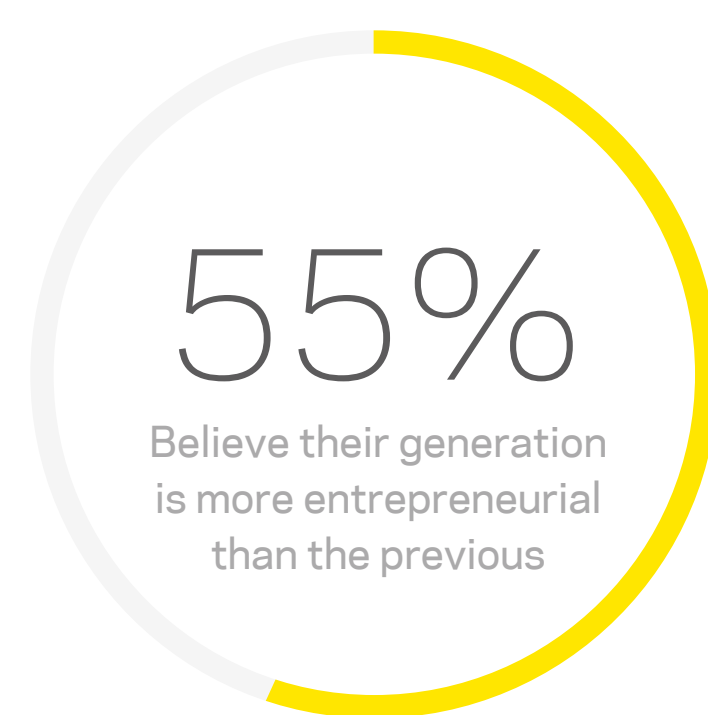


Millennials & Entrepreneurship

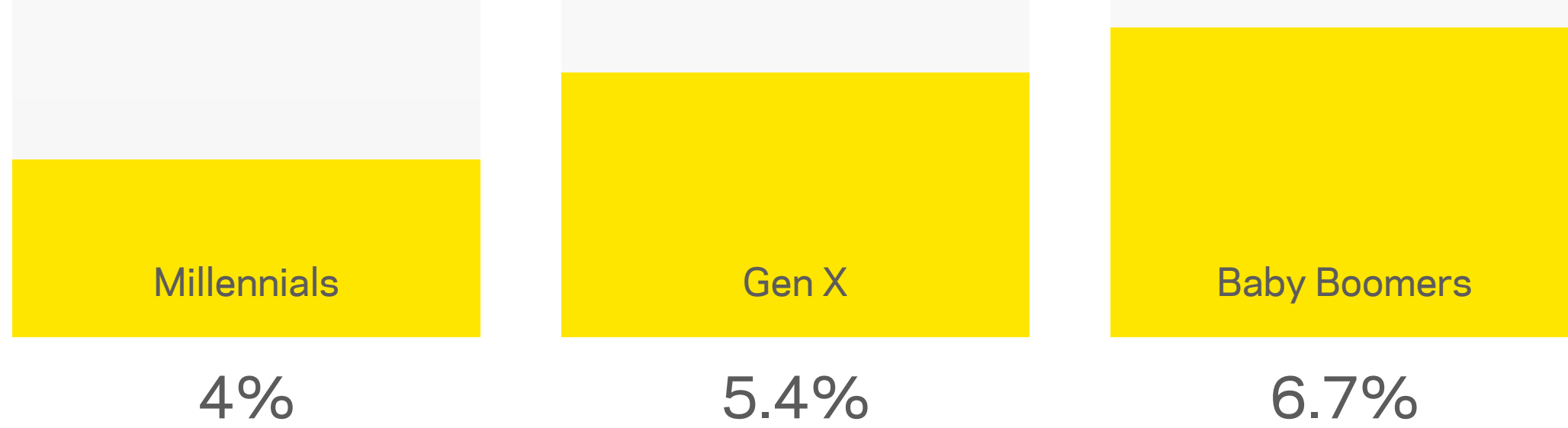
Millennials recognize the importance of entrepreneurship
but don't see it as a viable path for themselves



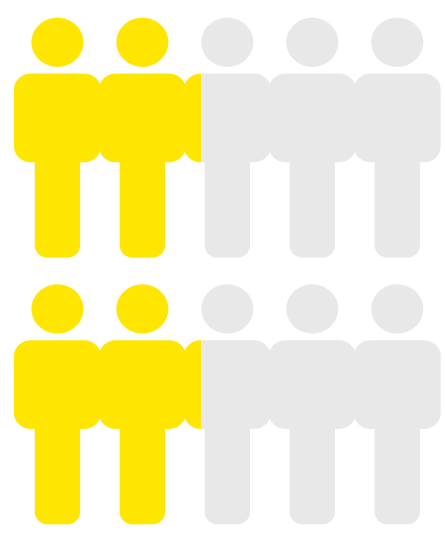
BUT...

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

30 years old & self employed¹

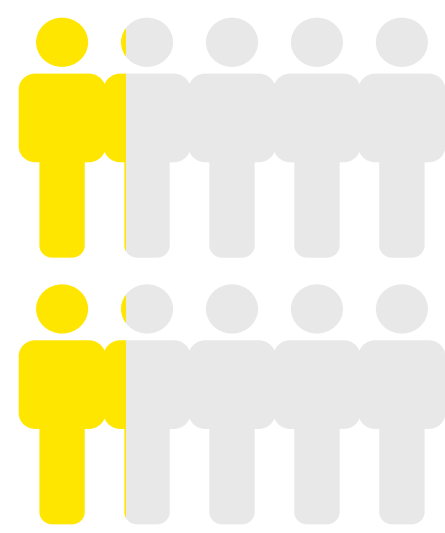


Even though 71 percent of Millennials believe that taking risks and being willing to fail is important to getting ahead, a plurality believe sticking with one company is the best way to advance their career



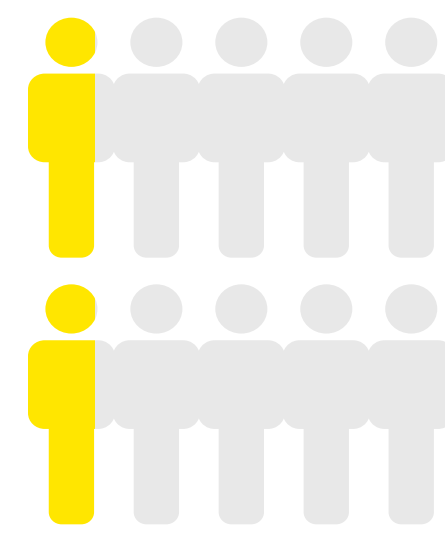
44%

The largest share of Millennials believe that 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

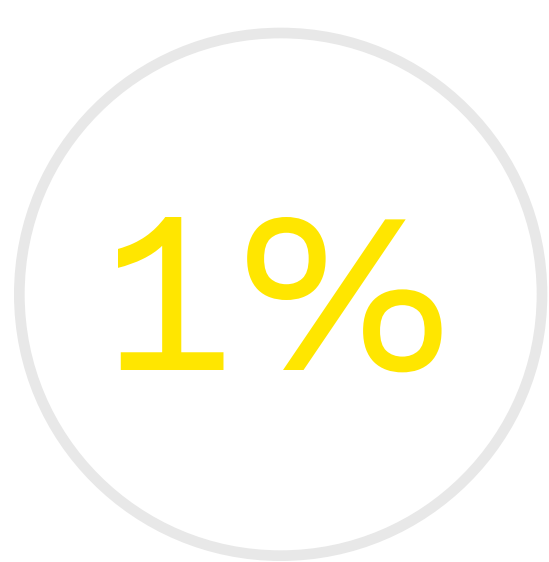


22%

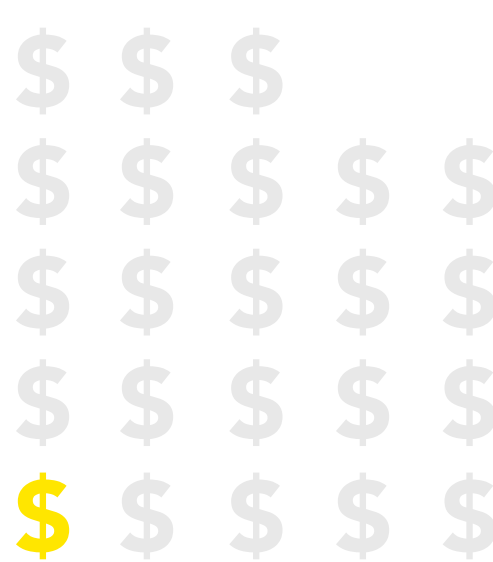
Believe that starting one's own company offers the greatest chance of success

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

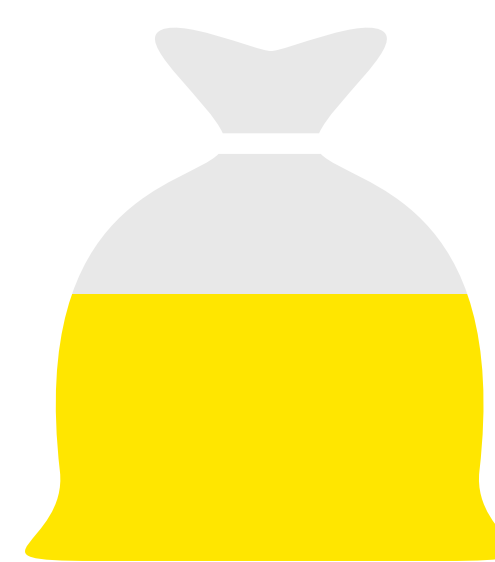
But women and minority entrepreneurs face especially high financing barriers



Only 1% of venture backed startup founders are minorities²



Women entrepreneurs receive only \$1 of every \$23 of small business lending³



Women and minorities both start businesses with half the capital of white men⁴

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