

# The Changing Faces of Entrepreneurs

The next 10 years will see the most diverse pool of entrepreneurs ever. Here are some portraits of the people who will be taking the plunge:

## BABY BOOMER



- ▣ Save the rocking chair for later: Nearing retirement, but still looking for the next adventure.
- ▣ Small nest egg, high expectations, long lifespan: Needs additional income to really live out that retirement dream.
- ▣ My turn: Having devoted career to someone else's company, ready to build a business of one's own.
- ▣ What this city/country/world really needs is...: Sees small business as a good way to follow a passion.

## GEN YER



- ▣ Corporate career? Noooo way: Watched parents suffer through company mergers, downsizing. Haven't been there. Don't want to do that.
- ▣ Freelance forever: Sees contracting as a better alternative to a corporate career.
- ▣ Flexible is middle name: Having MySpaced, FaceBooked, and IMed, views social network as constantly in flux.
- ▣ Groomed since grade school...or at least high school: Entrepreneurship is being taught not only in college, but K-12. The lemonade stand is now a business case study.

## MOMPREENEUR



- ▣ Juggling act: Mommy will be with you in a moment, sweetie, as soon as she closes this deal.
- ▣ Looking for other intellectual stimulation: Sees small business as a way to keep talents on simmer.
- ▣ Perfect candidate for a "personal business": A one-mom, part-time shop.
- ▣ Online, in business: eBay, craigslist and other one-click links to the outside world make starting a personal business a snap.

## PROFESSIONAL WOMAN



- ▣ End of a stereotype: That "one-man business" down the street is headed by a woman.
- ▣ Climbing around the glass ceiling: Tired of old boy's club, starts her own business. (When it succeeds, she tries not to smirk.)
- ▣ Don't look now: Women college graduates now outnumber men. Can women entrepreneurs be far behind?
- ▣ Entrepreneurial skills already in place: High interpersonal IQ, no stranger to budgets, adept at bargaining, not distracted by video games.

## IMMIGRANT



- ▣ Bilingual, bicultural: Made-to-order in this global era.
- ▣ International contacts: Knows people here...and there.
- ▣ Taught in the USA: Many advanced degrees from American universities are earned by people born elsewhere.
- ▣ Attuned to opportunity knocking: Understands — often better than the natives — that America is entrepreneurial heaven.