

- 41% in the North-East think it is more difficult to set up a non-traditional business idea than a more generalized business.
- Over 50% (55.55%) of people in the North-East believe they have the potential to make their innovative business or product idea a reality.
- Nearly 50% of people in the North-East think confidence (44%) and money (44.44%) are a barrier to launching their own innovative business.
- Over ½ (55.56%) believe that there is a lack of expert advice in the field they want to start a business in would hold them back.
- Nearly ¼ (23.22%) believe their business would have what it takes to be a national business or even bigger.
- 1 in 3 believe they have an innovative, problem-solving business or product idea.
- 70% would learn from others' mistakes, as well as their own personal mistakes, to inspire their working life and building their own business.
- Over ½ (55.55%) of people do not know where to go locally to develop their business idea.
- Nearly 1 in 3 (29%) individuals think happiness is the most crucial factor to a successful work life.
- 67% realise that a university degree is *not* essential to become a credible entrepreneur!
- 50% see that local innovative business is important to the community, creating jobs, whilst nearly ½ (46.25%) also agree it brings revenue to the area and the community.

**For further information on the North-East regional workshop, where future young innovators can find out more information, please visit: <https://ideasmeanbusinessnortheast.eventbrite.co.uk>**