

ENCORE ENTREPRENEURSHIP

STARTING A BUSINESS AT ANY AGE (45 PLUS)



FACTS

- 1 **50** Individuals over the age of 50 are the most entrepreneurial group (GEM, 2014).
- 2 Most self-employed individuals are over the age of 50 (U.S. Census Bureau, 2009).
- 3 **50%** of all business owners are 50 & older (U.S. Small Business Administration, 2014).

TYPES OF ENCORE ENTREPRENEURS

NECESSITY DRIVEN

Start a business because of a downsizing, lack of career mobility, premature plateauing, or lack of income.

OPPORTUNITY DRIVEN

Start a business to achieve a personal, family, professional, or other goal.



AGE ADVANTAGES



- 1 **EXPERIENCED**
- 2 **SOLID NETWORK**
- 3 **GREATER MATURITY**
- 4 **FINANCIAL STABILITY**

AGE DISADVANTAGES

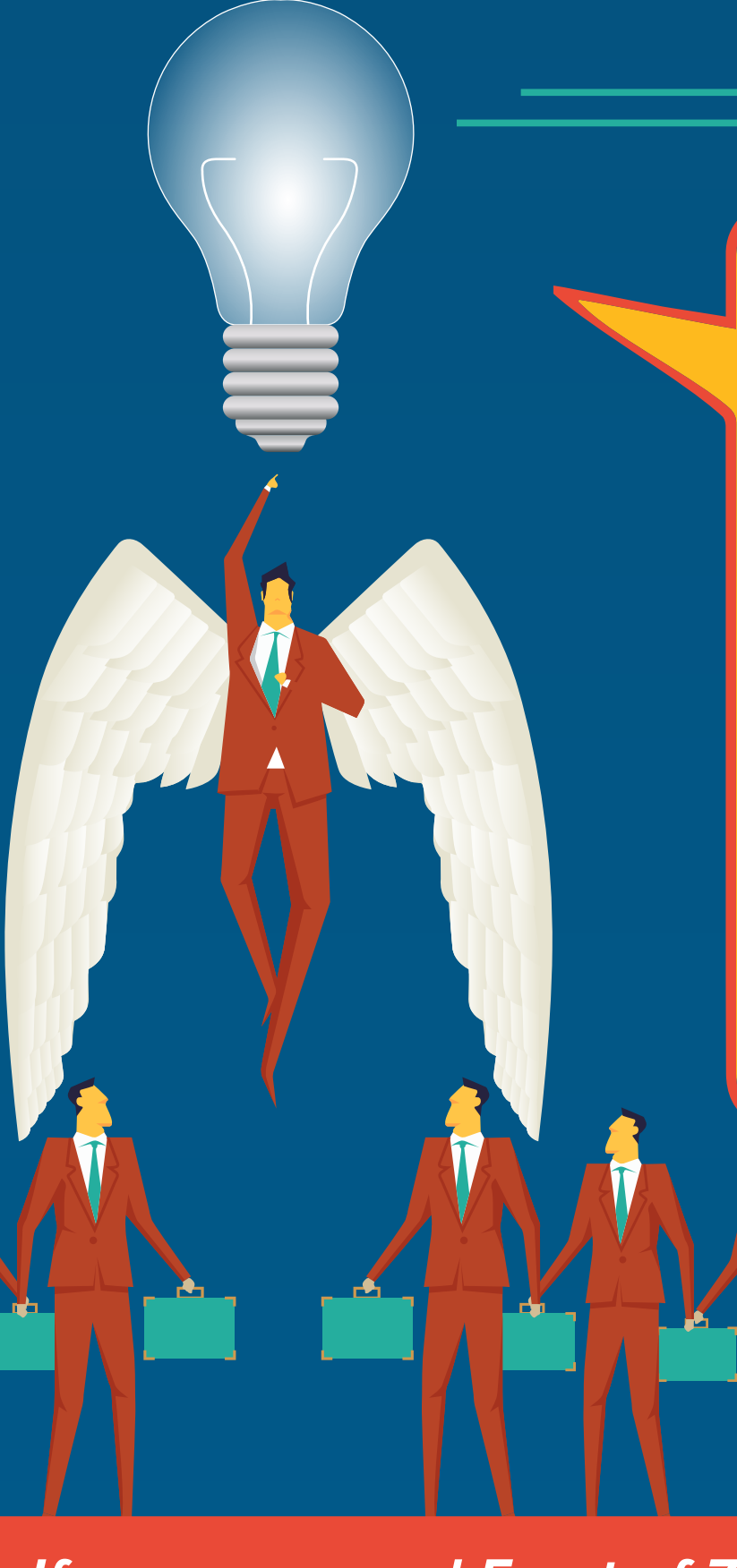


RESOURCES

- 1 Check out the Small Business Administration
- 2 Visit AARP
- 3 Contact martym@depaul.edu

CHECKLIST (ANSWER YES/NO)

- I have the entrepreneurial mindset.
- I have a business idea.
- I have a prototype of my service/product/good/app.
- I am ready to test my prototype in the market.
- I know how I will finance the business.
- I know who my team will be for my business to succeed.
- I know all of the legal, regulatory and tax requirements to get started.



If you answered 5 out of 7, then you are ready to get started. If not, then you may benefit from guidance and support.

Contact Marty Martin at martym@depaul.edu or text me at 630.715.6270 about 1:1 coaching and our upcoming workshops on **Encore Entrepreneurship: Getting You Ready for Business Success.**