

- Over 1/3 (36.70%) in the North-West think it is more difficult to set up a non-traditional business idea than a more generalised business.
- Over 75% (76.32%) of people in the North-West believe they have the potential to make their innovative business or product idea a reality.
- Over 50% (52.63%) of people in the North-West think money is a key barrier to launching their own innovative business whilst 40% are held back by the state of the economy.
- Over 1 in 3 (34.21%) from the North-West are held back by their confidence, preventing them from launching their own business.
- Nearly 40% (37.04%) would like their business/product idea to have a positive impact on the environment, a sustainable solution.
- 50% believe their business would have what it takes to be a national business or even larger.
- 1 in 3 believe they have an innovative, problem-solving business or product idea.
- Over ½ (57.41%) would learn from others' mistakes, as well as their own personal mistakes, to inspire their working life and building their own business.
- Only 1/3 of individuals know where to go locally to develop their business idea.
- 50% think happiness and making money are the most important factors in their work life.
- Nearly 70% (66.67%) intend on starting their own innovative business in the next 5 years to solve a problem they have identified, with 37% focusing on safety and security issues.
- 67% 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 40% believe that local businesses can regenerate an area.

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