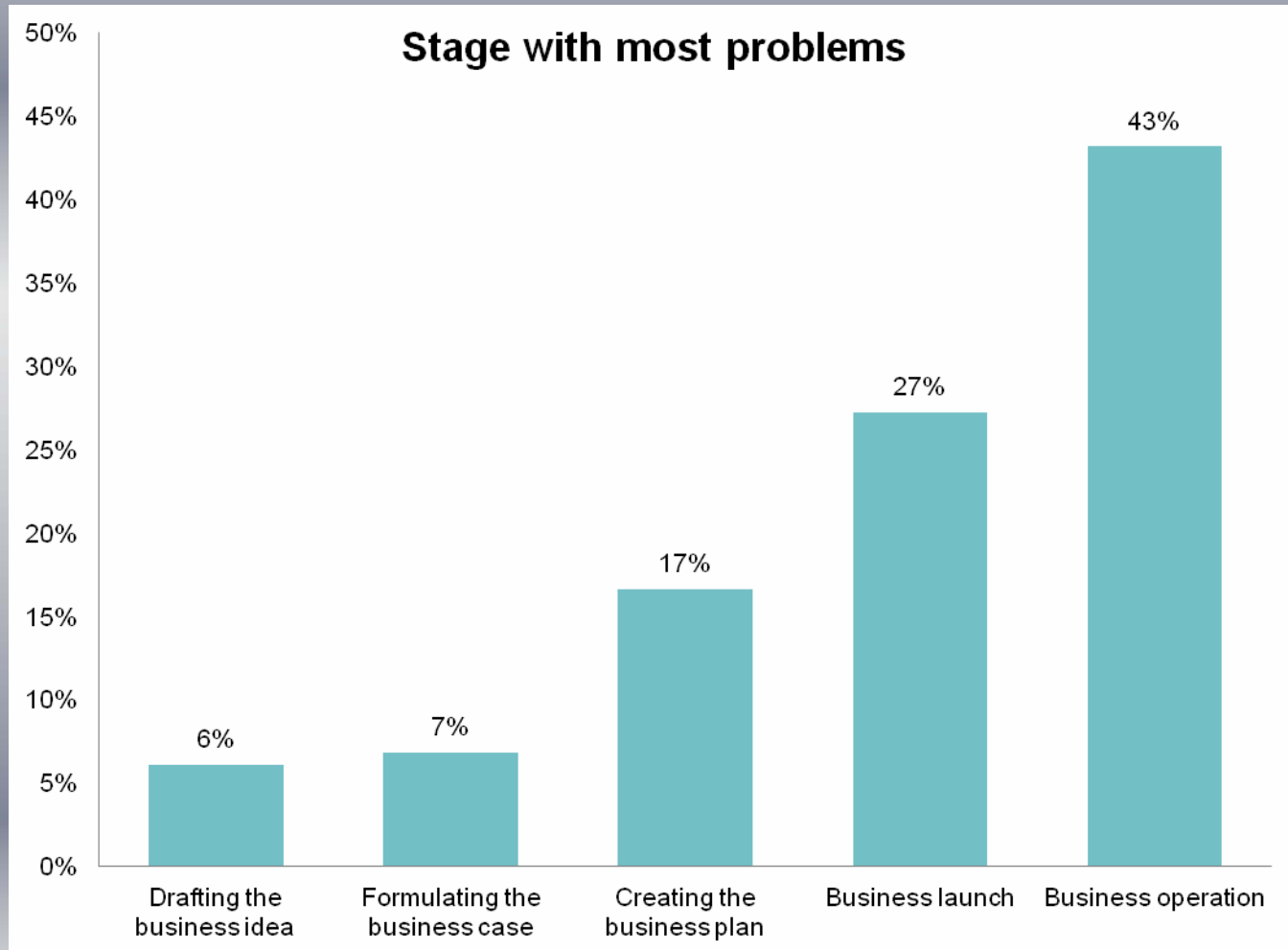
Marketing the service/product, bureaucracy and funding were indicated as the main areas of concern

Main problem during start-up phase



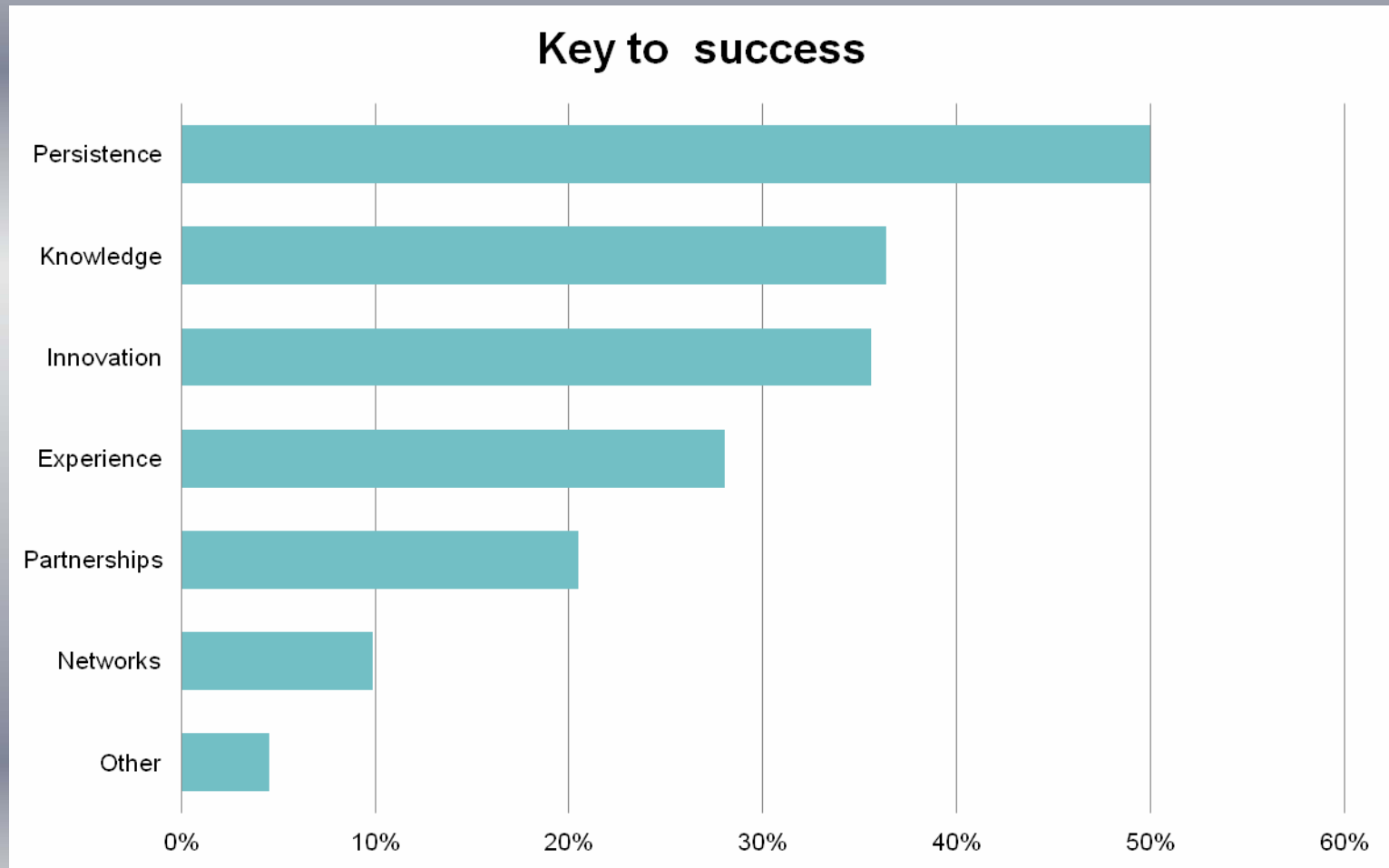
Main setbacks for entrepreneurship

Problems increase as the business develops



Entrepreneurship success factors

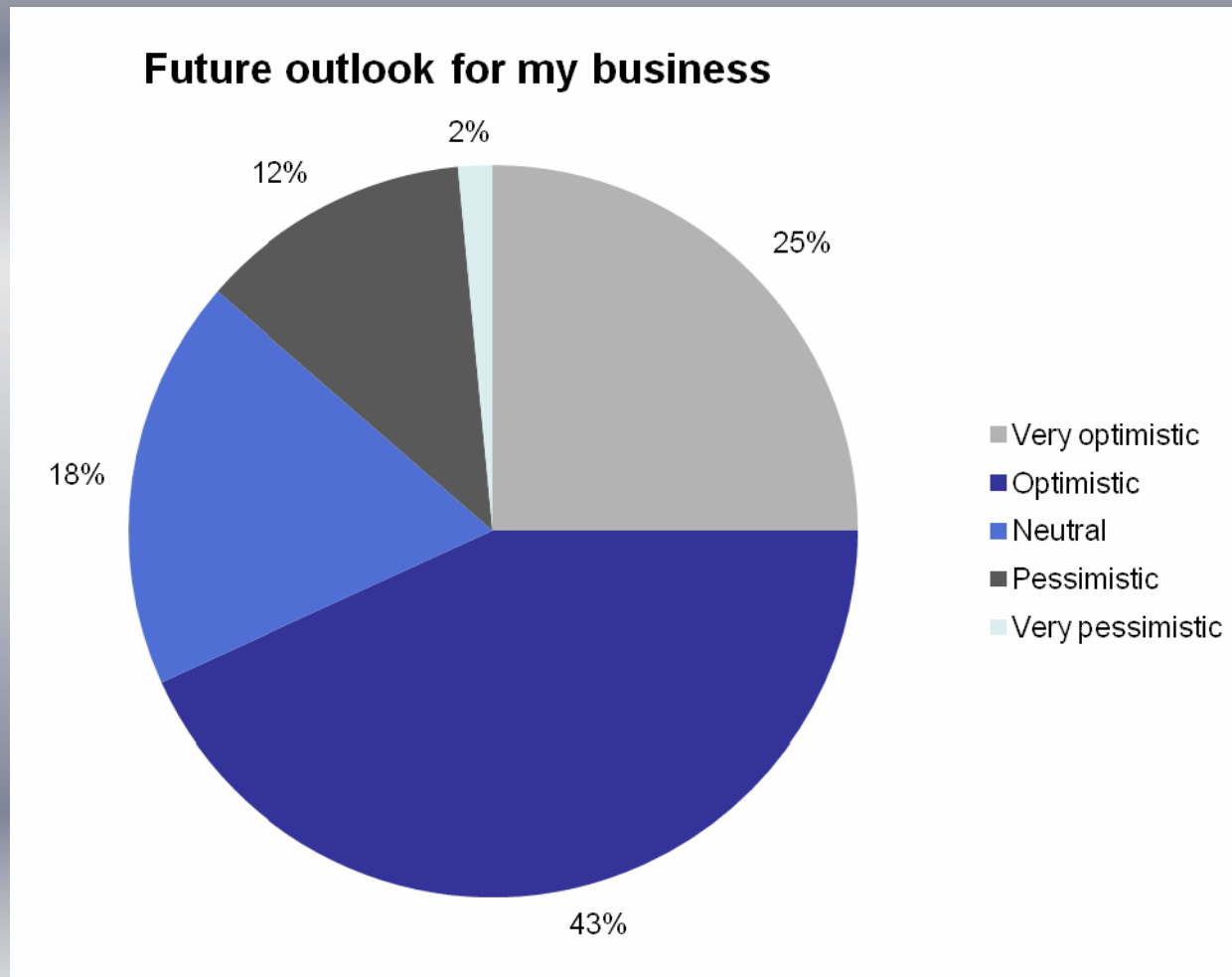
Knowledge and innovation are the key ingredients to success but must be matched with persistence



Future outlook

Optimistic: 2 out of 3 have a positive expectation for their business

The level of optimism decreases in older entrepreneurs with higher investments that were created to serve pre-existing demand in local markets.



Survey general conclusion

Profile of start up entrepreneurship likely to have positive outlook for the future and increased probability for success:

**young entrepreneurs
with low initial investment
using innovative ideas
and have export orientation**



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For any additional information or any comments
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