In a rapidly changing world, we believe the key to building a sustainable future are entrepreneurs and entrepreneurial people. We set out to see how Aalto students feel about entrepreneurship and their own capabilities for making an impact.

Anyone can be an entrepreneur — even without being a founder. Being entrepreneurial means seeing problems as opportunities for innovation, rather than as something to shy away from. It means taking ownership and responsibility, not waiting for someone else to act. It doesn’t mean you have to represent a certain demographic, and we were happy to see our respondents come from very different backgrounds.
Diversity is the secret sauce of innovation. Having people from different genders, educational backgrounds, nationalities and so on will bring different perspectives to the table, leading to more versatile ideas. Our 400+ respondents represent the whole Aalto University, with people from all schools and educational levels, from different genders and age groups, and with varying previous experience in entrepreneurial activities.
Not everyone feels about entrepreneurship, or especially startups, as positively as we do. And it’s ok, we understand where it comes from. We realize there are a lot of problems in the field. However, we do think that entrepreneurial thinking can do a lot of good for both individuals and the planet when used correctly — and most Aalto students seem to agree.
Despite realizing how hard it is, many Aalto students are interested or even intend to start their own business.

**Interest in starting a business**

*Scale (0-5)*

- Average: 3.3
- Median: 4

**Intention to start a business**

- Never
- In the next 3 years
- In the next 4-10 years
- In over 10 years or later
- I already have

**Reasons for starting a business**

- Making an impact
- Solving sustainability-related problems
- Freedom
- Wealth
- Challenging myself
- Ownership
- Other, what?

**Causes for uncertainty about entrepreneurship**

- Other: 14%
- Lack of motivation: 18%
- Nothing: 2%
- Responsibility: 28%
- Not finding a co-founder: 20%
- Disbelief in own ideas: 22%
- Financial insecurity: 69%
- Lack of skills: 43%
- Do not yet have an idea to pursue: 53%
We knew many of our students have already started their own business, so we wanted to know more.

The skills and qualities that make a great entrepreneur are something that also help anyone get ahead in a world where few things are stable or certain. We found out that Aalto students consider themselves quite entrepreneurial in nature but feel like they lack some core skills — luckily, these skills can be learned and practiced.

### Entrepreneurial qualities among students

(0=low, 5=high)

<table>
<thead>
<tr>
<th>Personal qualities</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Persistent</td>
<td>3.9</td>
</tr>
<tr>
<td>Strong drive to achieve</td>
<td>4.2</td>
</tr>
<tr>
<td>Goal-oriented</td>
<td>4.2</td>
</tr>
<tr>
<td>Self-confident</td>
<td>3.4</td>
</tr>
<tr>
<td>Creative</td>
<td>3.8</td>
</tr>
<tr>
<td>Innovative</td>
<td>3.6</td>
</tr>
</tbody>
</table>

### Entrepreneurial skills among students

(0=low, 5=high)

<table>
<thead>
<tr>
<th>Skills</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identifying new business opportunities</td>
<td>3.0</td>
</tr>
<tr>
<td>Creating a vision</td>
<td>3.4</td>
</tr>
<tr>
<td>Creating new products and services</td>
<td>3.1</td>
</tr>
<tr>
<td>Solving Complex Problems</td>
<td>3.7</td>
</tr>
<tr>
<td>Commercializing a new idea or development</td>
<td>2.7</td>
</tr>
<tr>
<td>Being a leader and a communicator</td>
<td>3.5</td>
</tr>
<tr>
<td>Successfully managing a business</td>
<td>2.7</td>
</tr>
<tr>
<td>Managing innovation within a business</td>
<td>2.8</td>
</tr>
<tr>
<td>Building up a professional network</td>
<td>2.8</td>
</tr>
</tbody>
</table>

Avg. 3.9

Avg. 3.1

Already in the business

We knew many of our students have already started their own business, so we wanted to know more.
While we absolutely encourage everyone to stay in school, it’s heartwarming to find out so many of our students are already trying out their wings as entrepreneurs, making a living or even providing jobs for others. The larger portion of respondents interested in raising funding compared to those who already have can be tackled with de-mystifying the process and with proper tools and know-how — we’re already doing this with Impact Studio.
Appendix

Just a couple of questions we found interesting that didn’t fit to the other categories.

Do you work while studying?

- No: 39%
- Part-time: 44%
- Full-time: 17%

Which organizations have you heard of?

- Wave Ventures
- Startup Sauna
- Startup Center
- Slush
- Kiuas
- Junction
- Dash
- Aalto Ventures Program
- Aalto Entrepreneurship Society (Aaltoes)
- None of the above

Note: The study was conducted by Aaltoes and Aalto Ventures Program, which might skew the above results in our favor.

In entrepreneurship we trust

We believe everyone can benefit from being more entrepreneurial, and our goal is to arm every student in Aalto University with an entrepreneurial mindset. With this annual survey we hope to see the impact of what we do. If you think we’re onto something or if you want to help us improve, don’t hesitate to get in touch.

avp.aalto.fi
aaltoes.com