

HUR FÅR VI ETT ENTREPRENÖRIELLT KLIMAT I SVERIGE?

Stand, ho! Who is there?

“It’s the way you are born, what’s in you, brain power, fast brain, aptitude for business you are in, quick understanding of what can be done and what can’t be done, watching the way markets change, jumping in quickly and exploiting them, and having a sense of what the end-user wants.”

Alan Sugar, Amstrad

Vad särskiljer entreprenören (jämfört med andra som inte startar företag)?

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| 1. Entreprenören vill tjäna pengar. | Nej |
| 2. Entreprenören vill ha kontroll. | Nej |
| 3. Entreprenören söker risk. | Nej |
| 4. Entreprenören vill ha erkännande. | Nej |
| 5. Entreprenören följer familjetraditioner. | Nej |

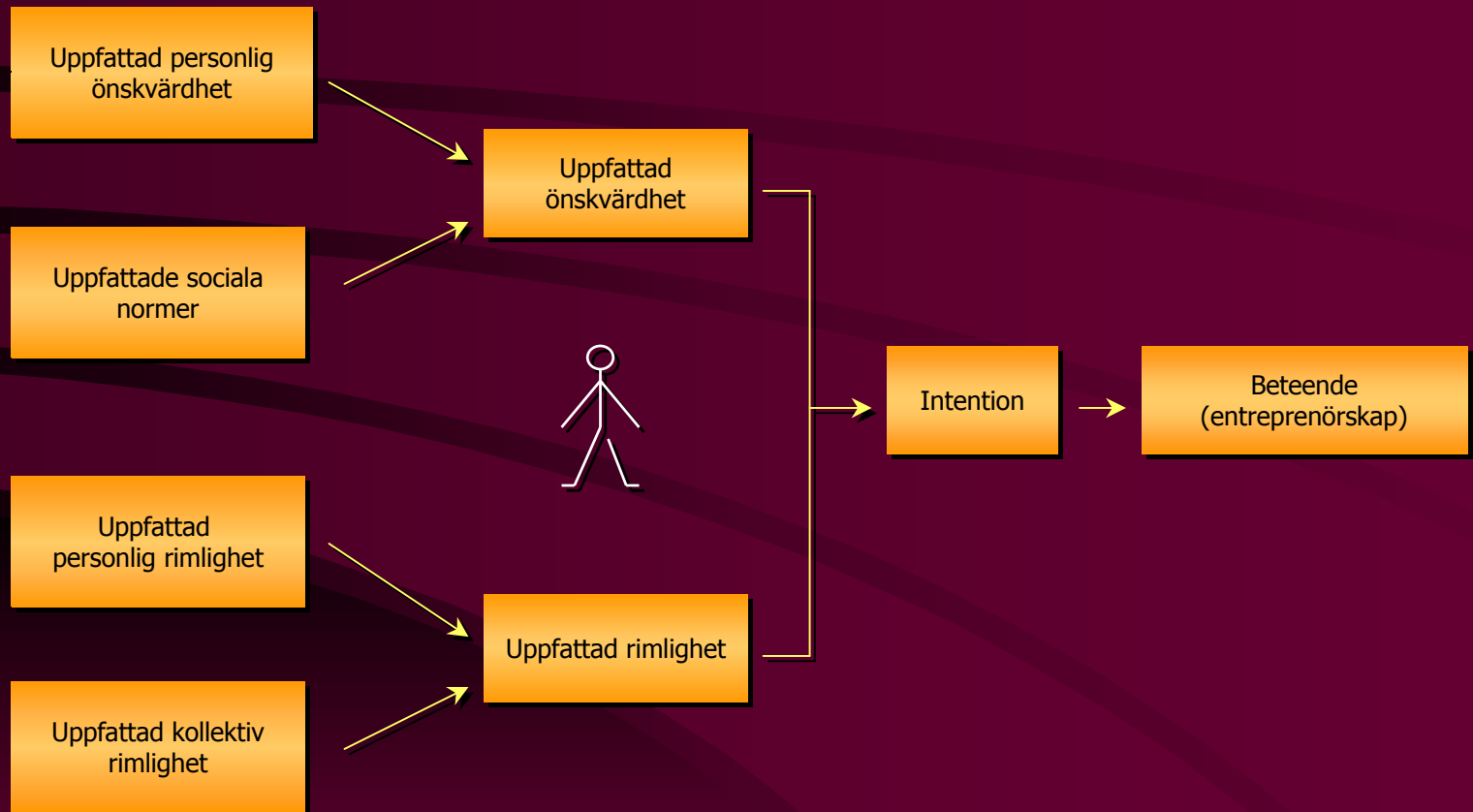
Källa: Kelly Shaver (2005)

“Many individuals...become entrepreneurs even though they don't have the supposedly requisite characteristics or motives ... People who have not shown any prior tendency to become entrepreneurial often do so as a result of their experiences and **life situations**. No test will assure you that an individual will be an entrepreneur before the fact. ”

Albert Shapero, Ohio State University

Vem blir entreprenör?

En intentions-baserad förklaring



"Opportunity is missed by most people because it is dressed in overalls and looks like work."

Thomas Edison