

So You Want to Start Your Own Business?

Attributes of Successful Entrepreneurs

Michael D. Wilcox, Jr.

UT Extension

e: mwilcox2@utk.edu

p: 865-974-3344

f: 865-974-0440

h: <http://trend.ag.utk.edu>

Entrepreneurs...

Entrepreneurship...

Entrepreneurial Communities...

- An **entrepreneur** is someone who organizes, operates and takes the risk in a business venture expecting to gain a profit.
- **Entrepreneurship** refers to the process of planning, organizing and operating a business.
 - Some try to separate small business from entrepreneurship
- **Entrepreneurial Communities** refers to those communities where significant economic and social entrepreneurial activity exists and where there is an effective system of public and private support that facilitate entrepreneurship.

Focus of this presentation

- The **entrepreneur**

- Examples
- Common reasons for becoming one
- Common characteristics
- Opportunity for “Self-Assessment”

- An **entrepreneur** is typically thought of as someone who’s goal is to create or capitalize on new economic opportunities through **innovation**.

Are you an innovator?		Problem/Opportunity	
		<i>New</i>	<i>Old</i>
Solution	<i>New</i>	YES	YES
	<i>Old</i>	YES	NO

You Are Not Alone!

- In 2005, Tennessee had 2,801,515 jobs
- In 2005, 15% of those jobs were held by “non-employers”
- This means that almost 423,000 Tennesseans work for themselves!
- These folks generated almost \$20 billion in receipts!
- These jobs originate from many different sectors...

Self-employed jobs in Tennessee by Sector

NAICS	Description	Non-employers	Receipts (\$)	Percent of Total (%)
23	Construction	76,594	5,067,142,000	25.4
53	Real estate and rental and leasing	38,706	3,131,791,000	15.7
44-45	Retail trade	42,656	2,173,172,000	10.9
54	Professional, scientific, and technical services	45,643	1,767,009,000	8.9
81	Other services (except public administration)	68,676	1,624,861,000	8.2
48-49	Transportation and warehousing	20,725	1,361,050,000	6.8
62	Health care and social assistance	26,540	1,080,071,000	5.4
52	Finance and insurance	13,112	733,214,000	3.7
56	Administrative, support and waste management / remediation services	33,349	684,616,000	3.4
71	Arts, entertainment, and recreation	20,668	657,937,000	3.3
42	Wholesale trade	6,940	614,765,000	3.1
31-33	Manufacturing	5,824	271,519,000	1.4
72	Accommodation and food services	5,712	246,960,000	1.2
11	Forestry, fishing & hunting, and agricultural support services	4,786	208,883,000	1.0
51	Information	5,422	174,148,000	0.9
61	Educational services	6,796	81,164,000	0.4
21	Mining	337	27,416,000	0.1
22	Utilities	275	10,489,000	0.1
	Total for all sectors	422,761	19,916,207,000	100.0

WARNING: This does not include farming, government or education

You Are Not Alone!





- In 2005, Henderson County had 9,882 jobs
- In 2005, Henderson County had 2,400 firms, 95% of these firms had between 0 – 9 employees
 - 20% of workers in firms with 0 employees
 - 53% 1-4 employees
 - 22% 5-9 employees
- This means that almost 2,000 people in Henderson County work for themselves!
- These folks generated more than \$68,000,000 in receipts!
- These jobs originate from many different sectors...

Jobs in Henderson Co. by Sector and Self-employment

Sector	Total Jobs	% Total	% Self
Total for all sectors	9882	100%	19%
Manufacturing	3112	31%	1%
Retail trade	1373	14%	17%
Administrative & support & waste management & remediation service	910	9%	14%
Construction	731	7%	59%
Transportation & warehousing	730	7%	29%
Accommodation & food services	657	7%	2%
Health care & social assistance	644	7%	14%
Other services (except public administration)	545	6%	62%
Finance & insurance	392	4%	14%
Professional, scientific, & technical services	258	3%	42%
Wholesale trade	162	2%	14%
Real estate & rental & leasing	152	2%	80%
Information	91	1%	7%
Forestry, fishing & hunting, & ag support services	60	1%	82%
Arts, entertainment, & recreation	54	1%	52%

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Examples of Entrepreneurs

1. Jeff Bezos 
 - a. College dropout who went backpacking in India for inspiration
 - b. Son of teenage mom; kept siblings out of bedroom with electric alarm
2. Fred Smith 
 - c. From MS, graduated with degree in Home Economics
 - d. Tennessean who wrote a business plan for overnight delivery company and got a "C"
3. Steve Jobs 
 - a. College dropout who went backpacking in India for inspiration
 - b. Son of teenage mom; kept siblings out of bedroom with electric alarm
4. Jim Henson 
 - c. From MS, graduated with degree in Home Economics
 - d. Tennessean who wrote a business plan for overnight delivery company and got a "C"

Quick fact: All but one experienced either adoption, divorce, or death of a parent at a very young age.

Common Reasons for Becoming an Entrepreneur

According to author Terri Lonier: The 5 F's...

1. Fortune

- » The idea that the financial windfall from owning your own business is a function of your own efforts, talents and capabilities;
- » Additional income stream beyond earned salary

2. Fame

- » Entrepreneurs thrive off of making a name for themselves and their company

3. Family

- » Many entrepreneurs want to spend more quality time with family, be a better provider and balance work and family on their own terms

4. Freedom

- » Entrepreneurs are often driven by the "be my own boss" mantra

5. Fun

- » Entrepreneurship may offer great personal satisfaction and a true opportunity to "do what you love"

Common Characteristics

- **Entrepreneurs are often described as:**

risk-takers, lifetime learners, independent, responsible, impatient, efficient, resourceful, determined, goal-oriented, self-confident, leaders, creative, perseverant, objective, proactive, communicators, self-starter, organized, competitive, adaptable, visionary, disciplined, persuasive, pragmatic, hardworking, realistic, etc.

- **Where do you fit in?**

Results of the Personal Assessment

- High = 40-60
- Medium = 61-100
- Low = 101-120

Do not fret!

We are going to spend the next few days talking about many of these points. If you would like, we can take this again at the end of our meeting on Thursday.

Just like in business, you are in the information gathering and planning stages...



Questions & Comments