

# THE EMERGENCE OF THE "MILLENNIPRENEUR"

2016 BNP PARIBAS  
GLOBAL ENTREPRENEUR REPORT

scorpiopartnership  
what wealth needs next

AT A GLANCE



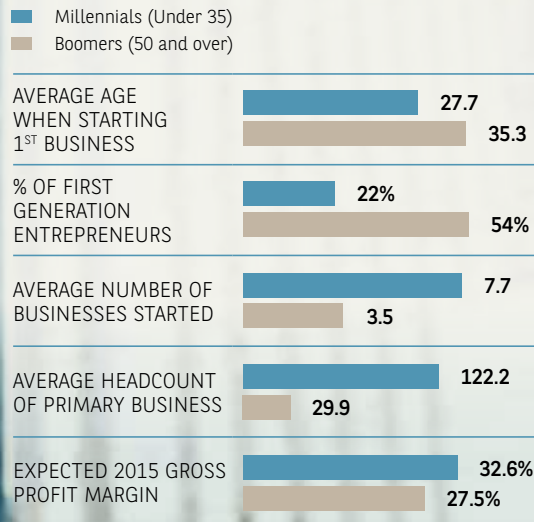
**BNP PARIBAS**  
**WEALTH MANAGEMENT**

The bank  
for a changing  
world

# MILLENNIPRENEURS

**GOING FASTER** | Under 35s are creating more companies, with higher headcount and greater profit ambitions. They show strong interest in the new economy, but not exclusively!

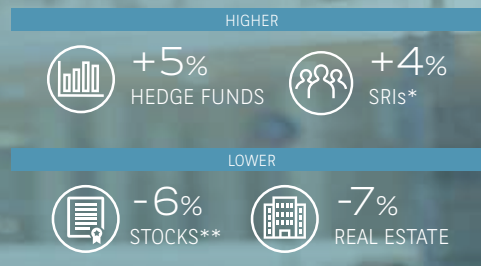
USD **5.6** BILLION  
TOTAL INVESTABLE WEALTH  
OF MILLENNIALS SURVEYED



TOP WEALTH CREATION INDUSTRIES		
#1	RETAIL	13%
#2	PROFESSIONAL SERVICES	9%
#3	TECHNOLOGY	7%

TOP CONSIDERED FUTURE INDUSTRIES		
#1	FINANCIAL SERVICES	8%
#2	SOCIAL MEDIA	8%
#3	eCOMMERCE	8%

## ASSET ALLOCATION COMPARED TO BABY BOOMERS



\* SOCIALLY RESPONSIBLE INVESTMENTS.  
\*\* NOT INCLUDING SHARES FROM OWNED BUSINESSES.

**BELGIUM** | Among the highest average wealth of all entrepreneurs assessed (USD8.6M), and active in starting new businesses (6.7 companies per Belgian entrepreneur).

**CHINA** | One of the youngest when starting their first business at just 28.3 years old. Nearly three quarters (74.1%) cite a history of business ownership in their family.

**FRANCE** | Tend to start their entrepreneurship journey quite late, at an average age of 34, this has not adversely affected their success. Half of them have seen profit growth over the past 12 months and are also the most optimistic in outlook, expecting a 31.3% profit margin for the coming year.

**GERMANY** | Highest percentage of 1<sup>st</sup> generation entrepreneurs with 36.6% noting a family history of entrepreneurialism. 3<sup>rd</sup> highest primary business turnover (USD9.1M).

**GULF COUNTRIES** | The youngest entrepreneurs (starting first business at 26.1 years of age) with high growth optimism as 65.1% expect their profits to increase in the next 12 months.

**HONG KONG** | One of the lowest expectations for profit margin at 24.1%, but has a vibrant entrepreneur community with one of the youngest starting ages (29.6 years).

# WOMEN ENTREPRENEURS

**SUCCESSFUL AND AMBITIOUS** | Women are slightly more successful than their male counterparts, and have high expectations.

**89%**  
EXPECT GROWING OR STABLE  
PROFIT IN THE NEXT 12 MONTHS

**USD 5.96 BILLION**  
TOTAL TURNOVER OF COMPANIES  
LED BY FEMALE ENTREPRENEURS  
SURVEYED

WHICH SOURCE OF CAPITAL  
FUNDED YOUR BUSINESS?

43%

PERSONAL  
SAVINGS

21%

BANK LOAN

17%

PERSONAL LOAN  
(from friend or  
family member)

12%

SEED/VENTURE CAPITAL

8%

OTHER

**64%**

HAVE AN HISTORY OF  
ENTREPRENEURSHIP  
IN THE FAMILY

UP TO 91% IN TURKEY

**62%**

USE FRIENDS AND FAMILY  
ADVICE FOR DECISION MAKING

44% USE ADVICE FROM OTHER  
ENTREPRENEURS

TOP WEALTH CREATION INDUSTRIES

#1	RETAIL	17%
#2	PROFESSIONAL SERVICES	11%
#3	FASHION	6%

TOP CONSIDERED FUTURE INDUSTRIES

#1	eCOMMERCE	9%
#2	TRAVEL, HOSPITALITY & LEISURE	9%
#3	SOCIAL MEDIA	6%

TOP DEFINITION OF SUCCESS

#1	PROFIT ON INVESTMENTS	35%
#2	TRANSFER TO NEXT GEN	12%
#3	MAKING SOCIAL IMPACT	11%

**INDIA** | The world's most optimistic entrepreneurs with 79.5% expecting their profits to rise in the next 12 months. 68.2% said that their profits increased over the last 12 months, second only to China.

**ITALY** | Low growth in profits in the last 12 months with 35.0% saying profits had increased. However, entrepreneurs have a positive outlook with 56.3% expecting profits to increase in the next 12 months.

**LUXEMBOURG** | Starting 4 companies on average, only entrepreneurs in Poland and Taiwan have started fewer (3.8). Highest average current worth at USD9.2M and the 2<sup>nd</sup> highest average turnover also at USD9.2M.

**THE NETHERLANDS** | Relatively late starters at 32.4 years. However, once started they have among the highest number of companies launched (9.4).

**POLAND** | Strong family influence in entrepreneurship with only 22% of Polish entrepreneurs having no family history of business ownership.

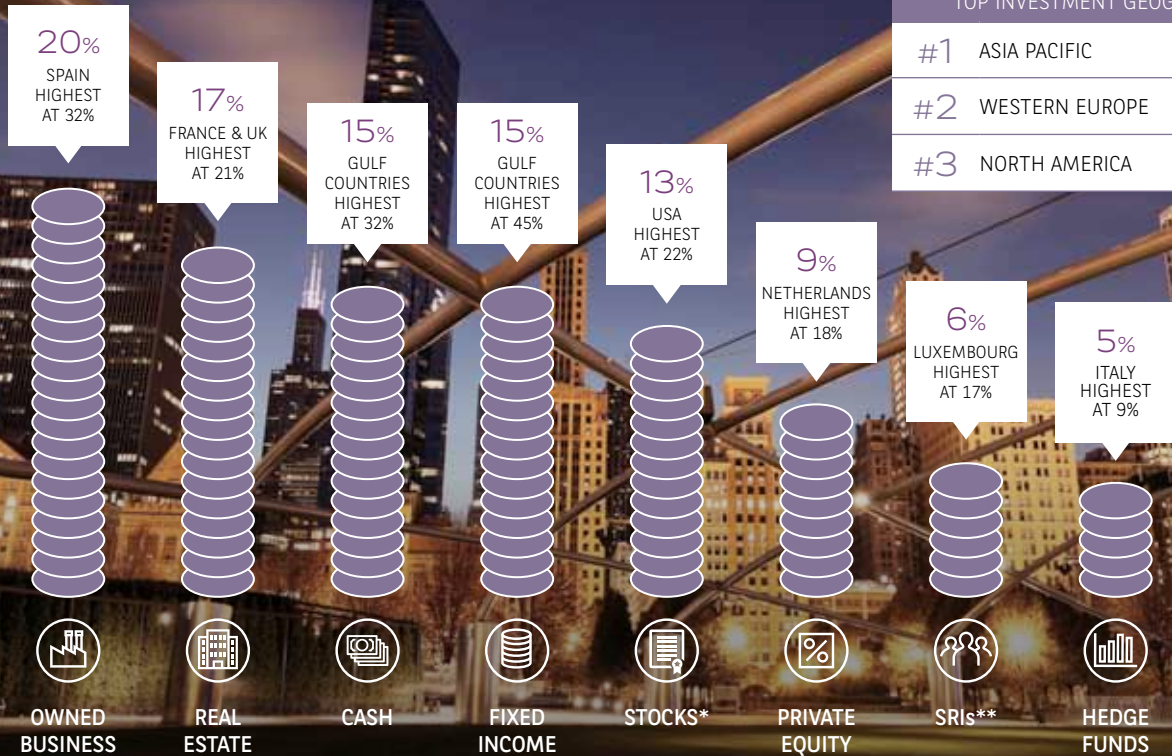
**SINGAPORE** | 43.9% of respondents expect their profits to increase in the next 12 months and have the lowest expected gross profit margin at just 20.9%.

# INVESTMENTS TRENDS

**STRONG DIVERSIFICATION** | “Owned business” and “real estate” remain preferred holdings. However, entrepreneurs show diversification across their investments.

GLOBAL INVESTMENTS  
**+12%**  
 VS 2015 REPORT

TOP INVESTMENT GEOGRAPHIES	
#1	ASIA PACIFIC
#2	WESTERN EUROPE
#3	NORTH AMERICA



\* NOT INCLUDING SHARES FROM OWNED BUSINESSES.  
 \*\* SOCIALLY RESPONSIBLE INVESTMENTS.

**SPAIN** | Large proportion of total wealth in business assets (32.2% of wealth) and expecting the highest future performance in the Eurozone (73.1% expect profit increase).

**SWITZERLAND** | Expecting one of the lowest gross profit margins at 23.8%. Entrepreneurs are very motivated by the concept of corporate social responsibility, rating its importance at 7.1 (out of 10).

**TAIWAN** | Among the most wealthy with an average net worth of USD8.1M. On average, entrepreneurs start their first business after the age of 30 but have the highest average turnover at USD9.5M.

**TURKEY** | Almost two thirds (61.8%) of entrepreneurs saw a rise in profits in the last 12 months and 73.5% expect this growth to continue in the 12 months to come.

**UK** | Among the last to consider starting a business at almost 32 years old (31.7). Entrepreneurs have the 2<sup>nd</sup> highest profit margin expectation at 37.4%, second only to Turkey.

**USA** | When given “free vote”, entrepreneurs consider the USA as the best place to start a successful business. On average, late starting entrepreneurs at almost 35 years old, they go on to start 4.6 companies on average.

# THE SUCCESSFUL ENTREPRENEUR PROFILE



AGE WHEN CONSIDERING TO START BUSINESS

29.4  
YEARS

EXPECTED 2015 GROSS PROFIT MARGIN

29.7%

AGE WHEN STARTING A BUSINESS

31.1  
YEARS

CORPORATE SOCIAL RESPONSIBILITY IMPORTANCE (OUT OF 10)

5.5

HISTORY OF ENTREPRENEURIALISM IN THE FAMILY

61.6%

BUSINESS PERFORMANCE IN THE PAST 12 MONTHS % OF WHICH HAVE ANSWERED "PROFITS HAVE RISEN"

51.1%

PROPORTION OF TOTAL WEALTH IN BUSINESS ASSETS

20.1%

BUSINESS PERFORMANCE IN THE NEXT 12 MONTHS % OF WHICH HAVE ANSWERED "EXPECTING PROFITS TO INCREASE"

58.2%

AVERAGE TURNOVER OF PRIMARY BUSINESS

USD 6.5M

AVERAGE CURRENT WORTH

USD 6.6M

AVERAGE NUMBER OF COMPANIES STARTED

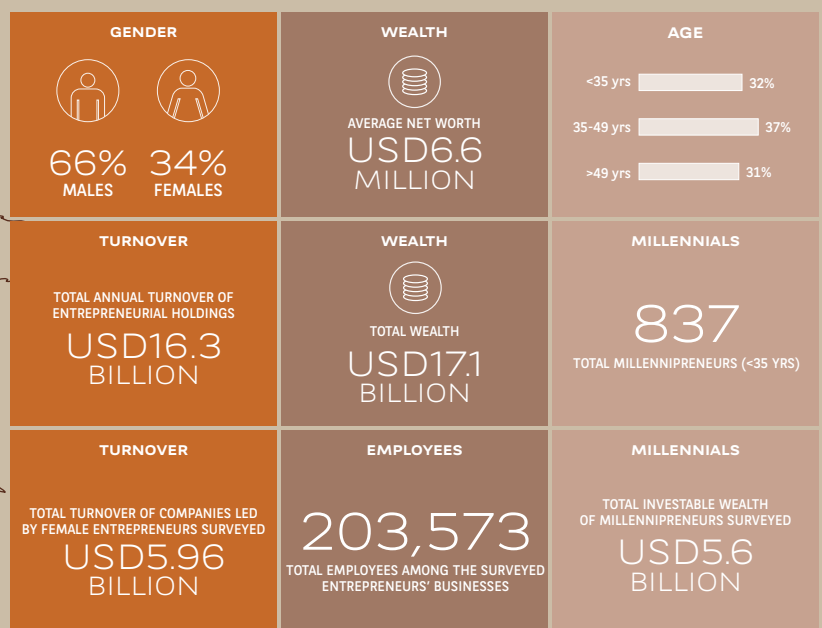
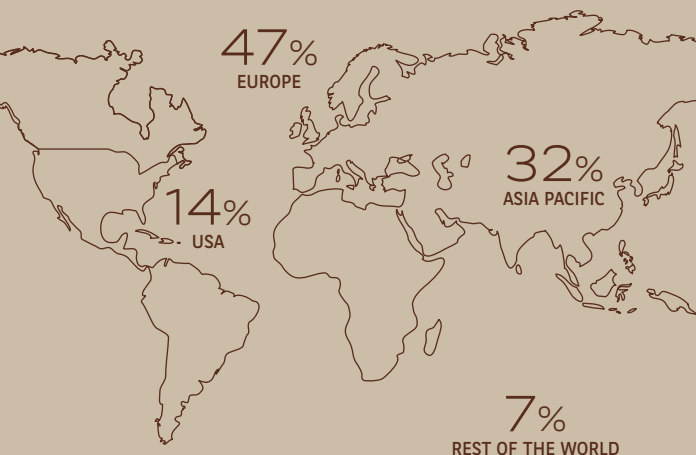
5.7  
COMPANIES

AVERAGE GLOBAL INVESTMENTS

USD 1.8M



2,594 GLOBAL ENTREPRENEURS



# PRIVATE BANKING FOR ENTREPRENEURS

## Understand, serve and celebrate entrepreneurs

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In a world that is ever-changing, ever-evolving, entrepreneurs need to build their wealth strategy with a partner they trust.

At BNP Paribas Wealth Management, we value your life's work.

Our experts create tailored solutions by drawing on our extensive network and specific know-how to help you build a bridge between your professional and personal wealth.

We implement a roadmap for the development, the protection and the passing-on of your corporate and personal wealth. We are here to advise you every step of the way.

Backed by our global Wealth Management network, our Business Centres around the world and our Corporate and Investment Bank, you benefit from the services of a leading banking and financial institution that delivers comprehensive, tailor-made solutions.

**"With our support for entrepreneurs, your wealth has a voice. Let it be heard".**

Our Wealth Management division with €331bn of assets under management (June 2015) is a leading global private bank and the #1 Private Bank in the Eurozone, with offices in some 30 countries around the world. Its knowledge of local investment climates and culture makes it the natural wealth management partner for clients wanting to manage, preserve and develop their wealth globally over the long term. It has been recently recognized "Best Private Bank in Europe", "Best Private Bank in North Asia" and "Best Private Bank in North America".

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