

- Nearly half of people (47.85%) across Yorkshire & Humber think it is more difficult to set up a non-traditional business idea than a more generalized business.
- 50% of people in Yorkshire & Humber believe they have the potential to make their innovative business or product idea a reality.
- 70% think money is the main barrier to launching their own innovative business, whilst 1 in 3 think education and confidence hold them back.
- 40% believe their business would have what it takes to be a national business or even bigger
- 1 in 5 believe they have an innovative, problem-solving business or product idea.
- Over 60% (62.50%) would learn from observing those around them as well as from the success of local entrepreneurs to inspire their working life and building their own business.
- Over 75% (77%) of people do not know where to go locally to develop their business idea.
- 1/3 of individuals in Yorkshire & Humber think happiness is the most crucial factor to a successful work life.
- 68% realise that a university degree is not necessarily essential to become a credible entrepreneur!
- Over 50% (53.99%) see that local innovative business is important to the community in creating jobs, whilst over 42% also agree it brings revenue to the area and the community.

For further information on the Yorkshire & Humber regional workshop, where future young innovators can find out more information, please visit:

<https://ideasmeanbusinessyorkshireandhumber.eventbrite.co.uk>