

# 2017 BNP PARIBAS GLOBAL ENTREPRENEUR REPORT

UNDERSTANDING THE PURSUIT OF SUCCESS  
AMONG 21<sup>ST</sup> CENTURY ELITE ENTREPRENEURS

Based on the voices of 2,650 Elite Entrepreneurs across Europe, Asia, the United States and the Middle East, the report examines the characteristics and motivators of Elite Entrepreneurs\* with a total net worth of USD40 billion.

AT A GLANCE

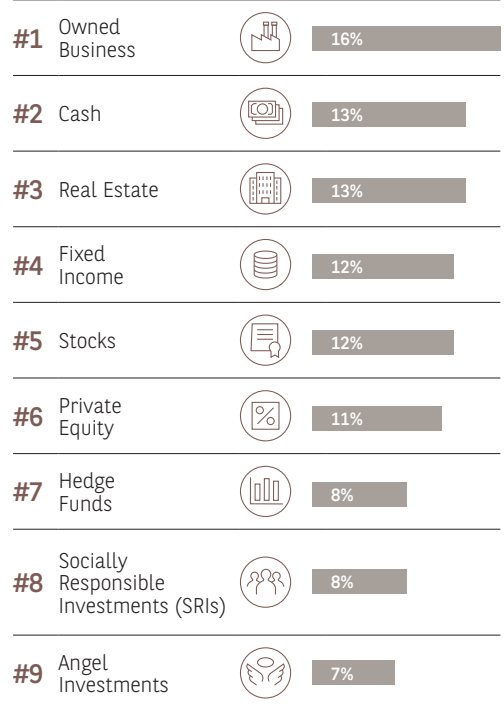
## The profile of the Elite Entrepreneur



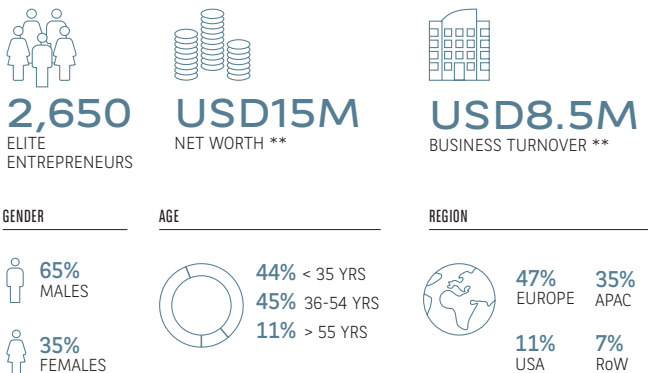
| TOP 3                                  | 1 ●●●                  | 2 ●●●                      | 3 ●●●                 |
|--|------------------------|----------------------------|-----------------------|
| INDUSTRIES FOR WEALTH ACCUMULATION     | Information Technology | Online, mobile and digital | Manufacturing, Retail |
| MARKETS OF ENTREPRENEURIAL OPPORTUNITY | USA                    | China                      | Germany               |
| INDUSTRIES FOR FUTURE WEALTH CREATION  | Information Technology | Online, mobile and digital | Import / Export       |

|   |   |
|---|---|
| MAIN MOTIVATIONS FOR BUSINESS OWNERSHIP | <ul style="list-style-type: none"> <li>• Opportunity to improve your quality of life</li> <li>• Freedom to make independent business decisions</li> <li>• Passion for "entrepreneurialism"</li> </ul> |
| DEFINITION OF SUCCESS                   | Making profit on your initial investment  |

What is the current allocation of your total financial portfolio?



## Methodology



| ENTREPRENEURS PROFILES | TOTAL | MALES | FEMALEES | NET WORTH ** | BUSINESS TURNOVER ** |
|------------------------|-------|-------|----------|--------------|----------------------|
| Ultrapreneurs          | 538   | 62%   | 38%      | USD32.0M     | USD21.3M             |
| Millennipreneurs       | 1,153 | 63%   | 37%      | USD14.7M     | USD8.7M              |
| Boomerpreneurs         | 292   | 72%   | 28%      | USD13.3M     | USD5.6M              |
| Women Entrepreneurs    | 916   | 0%    | 100%     | USD15.9M     | USD8.6M              |
| Serial Entrepreneurs   | 800   | 66%   | 34%      | USD17.6M     | USD10.3M             |

\* Elite Entrepreneurs are highly successful business owners managing companies with multi-million dollar annual turnovers and similarly substantial personal fortunes.  
\*\* On average.

# The five distinct Elite Entrepreneur profiles



## ULTRAPRENEURS

A business-owning individual with a net investable wealth in excess of USD25M

**TOP 5 BUSINESS MARKETS:** USA (70%), China (67%), Germany (64%), France (57%), the United Kingdom (55%)

**TOP 3 OPPORTUNITIES:** "Development in education" (51%), "Communication revolution" (46%), "Population growth" (42%)

**ASSET ALLOCATION AFTER A LIQUIDITY EVENT:** "Angel investments" and "Private Equity" (15%), "New business ventures" (10%)

**CARE FOR CSR:** 77% either an important or extremely important element

**SOCIALLY RESPONSIBLE INVESTMENTS:** 9% of total asset allocation

## MILLENNIPRENEURS

An entrepreneur born between 1980 and 2000

**TOP 3 INDUSTRIES FOR WEALTH CREATION:** "Information Technology," "Online/Mobile & Digital," "Engineering"

**TOP 3 SECTOR OPPORTUNITIES:** "Developments in education" (43%), "Communication revolution" (42%), "Scientific and Technology revolution" (39%)

**STRONG DESIRE TO BECOME SERIALPRENEURS:** 6.8 enterprises launched on average



## BOOMERPRENEURS

An entrepreneur aged 55 or over who is part of the Baby Boomer generation

**STARTED ENTREPRENEURIAL LIFE LATER:** At 37 on average

**CROWD FUNDING INCREASING:** 57% might use it in the future

**TOP 3 FUTURE INVESTMENT VEHICLES:** "Investment Funds" (72%), "Private Equity" (66%), "Equity Funding" (66%)

**HIGH LEVEL OF FAMILY INVOLVEMENT IN SOME COUNTRIES:** Italy (80%), Hong Kong (80%), France (68%)

## WOMENPRENEURS

**PERFORMANCE FIGURES HIGHER THAN THEIR MALE PEERS:**

Average personal net worth of USD15.9M, average company turnover stands at USD8.6M

**AVERAGE NUMBER OF COMPANIES ESTABLISHED:** 4 companies created

**MORE LIKELY THAN MEN TO BE 1<sup>ST</sup> GENERATION SUCCESS STORIES:**

A third had no family history of business ownership



## SERIALPRENEURS

An entrepreneur who owns or has established four or more operating companies

**ANNUAL TURNOVER:** USD10.3M, 37% higher than non-serialpreneurs

**AVERAGE NUMBER OF COMPANIES ESTABLISHED:** 7.5 companies created

**THE COUNTRIES WITH THE HIGHEST PROPORTION OF SERIALPRENEURS:** India, France, the USA, and Indonesia

**TOP OPPORTUNITY:** "Starting up a new business in a new industry" (21%)

## Understand, serve and celebrate entrepreneurs

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Elite Entrepreneurs



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