

- Over 40% (41.76%) in the South-West think it is more difficult to set up a non-traditional business idea than a more generalised business.
- Over 60% (63.16%) of people in the South-West believe they have the potential to make their innovative business or product idea a reality.
- Over 30% (31.58%) of people in the South-West are held back from starting their own innovative business as they feel networking is a barrier, whilst 46% are limited by financial options.
- Nearly 40% (34.58%) from the South-West are held back by their confidence, preventing them from launching their own business.
- Nearly 50% (48.28%) would like their business/product idea to have a positive impact on healthcare.
- Nearly 2/3 (62%) believe their business would have what it takes to be a national business or even larger.
- 40% of individuals see age as a barrier to business success.
- 38% are inspired to build their own business through observing others.
- Less than half (42.11%) of individuals know where to go locally to develop their business idea
- 1 in 4 think happiness is the most important factor in their work life.
- Over 50% (51.73%) intend on starting their own innovative business in the next 5 years to solve a problem they have identified, with nearly half the population wanting to have a positive impact on Healthcare.
- Over 69% (69.23%) realise that a university degree is not essential to become a credible entrepreneur!
- 60% see that local innovative business is important to the community, creating jobs, whilst 46% believe it's important in bringing revenue to the area and the community.

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