

Results of the regional Survey on requirements for Business Advisors and evaluation of the regional infrastructure for business start-ups

according to the requirements of “Community Practice on Inclusive Entrepreneurship” (CoPIE)

in the Regions of Extremadura and Galicia, Spain

21 October 2010

Norbert Kunz, Beñat Egaña
iq consult, Berlin

1. Aims of the survey
2. Asked questions
3. Methodology
4. Main results
5. Recommendations

Aims of the survey:

- Quantitative comparative analysis of the groups implicated in an advising process
 - Requirements/ skills of the advisors
 - Regional infrastructure for business start-up
- Identify gaps and differences
- Identify ways to optimize advisors capabilities
- Compare different results across Europe
- Identify possibilities for a mayor transnational cooperation



Community of Practice - Inclusive Entrepreneurship

Questions:

- **Standard forms directed to the following three target groups:**
 - **Entrepreneurs** (those in process to start-up a business)
 - **Businessmen/-women (<2y)** (those who set up a business in the last 2 years)
 - **Advisors** (Business star-up advisors)
- **Divided in two blocks:**
 - **Requirements for advisors**
 - **1 Knowledge**
 - **2 Experience**
 - **3 Skills**
 - **4 (Advice-) approach**
 - **5 Evaluation of regional business start-up support infrastructure**

Methodology

- **Likert-scale answers (1, 2, 3, 4, 5)**
 - 1 “Unimportant” → 5 “Very important”
- **Distributions of questionnaires**
 - **Through the regional AEDL network coordinators**
 - **Per e-mail**
 - **The business advisors reach the questionnaires to the entrepreneurs and businessmen/-women**
 - **Possible conflict of interest. Questionnaires point out clear that the goal of the survey is not to evaluate the skills of their own advisors.**

Extremadura - Questionnaires received

Entrepreneurs	63	32 %
Businessmen/-women (<2y)	60	30 %
Advisors	76	38 %
Total	199	100 %

<i>Male</i>	39 %
<i>Female</i>	58 %
<i>less than 25 years</i>	19 %
<i>25 – 30 years</i>	19 %
<i>31 – 45 years</i>	30 %
<i>more than 45 years</i>	19 %

Background of the entrepreneurs

<i>migrant</i>	3,2 %
<i>disabled person</i>	1,6 %
<i>unemployed</i>	69,8 %

Galicia - Questionnaires received

Entrepreneurs	12	29 %
Businessmen/-women (<2y)	11	27 %
Advisors	18	44 %
Total	41	100 %

Male	29 %
Female	71 %
less than 25 years	0 %
25 – 30 years	6 %
31 – 45 years	67 %
more than 45 years	27 %

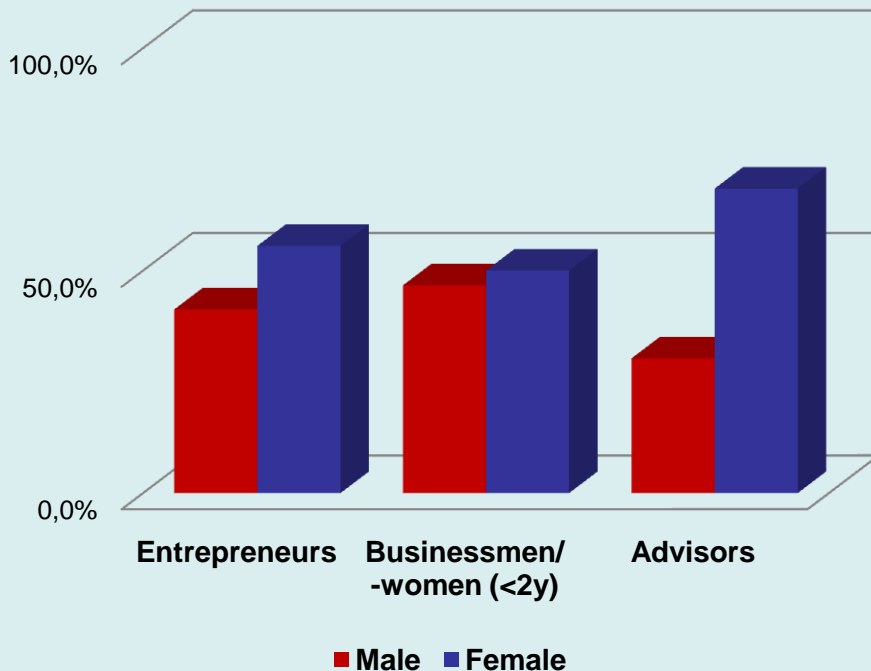
Background of the entrepreneurs

migrant	8,3 %
disabled person	16,7 %
unemployed	33,3 %

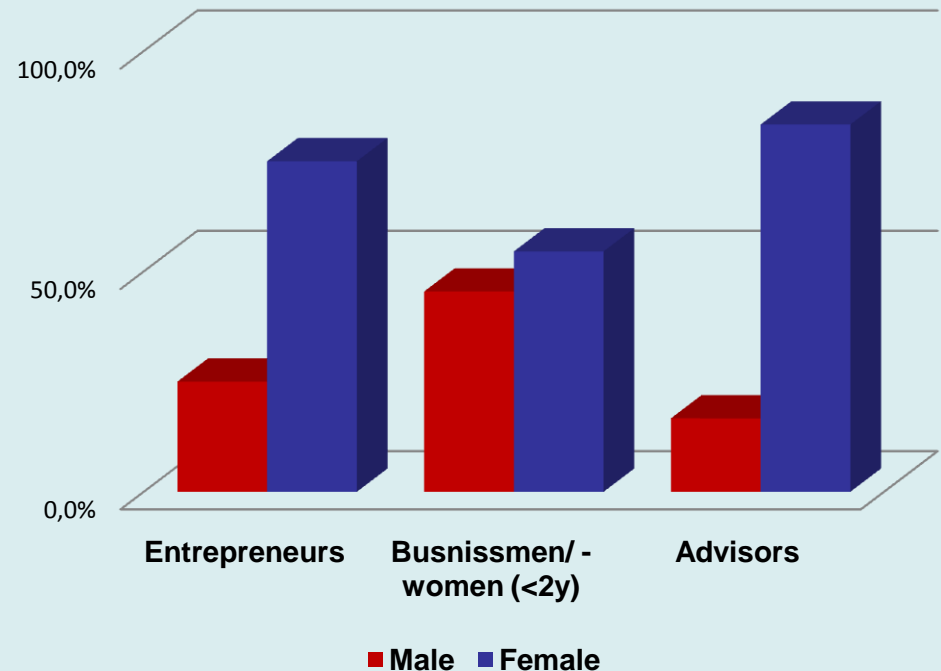
Extremadura & Galicia – Sex distribution

Consolidated presence of women in the entrepreneurial sector.

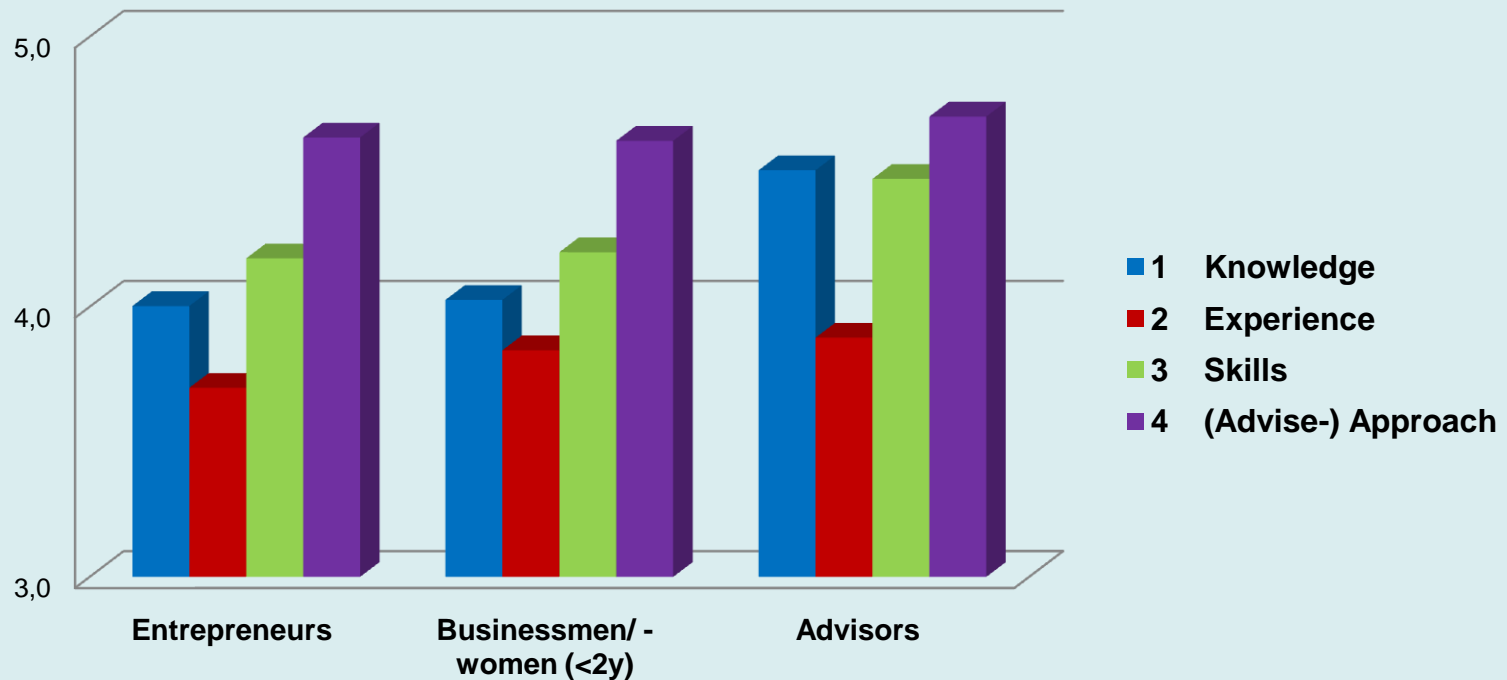
Extremadura



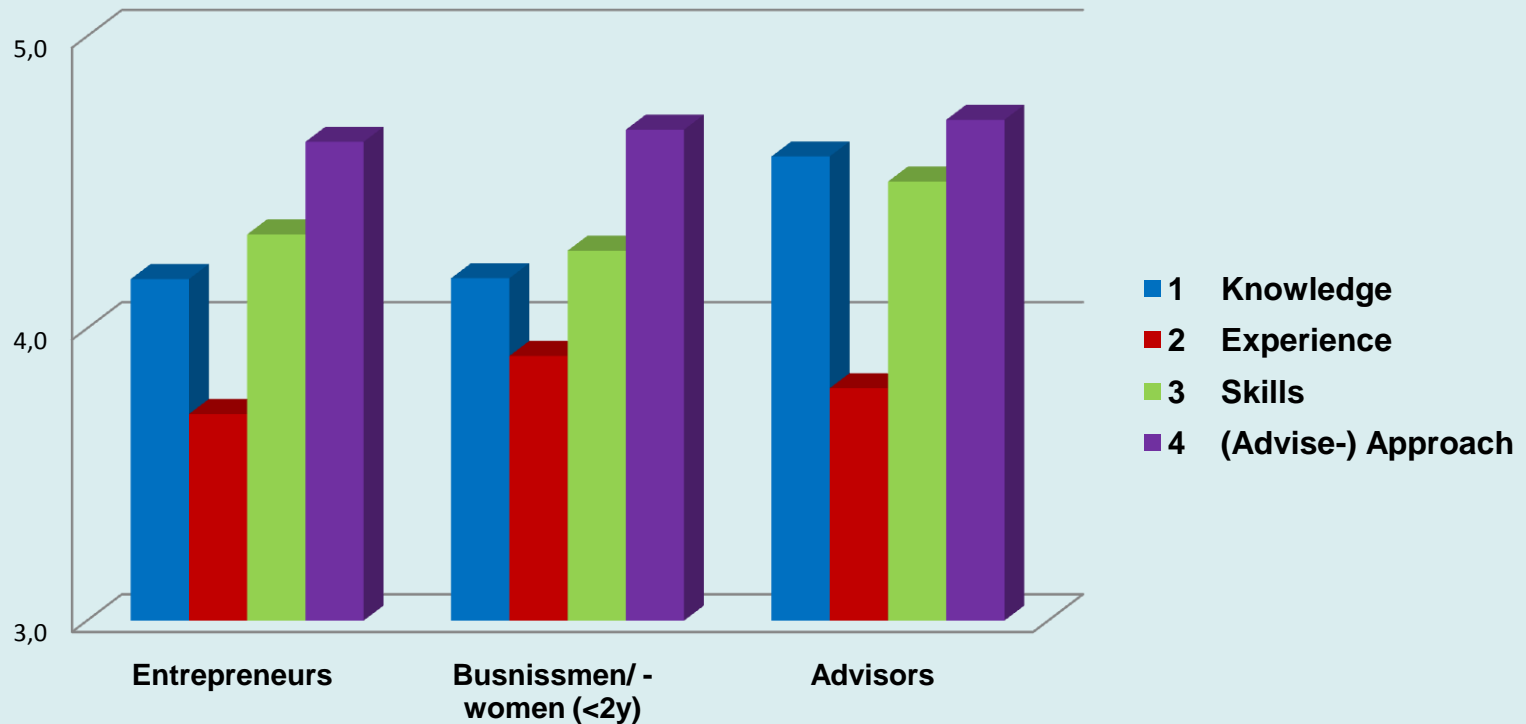
Galicia



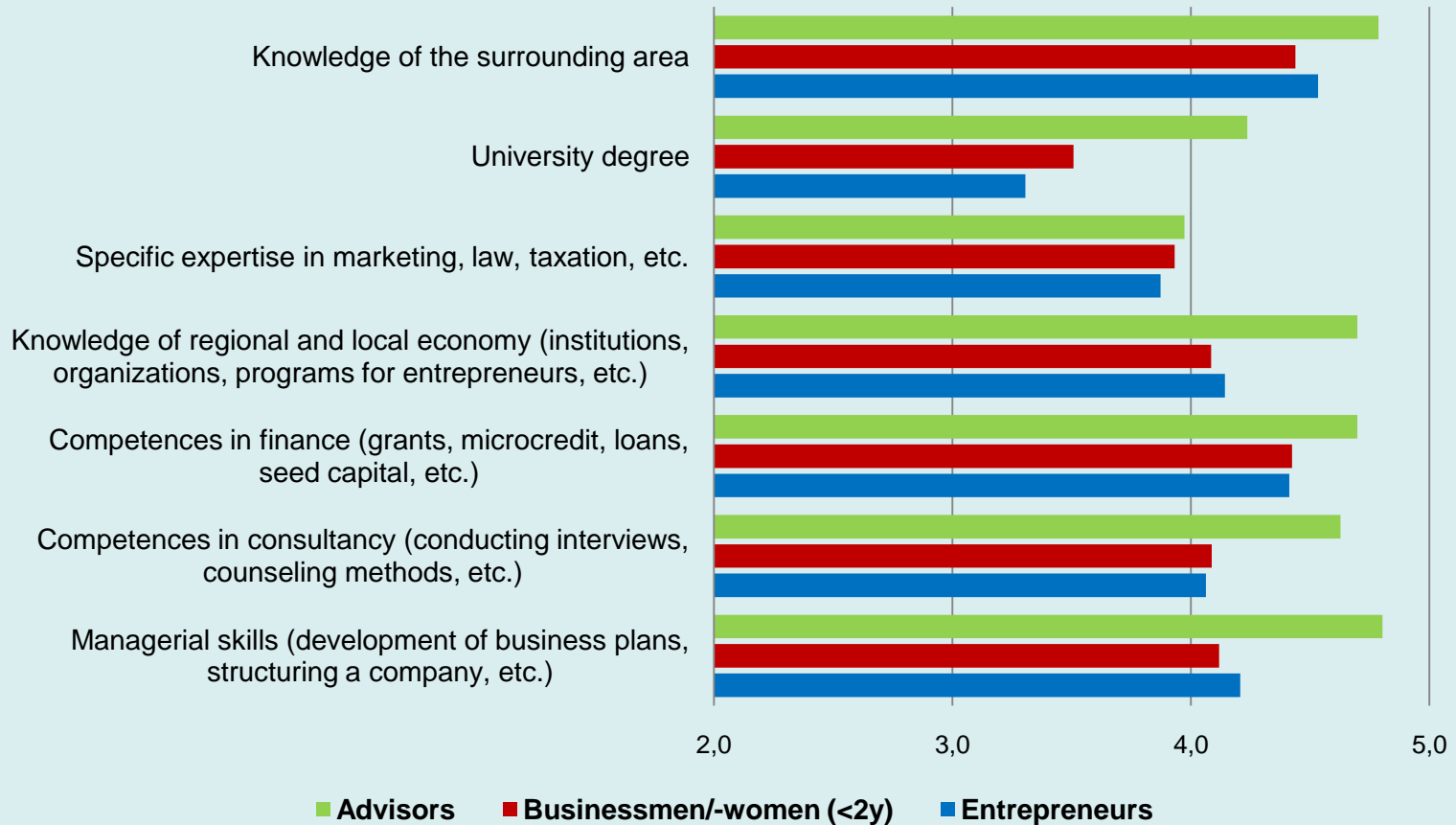
Extremadura – Average values of the 4 question blocks



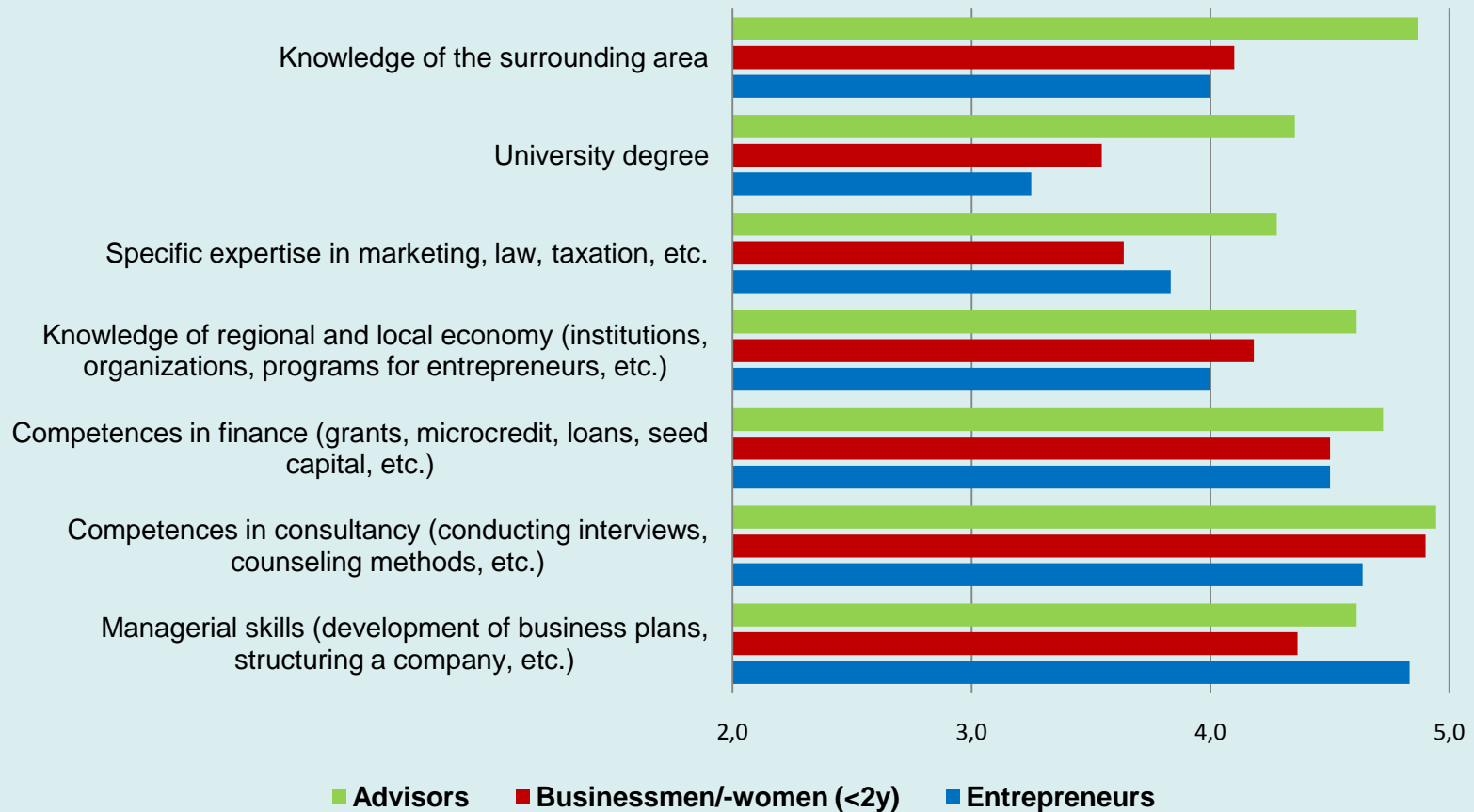
Galicia – Average values of the 4 question blocks



Extremadura – 1 Knowledge



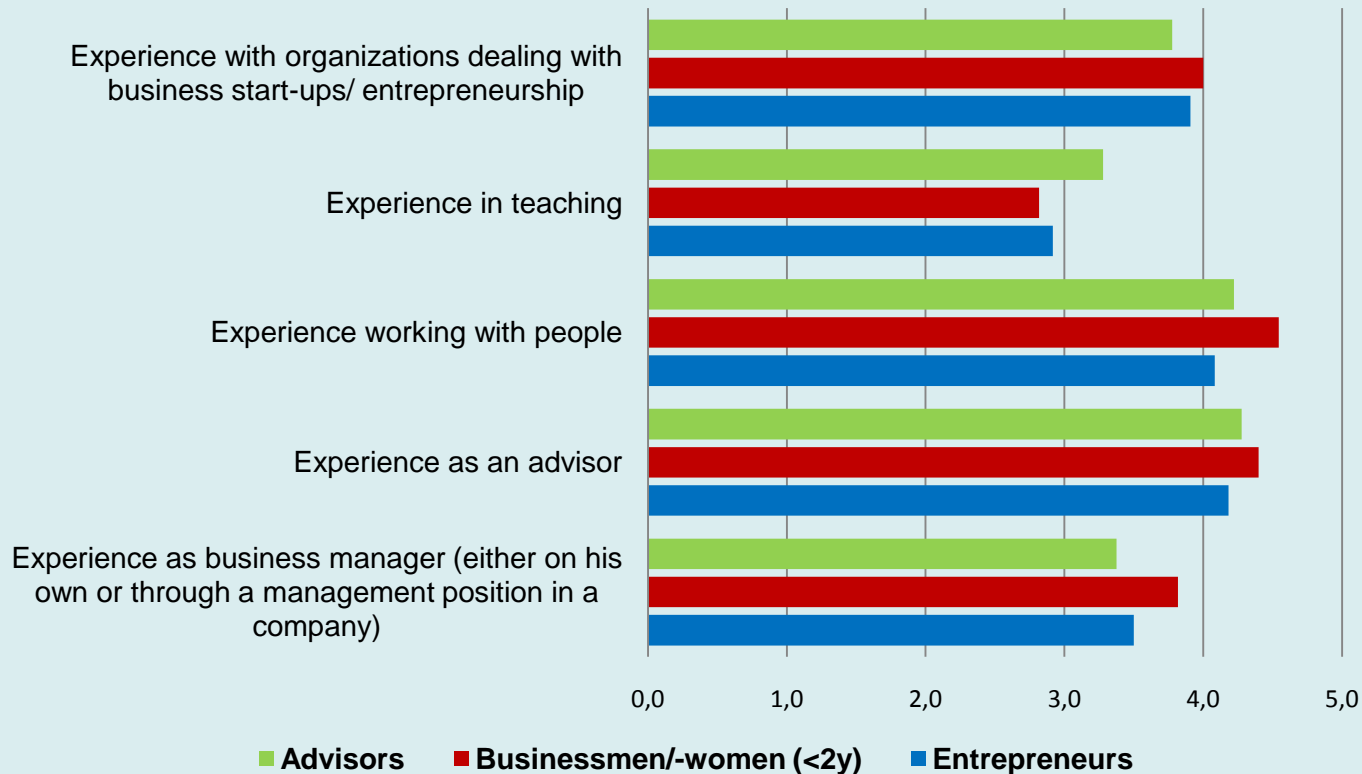
Galicia – 1 Knowledge



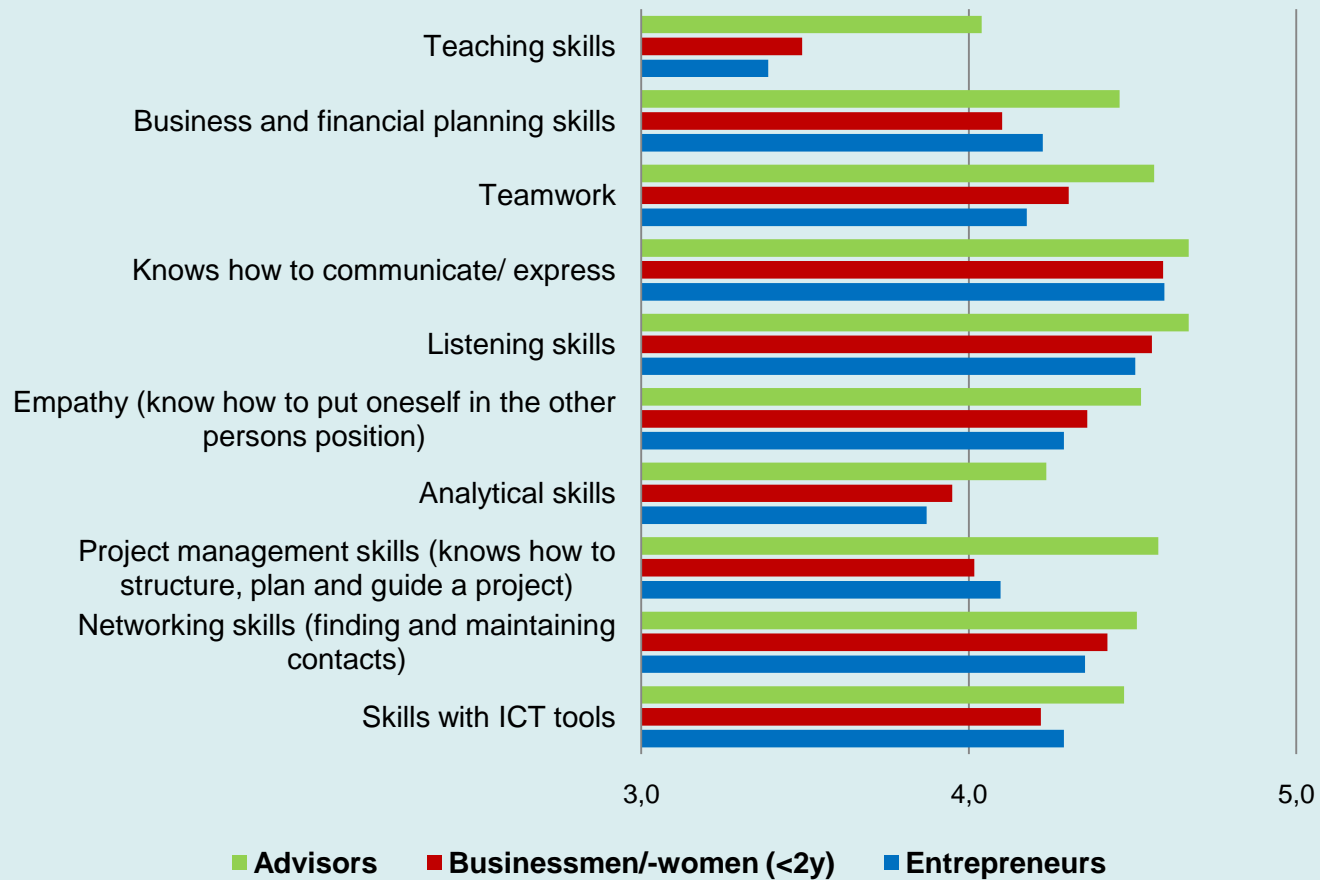
Extremadura – 2 Experience



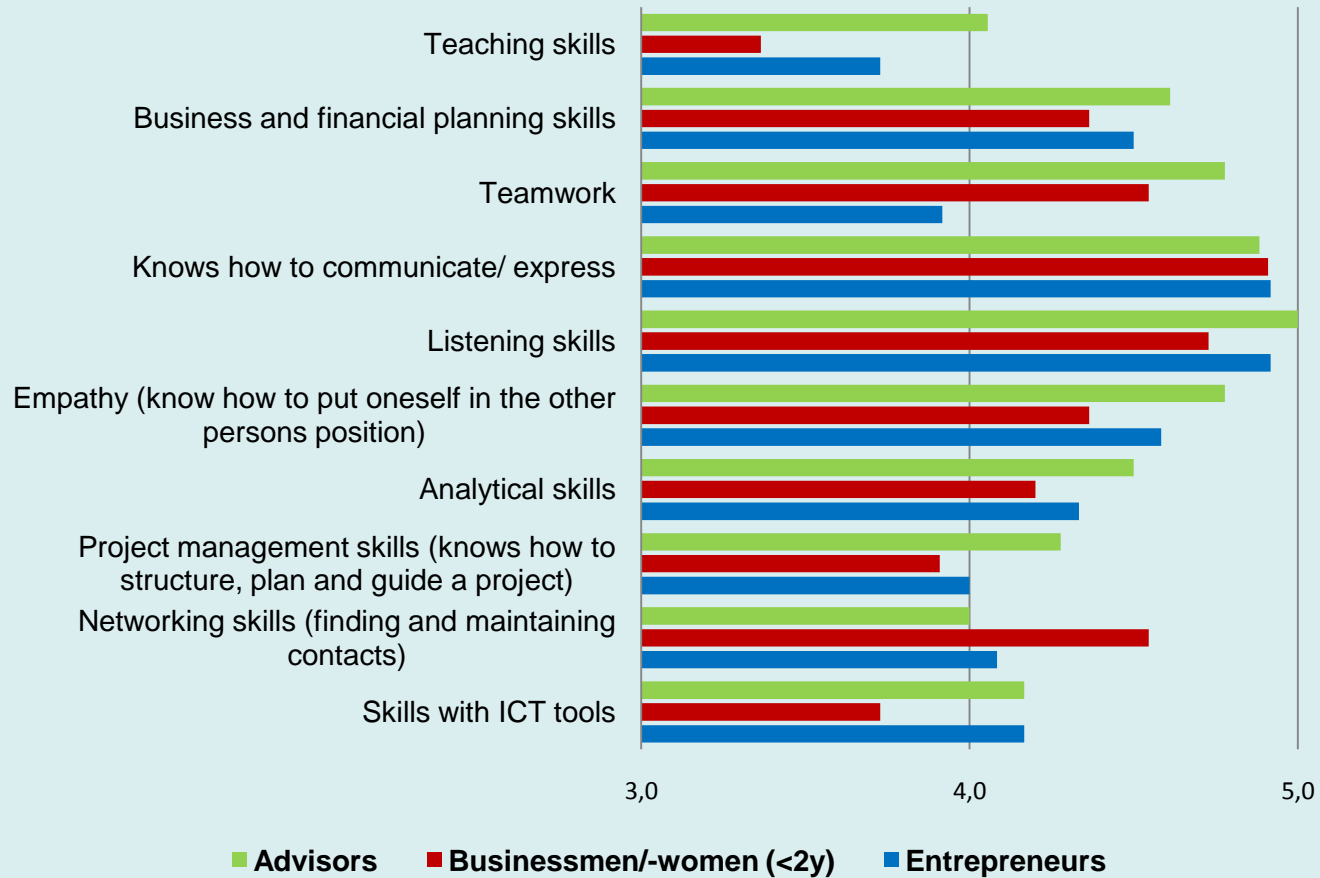
Galicia – 2 Experience



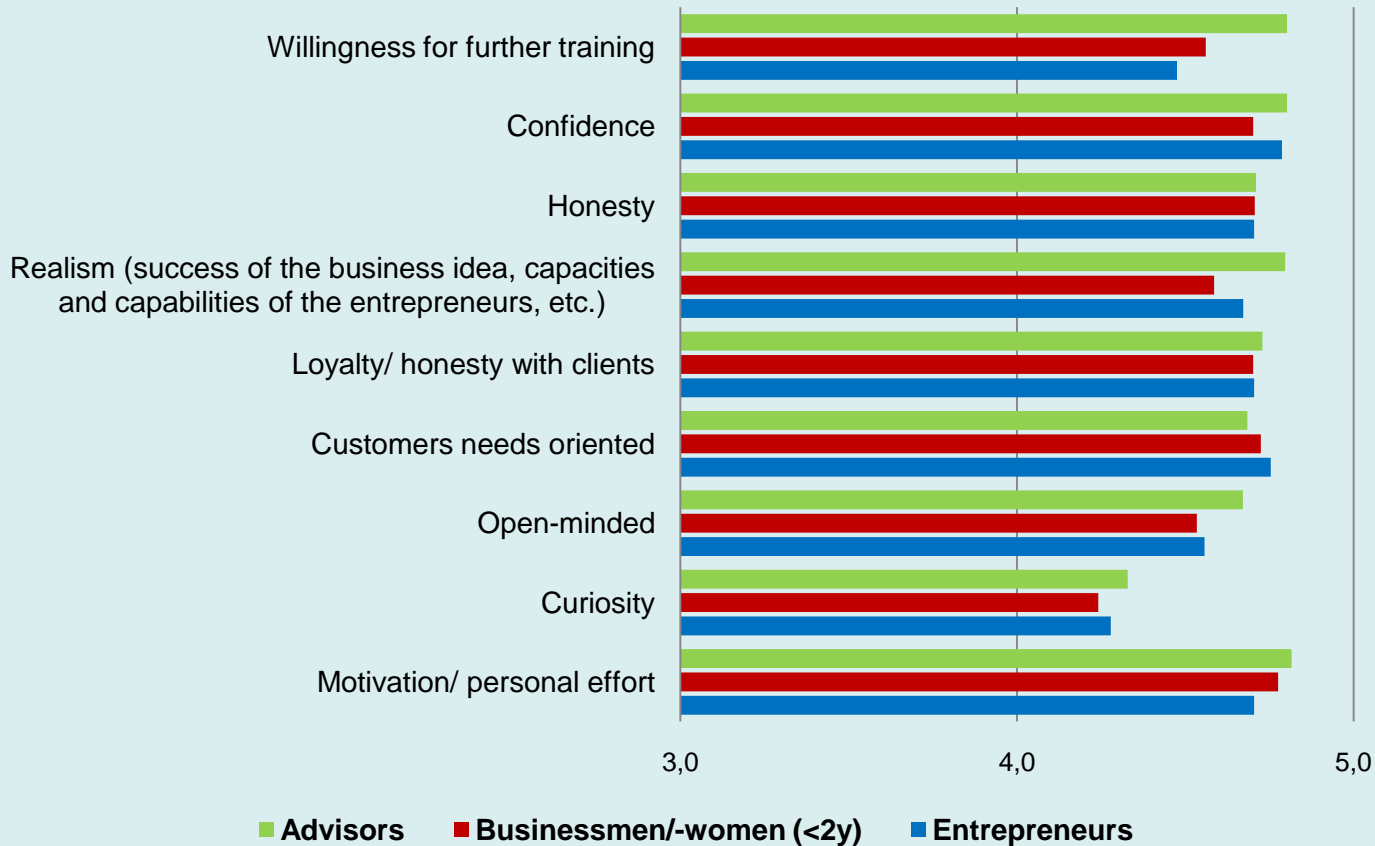
Extremadura – 3 Skills



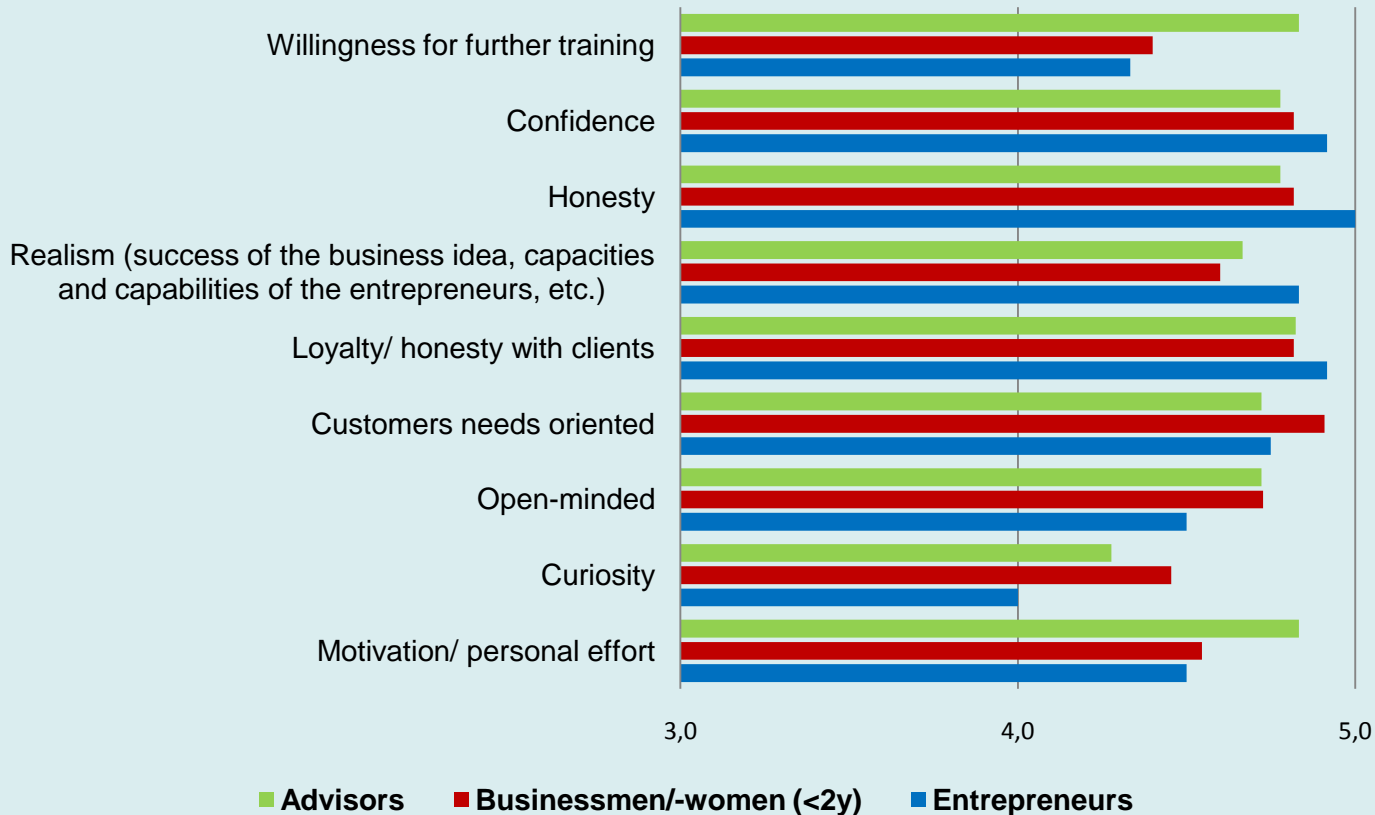
Galicia – 3 Skills



Extremadura – 4 (Advice-) approach



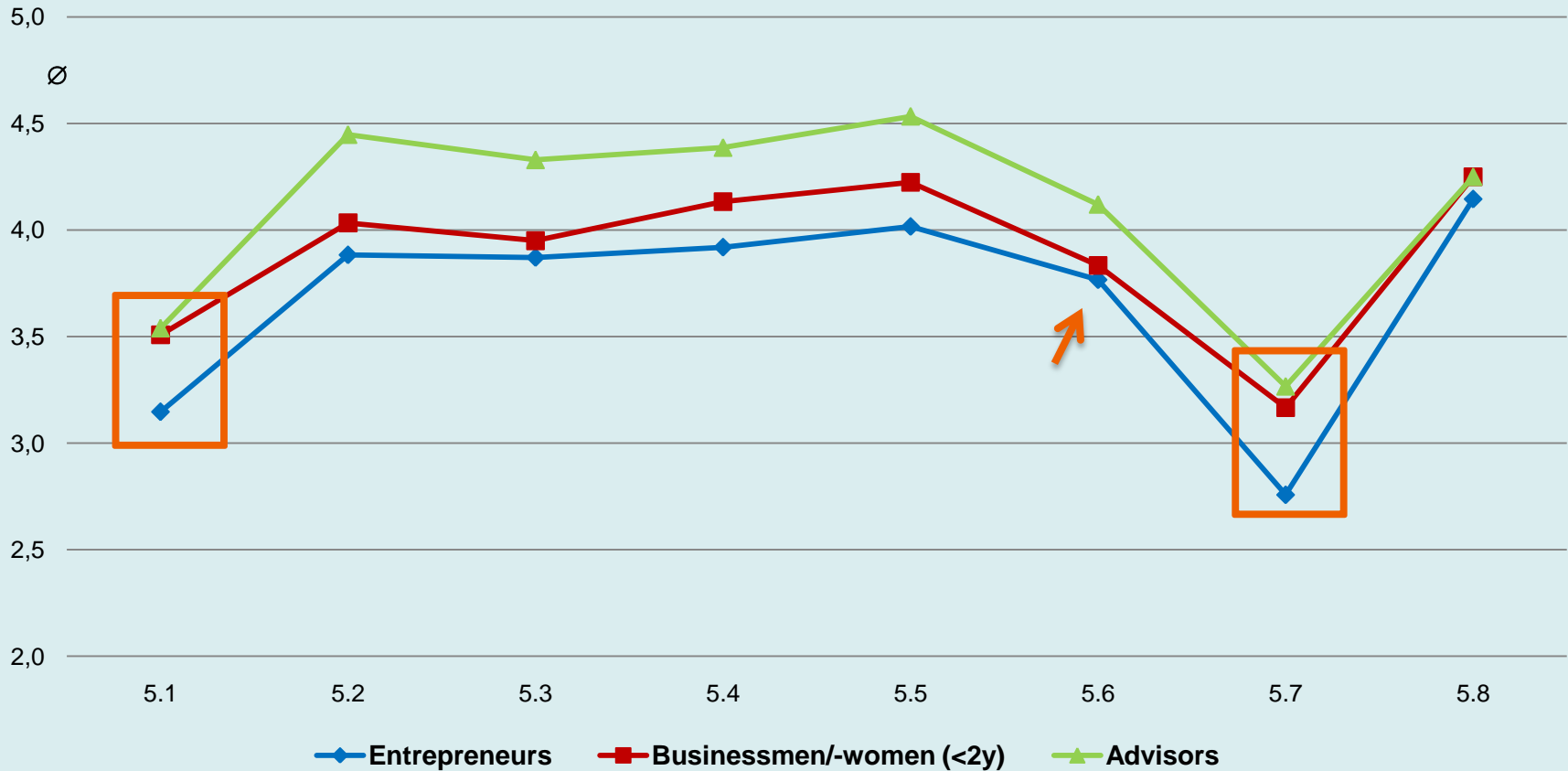
Galicia – 4 (Advice-) approach



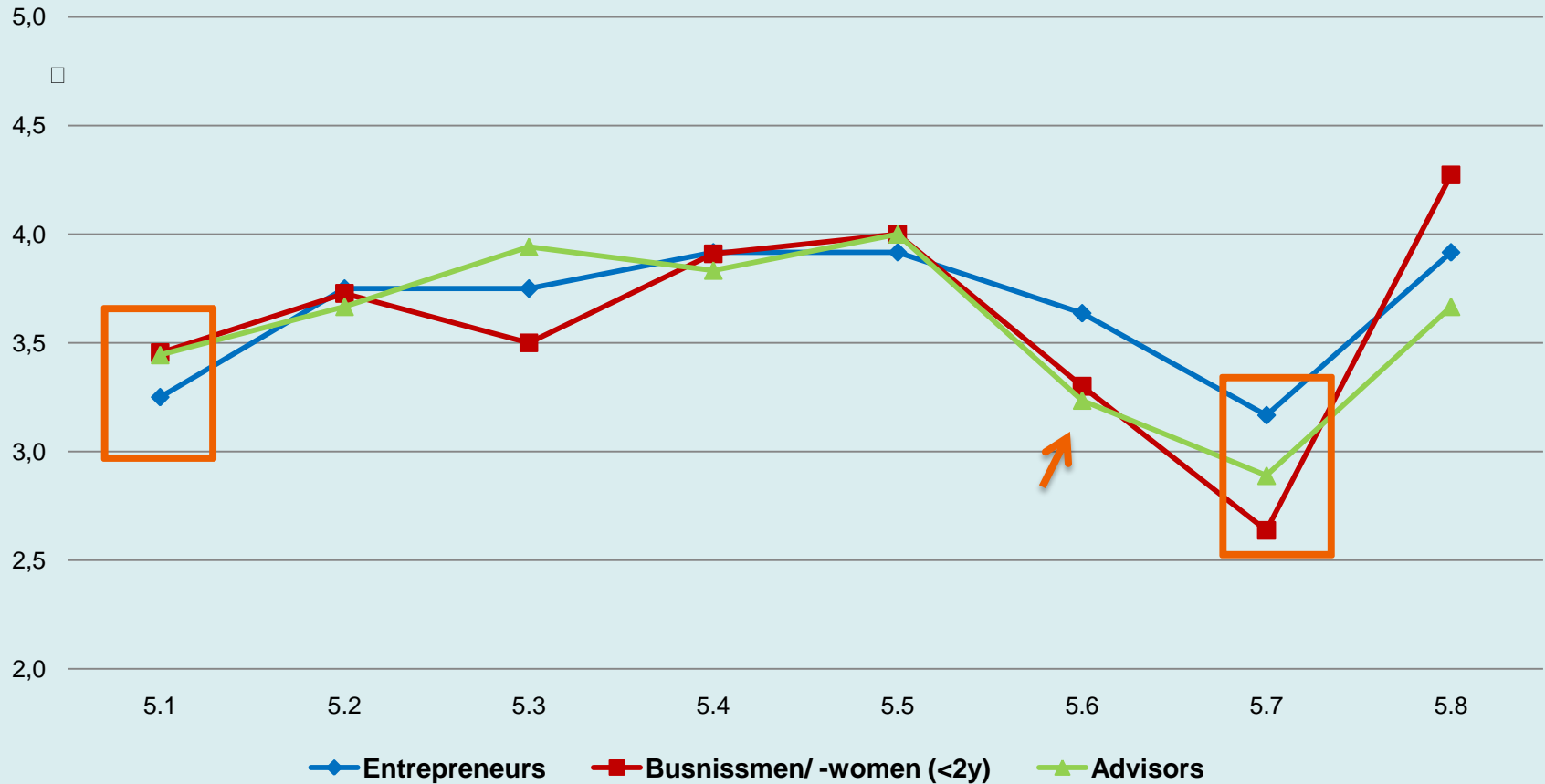
5th Block – Evaluation of regional business start-up support infrastructure

1. The infrastructure to start-up a business in my area reaches and is aligned to all interested groups
2. It is possible to obtain information through info-sessions or by other means about entrepreneurship and self employment in my area
3. The advising services in my region give a complete and transparent information on their support services
4. It is easy for entrepreneurs to find adequate support services in my region
5. In my region there are suitable individual advising and support offers for those interested in the pre-start-up phase (free or at a reasonable cost)
6. In my region there are suitable individual advising and support offers for those interested in the post-start-up phase (free or at a reasonable cost)
7. There are appropriate funding sources for small business start-ups in my region (with small or reasonable warranties)
8. The business start-up advisors are good qualified for their work

Extremadura – Evaluation of regional business start-up support infrastructure



Galicia – Evaluation of regional business start-up support infrastructure



Recommendations

- Re-define the self-learning guides and training courses tackling more thoroughly the approach techniques.
- Support services should be more inclusive → Target group oriented services. One size fits all services does not work.
- Improve services for the post-start-up phase.



Community of Practice - Inclusive Entrepreneurship

Thank you very much for your attention!

Beñat Egaña
egana@iq-consult.com

Norbert Kunz
kunz@iq-consult.com

iq consult • Muskauer Str. 24 • D-10997 Berlin • tel 030 61 28 76 77 • www.iq-consult.com