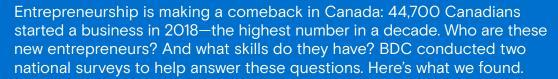
# A Nation of Entrepreneurs







# Who is leading the entrepreneurial resurgence?

## Women

39% of all entrepreneurs are now women. Their number is growing faster than for men.



## **Millennials**

42% of millennials are interested in starting a business.



## **Newcomers**

2X rate of entrepreneurial activity for newcomers compared to Canadian borns.



#### At the heart of success

## Independence

started a business for the autonomy and flexibility.

## Resiliency

deal with financial insecurity and overwhelming stress.

## **Happiness**

90% are professionally satisfied.

#### What drives their success

We found that business owners with higher managerial and technical skills have higher sales, profits and employment growth.



#### Technical skills

- → Financial management
- → Sales and marketing
- → Human resources management
- Operations management
- → Strategic planning



# Managerial skills

- → Organizational management
- → Leadership and people management
- → Innovation
- → Networking

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