

- Over 1/3 (36.08%) in Wales think it is more difficult to set up a non-traditional business idea than a more generalized business.
- Over 2/3 (66.67%) of people in Wales believe they have the potential to make their innovative business or product idea a reality.
- Over 40% (44.44%) of people in Wales think money is a barrier to launching their own innovative business whilst 1 in 3 find confidence the factor that has held them back.
- Over 1/3 (34.33%) believe their business would have what it takes to be a national business.
- Nearly 60% are inspired in their own working life from either seeing mistakes others have made or seeing their colleagues having success.
- 45% people do not know where to go locally to develop their business idea, Innovate UK want to help this.
- Nearly 1 in 3 (31.96%) individuals think happiness is the most crucial factor to a successful work life.
- 68% realise that a university degree is not essential to become a credible entrepreneur!
- 58% see that local innovative business is important to the community in Wales, creating jobs, whilst nearly 1 in 3 (30.93%) think it's crucial to raise the profile of the area and its community.

For further information on the Wales regional workshop, where future young innovators can find out more information, please visit: <https://ideasmeanbusinesswales.eventbrite.co.uk>