



QUEEN CITY CAREERS ENTREPRENEURSHIP

WHAT IS ENTREPRENEURSHIP?

PROCESS OF DESIGNING, LAUNCHING AND RUNNING A NEW BUSINESS An entrepreneur is an individual who creates a new business, bearing most of the risks and enjoying most of the rewards

ENTREPRENEURSHIP TYPES

SMALL BUSINESSES. privately owned corporations, partnerships, or sole proprietorships that often have fewer employees and less revenue than large corporations

SCALABLE STARTUPS. these begin with an innovative solution to a problem where the unique idea becomes a business model that can grow quickly through scalability and repeatability.

LARGE COMPANIES. also called corporate entrepreneurship, this refers to entrepreneurship in established large companies. It can include the creation of new business through products, services, customer base, and more.

SOCIAL ENTREPRENEURSHIP. refers to solutions for social, cultural, or environmental issues that are developed, funded and implemented by individuals or groups.

PREPARING FOR YOUR CAREER...

AS REPORTED BY ENTREPRENEURS, YOU WILL NEED:

- A high level of communication skills
- The ability to sell ideas, products, and themselves
- A high level of focus on tasks
- A strategic mindset
- Commitment to lifelong learning
- An understanding of business and business skills
- The ability to manage and raise money
- Understanding SEO and other marketing practices
- A strong network

GET INVOLVED

PURSUE the Belk College certificate in Entrepreneurship

JOIN the entrepreneurship club

ATTEND events with the Center for Entrepreneurship and Innovation

STATISTICS ABOUT ENTREPRENEURSHIP

MOST BUSINESSES ARE SMALL BUSINESSES- FIRMS WITH FEWER THAN 20 WORKERS MAKE UP 89% OF ALL BUSINESSES

SMALL BUSINESSES ACCOUNTED FOR 61.8% OF NET NEW JOBS FROM 1993- 2016

ABOUT HALF OF BUSINESS SURVIVE 5 YEARS OR LONGER, 1/3 MAKE IT OVER 10.
SOURCE: SBA

Successful entrepreneurs are often resilient, agile, tenacious, and hard workers. They inherently assume more risk in pursuing entrepreneurship. The benefits that they report are a heightened sense of purpose in their work, flexibility, autonomy, the potential for financial success, and the ability to leave a legacy. Entrepreneurs might be great at generating new ideas and identifying solutions to problems.

BCOB ALUMNI

THE BELK COLLEGE HAS MANY EXAMPLES OF ALUMNI WHO ARE SUCCESSFUL ENTREPRENEURS. HERE ARE A FEW:

CHRISTOPHER MOXLEY '03
704 SHOP & V (FIVE) LIONS

MANUEL ZAPATA '72 ZAPATA INCORPORATED

KIRK BEATTY '87, '10
DATATECH INFORMATION SERVICES

BRYAN DELANEY '03 & JAMES HARTSELL '02
METHOD

LATESHA BYRD '12 BYRD CAREER CONSULTING