Millennials recognize the importance of entrepreneurship but don’t see it as a viable path for themselves

- 72% Believe startups & entrepreneurship are essential for the U.S. economy
- 78% Consider people they know working for startups a success
- 62% Have considered starting their own business
- 55% Believe their generation is more entrepreneurial than the previous

**BUT...**

Millennials are actually on track to be the least entrepreneurial generation in recent memory

- 30 years old & self employed:
  - Millennials: 4%
  - Gen X: 5.4%
  - Baby Boomers: 6.7%

Even though 71 percent of Millennials believe that taking risks and being willing to fail is important to getting ahead, a plurality believe sticking with one company is the best way to advance their career

- 44% Think working their way up the ladder is the best way to advance their career
- 25% Believe that job-hopping is the surest path to success
- 22% Believe that starting one’s own company offers the greatest chance of success

African American women are the only Millennial demographic in which a plurality believe that starting your own business is the best way to get ahead

But women and minority entrepreneurs face especially high financing barriers

- Only 1% of venture backed startup founders are minorities.
- Women entrepreneurs receive only $1 of every $23 of small business lending.
- Women and minorities both start businesses with half the capital of white men.

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1 Small Business Administration. 2 CB Insights. 3 National Women’s Business Council. 4 The Hamilton Project.