MISSION

To help individuals attain economic independence by advancing educational achievement and entrepreneurial success
“Every individual that we can inspire, that we can guide, that we can help to start a new company, is vital to the future of our economic welfare.”

- Ewing Kauffman
"The more that you expect from people, the more they live up to your expectations."

- Ewing Kauffman
Millennial/Boomer
BABY BOOMERS

spend  degree  generation  largest
married  change  birthrate  medicare
historical impact  income  1960's
physically fit  parents  special

1950's  wealth  post WWII
retirement  demographic  work
lifestyle  mortgage  active
education  cultural  money
eric  goals  house
money
Boomers in Entrepreneurship

In 2016, the oldest Baby Boomers will turn 70 and the youngest will turn 52

• **With life-expectancy rising** Boomers should be an important economic force for years to come

• **The aging population** and other demographic trends present enormous entrepreneurial opportunities in sectors such as health, medicine, education, construction, finance and transportation

• **The Bureau of Labor Statistics** finds the percentage of Americans working past age 65 has jumped from approximately 11 percent in 1985 up now to 19 percent
Boomers in Entrepreneurship

The Good News

• Boomers have been an entrepreneurial generation, and they will continue to be

• As they work and live longer, Boomers also will be entrepreneurs for longer periods of time

• The aging of Baby Boomers will create numerous challenges and entrepreneurial opportunities – and Boomers will be the ones who start companies to capitalize on them

• Boomers are the best-positioned people in America to start new companies
Many Boomers who became entrepreneurs during the information technology revolution in the 1980s and 1990s are today’s serial entrepreneurs.

Some data show that these 50 and 60 year-old founders have started more businesses in the last ten years, while in the meantime, the rate of business creation among twenty to thirty-year-olds has slowed.
Launched by University of Southern California's Entrepreneur Program in 1986.

Kauffman Foundation became the major funder in 1993 and purchased it in 1997 as a practical way to pursue its mission to accelerate entrepreneurship in the U.S.

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  - Develop their business concept
  - Determine the viability of their ideas
  - Outline the critical steps to a successful launch
Boomers in Entrepreneurship

Brian Kearns, Founder of HipHire

Bruce Steinberg, Fine Vines Artisanal Ketchup
Boomers in Entrepreneurship

Of Note

• They won’t start as many companies and the companies they do start will have less economic impact

• Common sense indicates that an older population won’t start companies at a very fast pace

• Boomers can’t afford to start new companies
Final Thoughts

- **Foster more, and more successful, entrepreneurs** by creating useful knowledge for entrepreneurs.

- **Enhance the environment** for entrepreneurship and innovation in your communities.
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