MILLENNIAL ENTREPRENEURS: STRIVING TO ACHIEVE GREATER **SUCCESS**

The most successful millennial entrepreneurs prize purpose over profit and desire to positively affect their communities and economies.

Profile of the millennial entrepreneur

Highest proportions of millennial entrepreneurs:

MAINLAND CHINA



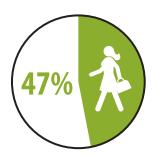
44%

MIDDLE EAST



HONG KONG





of all millennial entrepreneurs are female





say that having a positive economic impact was a factor in their decision to go into business

79%

are actively involved in philanthropic activities

59%

say they wanted to have a positive impact in their community



compared to businesses run by older generations, turnover is higher by 141%

Millennials employ more than 2X as many staff as entrepreneurs over age 35



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