

A world map is centered on a blue background composed of a triangular grid. The map is rendered in a darker shade of blue, showing the continents. Overlaid on the bottom half of the map is the text 'AGER2015' in large, white, bold, sans-serif capital letters.

AGER2015



GLOBAL ENTREPRENEURSHIP REPORT

**DEFINING THE
ENTREPRENEURIAL SPIRIT**

November 2015



EDITION
6TH



COUNTRIES
44



SAMPLE
49,775



PUBLISHER
AMWAY



Technische Universität München

SCIENTIFIC PARTNER
TU MÜNCHEN



RESEARCH INSTITUTE
GESELLSCHAFT FÜR
KONSUMFORSCHUNG



GLOBAL ENTREPRENEURSHIP REPORT

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2011

“THE NEXT GENERATION OF ENTREPRENEURS”

Family-friendly employment, female entrepreneurship, entrepreneurship education

2012

“THE UNLEASHED POTENTIAL OF ENTREPRENEURSHIP IN TIMES OF CRISIS”

Modern labor market and the need for new skills to achieve competitive economic growth

2013

“ENCOURAGING ENTREPRENEURS – ELIMINATING THE FEAR OF FAILURE”

Fear of failure and entrepreneurship-friendliness of society

2014

“ADVANCING ENTREPRENEURSHIP EDUCATION”

Whether entrepreneurs are born or made, entrepreneurship education

2015

“DEFINING THE ENTREPRENEURIAL SPIRIT”

INTRODUCTION OF THE AMWAY ENTREPRENEURIAL SPIRIT INDEX (AESI)

A world map is centered on the page, rendered in a dark blue color. The map is set against a background of a repeating geometric pattern of triangles in various shades of blue. The map shows the continents of North America, South America, Europe, Africa, Asia, and Australia.

AmwayTM GLOBAL ENTREPRENEURSHIP REPORT

Global **RESULTS**



Amway™ GLOBAL ENTREPRENEURSHIP REPORT

Positive or negative?

Amway Global Entrepreneurship Report 2015

POSITIVE? YES!*



75%

.....



GEN Y

81%

*Average of all 44 surveyed countries

Amway Global Entrepreneurship Report 2015

THE ATTITUDE IS NOT EQUALLY POSITIVE



DENMARK

96%



INDIA

76%

CLOSEST TO
AVERAGE



ROMANIA

54%

Amway Global Entrepreneurship Report 2015

TAKING ACTION? MAYBE!*

As the AESI also covers entrepreneurial potential, the slides 10 to 13 are optional



43%

*Average of all 44 surveyed countries

Amway Global Entrepreneurship Report 2015

SELF-EMPLOYMENT RATE? LOW!*



10%

*Average of all 44 surveyed countries

Amway Global Entrepreneurship Report 2015

THE CONSTANT GAP*

As the AESI also covers entrepreneurial potential, the slides 10, 12, 13 and 14 are optional

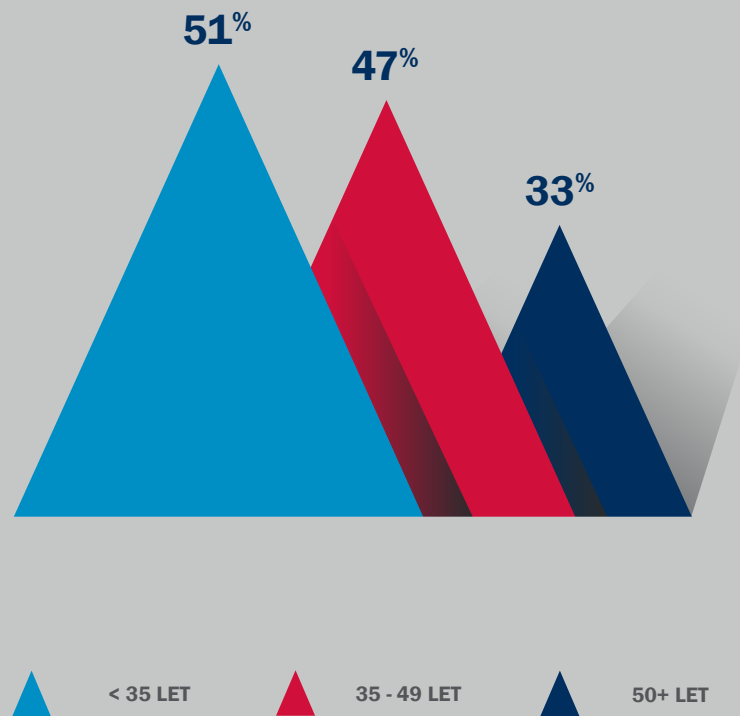


*Average of all 44 surveyed countries

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THE YOUNGER, THE MORE POTENTIAL*

As the AESI also covers entrepreneurial potential, the slides 10, 12, 13 and 14 are optional



Amway Global Entrepreneurship Report 2015

POTENTIAL HIGHLY DIFFERS

As the AESI also covers entrepreneurial potential, the slides 10, 12, 13 and 14 are optional



MEXICO
81%



CANADA
43%
AVERAGE



JAPAN
13%

Amway Global Entrepreneurship Report 2015

Young respondents around the world are much more positive towards entrepreneurship. Governments, society, businesses, and educational institutions should embrace this opportunity to create a positive entrepreneurial culture by reducing bureaucracy and encouraging potential entrepreneurs to take the next step.

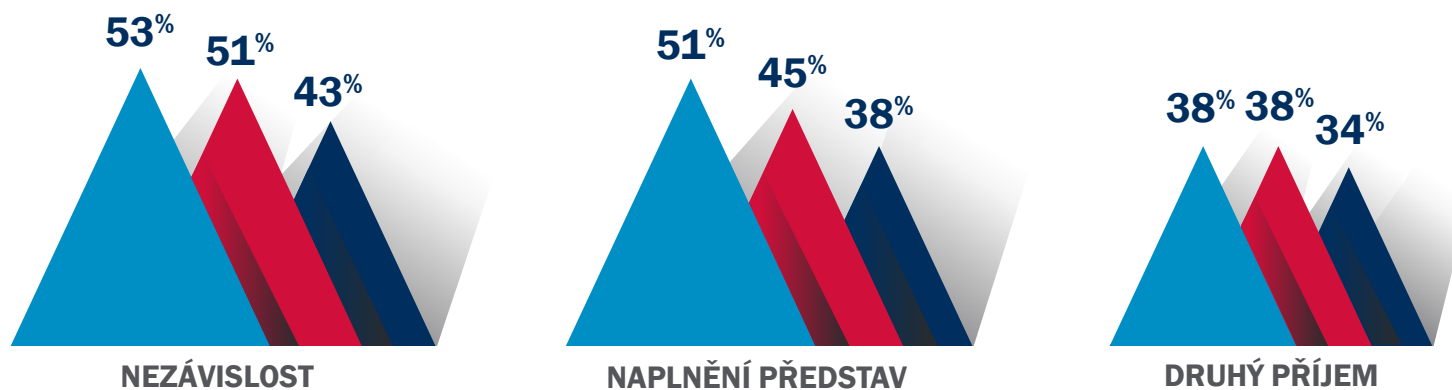


GLOBAL ENTREPRENEURSHIP REPORT

Venture out: Yes or no?

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WHY ENTREPRENEURSHIP?*

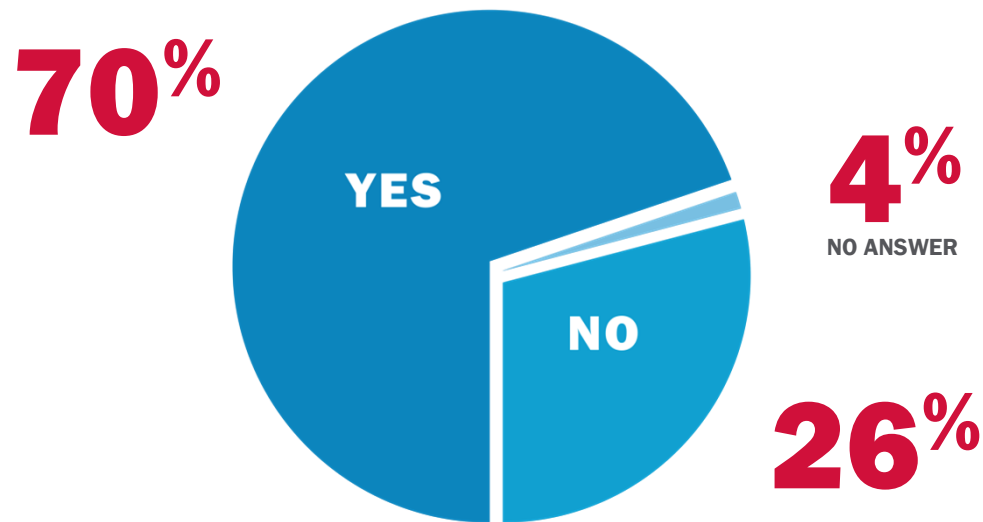


POD 35 LET 35 - 49 LET NAD 50 LET

*Average of all 44 surveyed countries

Amway Global Entrepreneurship Report 2015

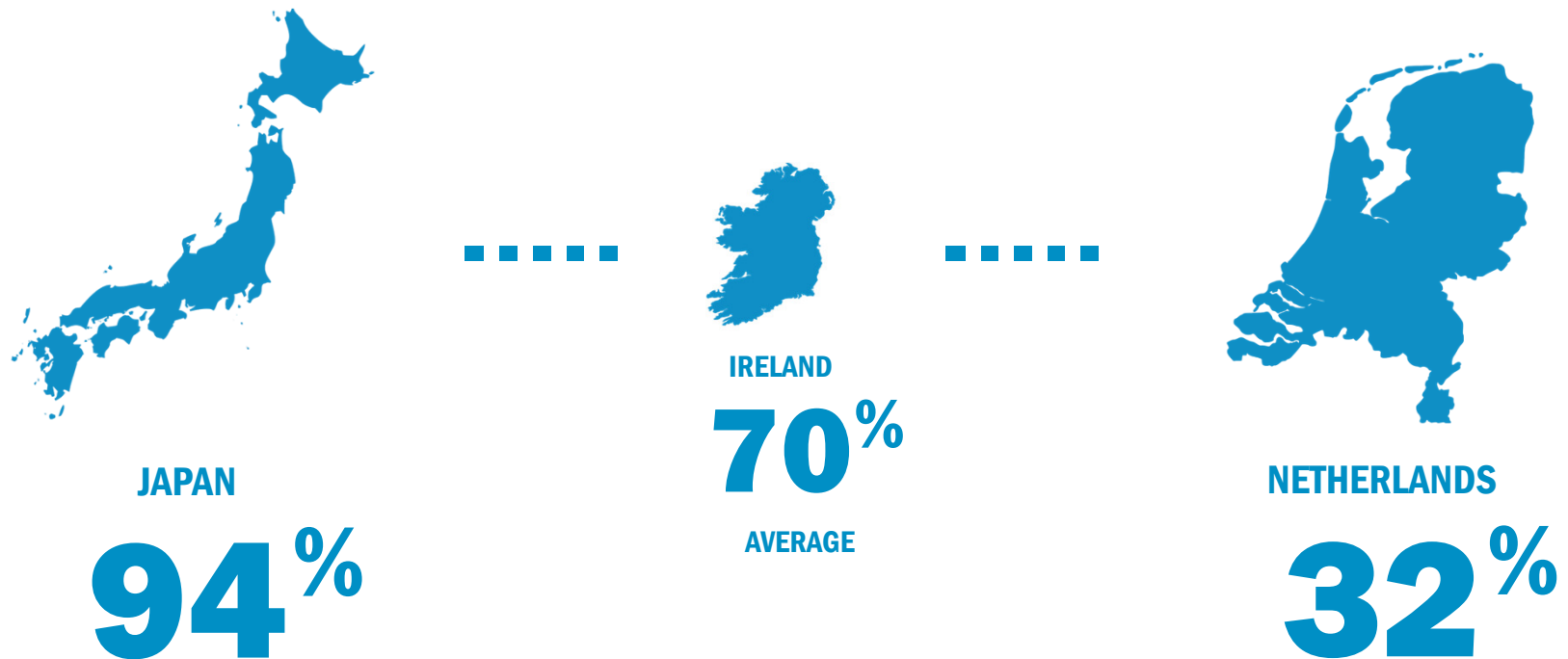
IS THE FEAR TO FAIL AN OBSTACLE TO STARTING A BUSINESS? YES!*



*Average of all 44 surveyed countries

Amway Global Entrepreneurship Report 2015

LEVEL OF FEAR HIGHLY DIFFERS!



Amway Global Entrepreneurship Report 2015

WHAT DO THEY FEAR?*



FINANČNÍ ZÁTĚŽ

41%



EKONOMICKÁ KRIZE

29%



OSOBNÍ ZKLAMÁNÍ

16%



NEZAMĚŠTNANOST

16%

*Average of all 44 surveyed countries

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FINANCIAL BURDENS PERCEIVED DIFFERENTLY



GERMANY

62%



THAILAND

41%

AVERAGE



NETHERLANDS

17%

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To unfold the full potential of entrepreneurs, Amway encourages society and policy makers to join efforts to encourage entrepreneurial spirit, free entrepreneurs from the stigma of failure, increase education and encourage people to venture out and start their own career.



What about the society?

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ENTREPRENEURSHIP-FRIENDLINESS? IMPROVABLE!*

 **50%**  **43%**

*Average of all 44 surveyed countries

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ENTREPRENEURSHIP-FRIENDLINESS MAJORLY DIFFERS



DÁNSKO

84%



FINSKO

50%



BULHARSKO

8%

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Entrepreneurship-friendliness has been stagnating for years. But entrepreneurs are a key element of **economical growth and prosperity**. Discussions with key opinion leaders on this topic need to be further intensified. Amway asks joint action of policy decision makers, industry, and public institutions to encourage people who are willing to work autonomously.



Amway[™]

GLOBAL ENTREPRENEURSHIP REPORT

How are entrepreneurs?

Amway Global Entrepreneurship Report 2015

HOW ARE ENTREPRENEURS?*



LEARN

84%



ENJOY

78%



CHARGE

75%

*Average of all 44 surveyed countries

Amway Global Entrepreneurship Report 2015

HOW DOES AGE INFLUENCE THE CHARACTERISTICS?*



RISKS

| | |
|---------|------------|
| >35 | 75% |
| 35 - 49 | 70% |
| ≤50 | 66% |



IMPRESS

| | |
|---------|------------|
| >35 | 73% |
| 35 - 49 | 67% |
| ≤50 | 65% |



TRADITIONAL

| | |
|---------|------------|
| >35 | 44% |
| 35 - 49 | 47% |
| ≤50 | 51% |

*Average of all 44 surveyed countries

A world map is centered on the Atlantic Ocean, showing the continents of North America, South America, Europe, Africa, Asia, and Australia. The map is rendered in a light blue color against a darker blue background.

THE AMWAY ENTREPRENEURIAL SPIRIT INDEX (AESI)



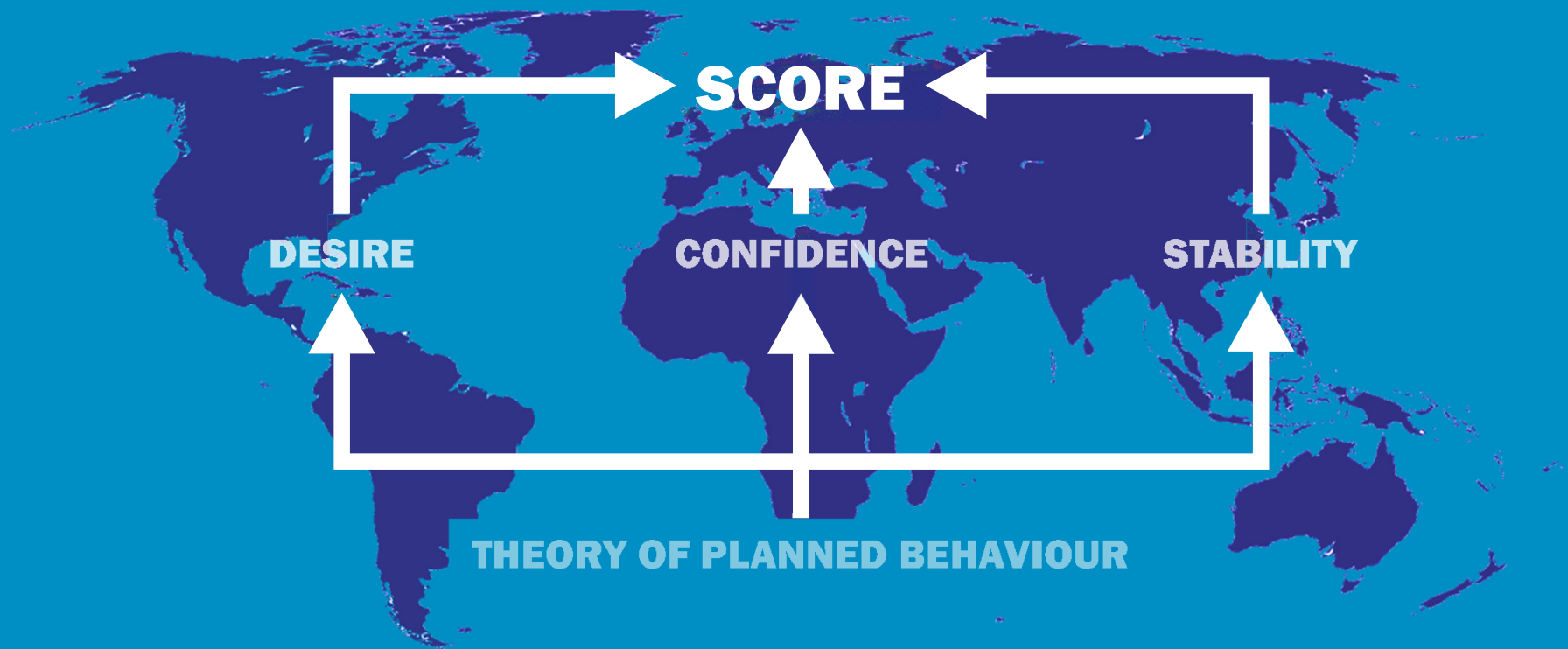
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HOW DOES IT WORK?



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THE AESI SCORE*

A world map is centered in the background, showing the continents of North America, South America, Europe, Africa, Asia, and Australia. The map is rendered in a light blue color against the darker blue background of the slide.

51
GLOBAL
SCORE

*Average of all 44 surveyed countries



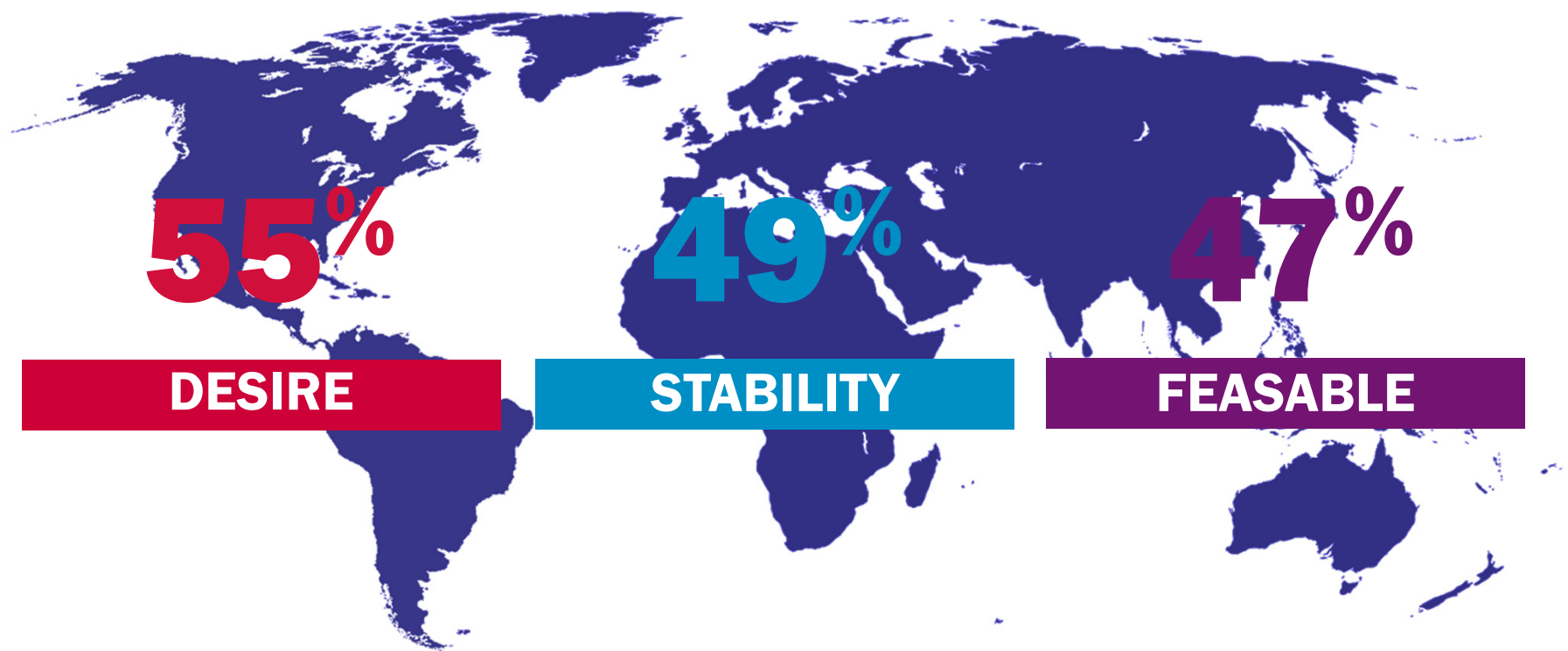
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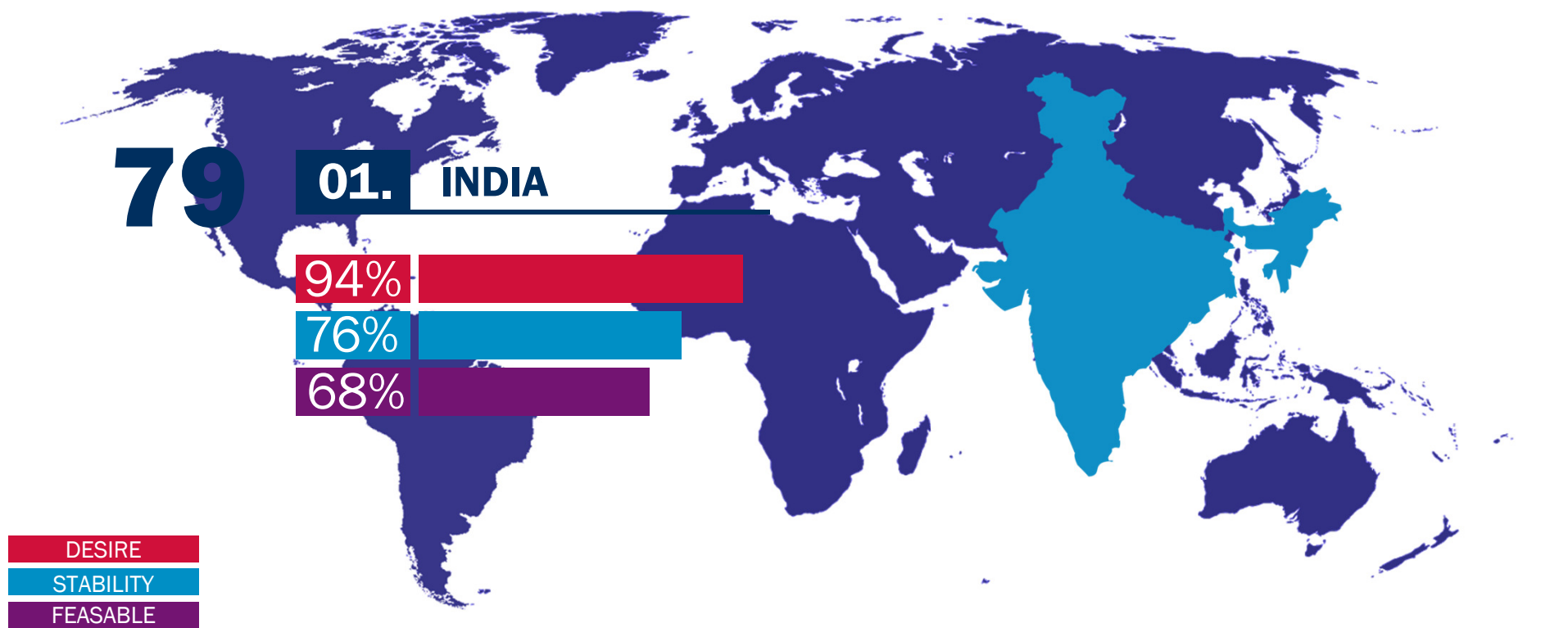
THE DIMENSIONS*



*Average of all 44 surveyed countries

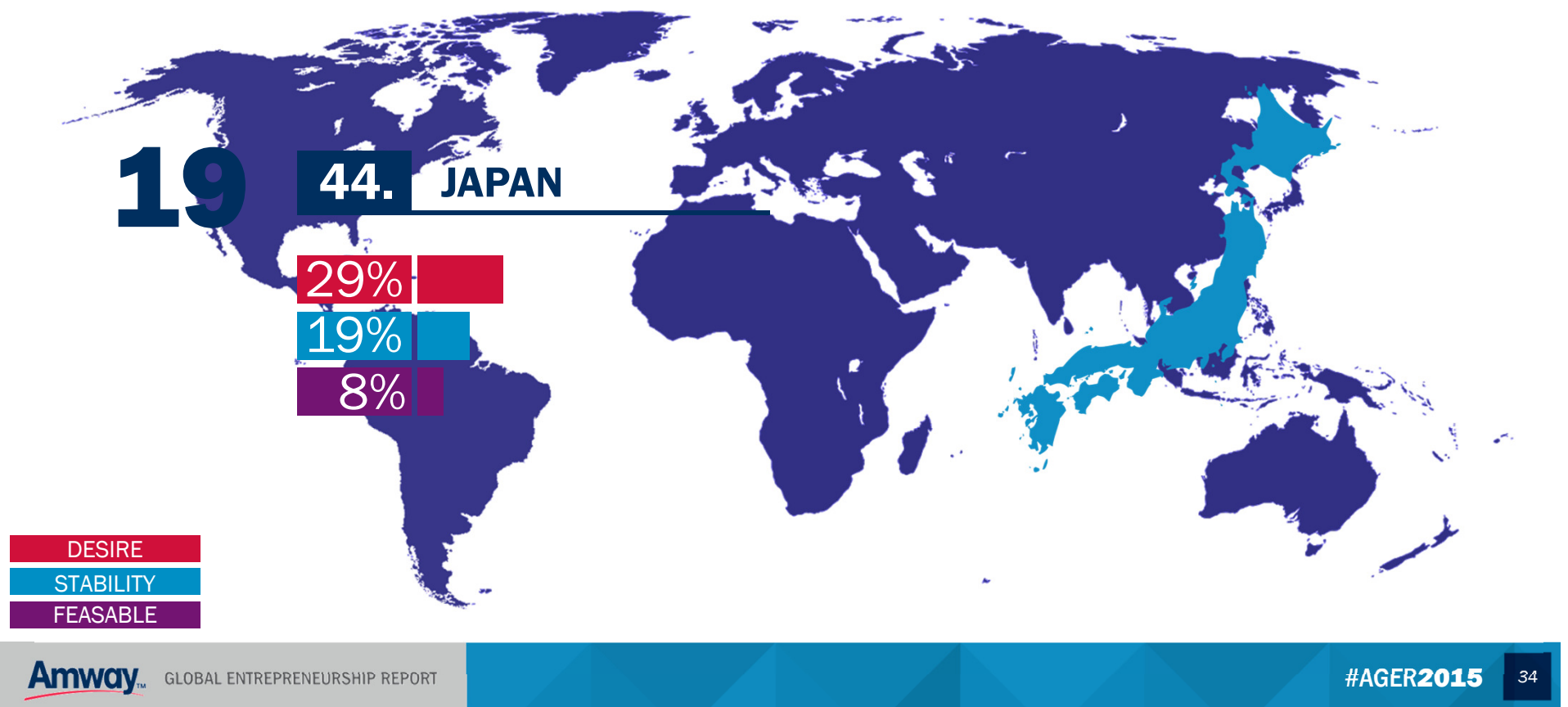
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WHO IS THE CHAMPION?



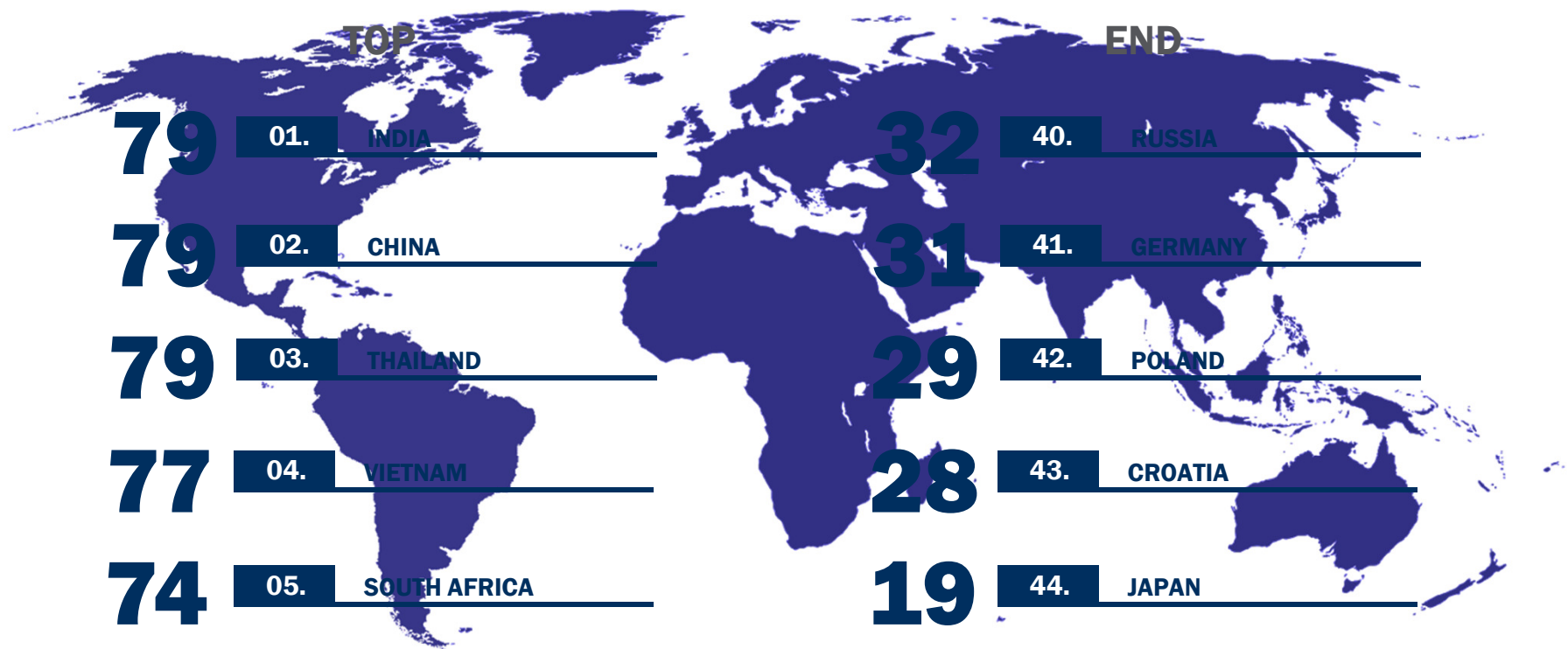
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WHO RANKS LAST?



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THE AESI RANKING AT A GLANCE



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Entrepreneurial spirit is determined by **personal and social factors**. When developing measures to promote entrepreneurship, the unique entrepreneurial spirit of a country always has to be considered and analyzed – it is a key to help entrepreneurship flourish.

Amway™

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CONTACT

PLS INSERT YOUR CONTACT DETAILS HERE