

Project Title: Start-Up Academy  
2016-1-HU01-KA204022923

# Comparative analysis

on entrepreneurial skills and motivations of  
young adults in the countries involved in the  
Start-Up Academy project



Erasmus+



Comparative analysis

# Contents

4	Introduction
5	Comparative analysis on gender
6	Comparative analysis on dwelling place
7	Comparative analysis on highest education degree
8	Comparative analysis on age
9	Comparative analysis: How I see myself in 10 years?
9	Comparative analysis of the financial planning skills
10	Comparative analysis of selling skills
11	Comparative analysis of language skills
12	Comparative analysis of the motivation to become an entrepreneur
13	Comparative analysis of the demotivation to become an entrepreneur
14	Comparative analysis on the question “Do you have a project idea?”
15	Comparative analysis on the business type
16	Comparative analysis on how respondents see their business environment
17	Comparative analysis on type of help respondents would need to start their business

# Contents

18	Summary And Conclusions In English
21	Summary And Conclusions In Croatian - Sažetak I Zaključci
24	Summary And Conclusions In Spanish - Resumen Y Conclusiones
27	Summary And Conclusions In Greek - Περίληψη Και Συμπεράσματα
30	Summary And Conclusions In Hungarian – Összefoglaló És Következtetések
33	Summary And Conclusions In Romanian – Sumar Şi Concluzii
36	Contact

# Introduction

The comparative analysis is made based on the studies realized by each participating country in the project named Start-Up Academy, having the reference number 2016-1-HU01-KA204022923. Five organizations from 5 states (Hungary, Greece, Croatia, Romania and Spain) carried out a survey on entrepreneurial skills and motivations with at least 100 – 100 respondents living mainly in their working areas. The questionnaire included questions related to their demographic data (gender, age, finalized studies, type of dwelling place), to their future vision, to their different type of competences (language, economic, etc.) and to their entrepreneurial willingness. Each promotor had the opportunity to collect the answers from respondents online or by fieldwork.

The answers were centralized by each organization in each country and were analyzed in the form of a study. These were used to compare the characteristics and trends of the target groups of the involved states and concluded in the present study. The findings of the analysis will be used to determine the following steps of the present strategic project.

## Presentation of the problem

According to the national reports of the participating countries, all of the involved states face similar problems regarding the target group, youth: unemployment and not favorable environment for entrepreneurship. Romania needs another 10 years in order to be able to offer an adequate business environment for youngsters willing to become entrepreneurs. According to Romanian statistics, the rate of unemployment is around 4,2%, under the European average. The government dedicated 2017 for entrepreneurship, trying to stimulate youngsters to establish businesses by offering them financial aid through financing.

In Croatia the rate of unemployment is much higher, but it shows a decreasing tendency. 26,54% of the youngsters between the ages 15 and 29 do not have a job.

In Greece besides high unemployment rate (22,5%), there is characteristic that entrepreneurship is not embedded in the local culture and youth are not trained to become entrepreneurs. A major problem is that are not created new job opportunities and this can emerge in massive emigration. This problem is characteristic mainly the territories outside the capital.

In Hungary unemployment rate among youth is around 19,1%, slightly over the EU average. In this country there is characteristic a tendency of migration from the countryside towards towns and emigration to foreign countries is also rising. Despite the fact that the number of youth finishing university studies has tripled since 2000 only 3% of youngsters having work experience become entrepreneurs. The foreign language competences of Hungarian youngsters are not very well, because only one third of them speak one, and only 10% of them speak 2 or more languages. Hungarian companies have rather an innovative view. The survey made by Ágnes Tóth in the frame of project “TAMOP- 4.2.2.A-11/1/KONV-2012-0058” highlights that 74,4% of the respondents do not have the intention to become entrepreneurs and initiate their own business, while among youngsters aged 18 to 29 only 33,5% this will is present in proportion of only 33,5%. 19% of Hungarians believe that there is an entrepreneurial friendly environment in their country.

In Spain unemployment register also a high rate among youth between 15 and 24, it is 62,25% (date from 2012). Because of the lack of job opportunities, many people without adequate entrepreneurial skills started their own business, but because of the missing skills these proved to be unsuccessful. In Andalucía universities thrive to prepare students for becoming entrepreneurs in a competitive world.

## COMPARATIVE ANALYSIS ON GENDER

Regarding gender, in all countries despite Greece, the higher proportion of respondents are Female, in Romania and Croatia the percentage of Females are around 65%, in Spain and Hungary their proportion slightly exceeds 50%. In Greece, 64% of the respondents are male. In Greece, 64% of the respondents are male. In Croatia and Romania 1-1% of the respondents opted for the “other” answer.

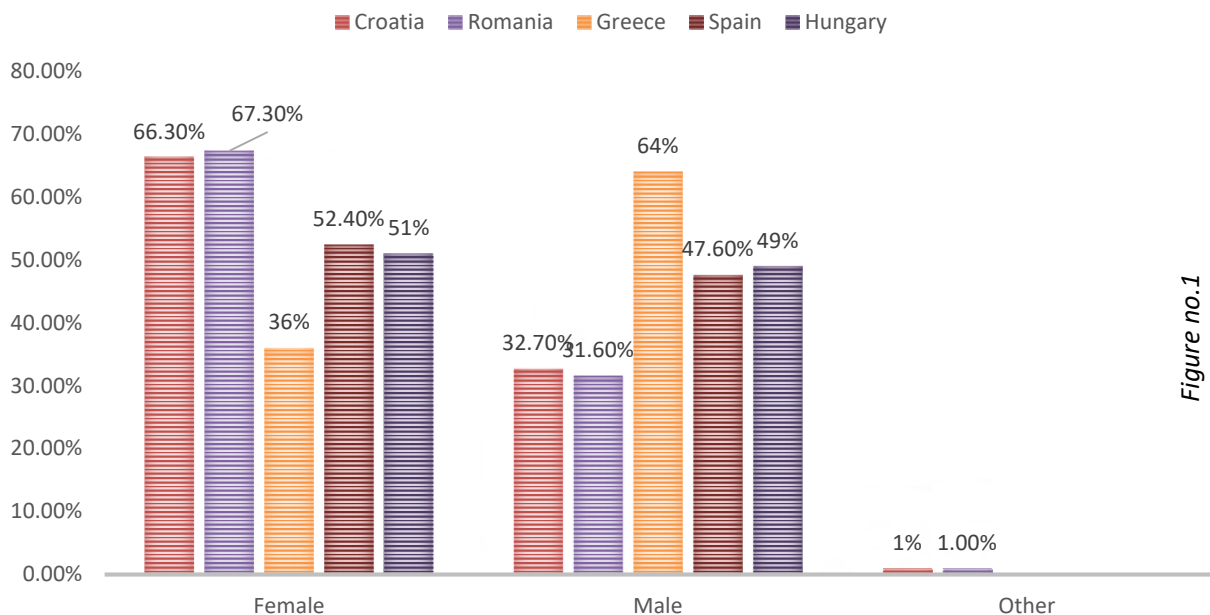


Figure no.1

## COMPARATIVE ANALYSIS ON DWELLING PLACE

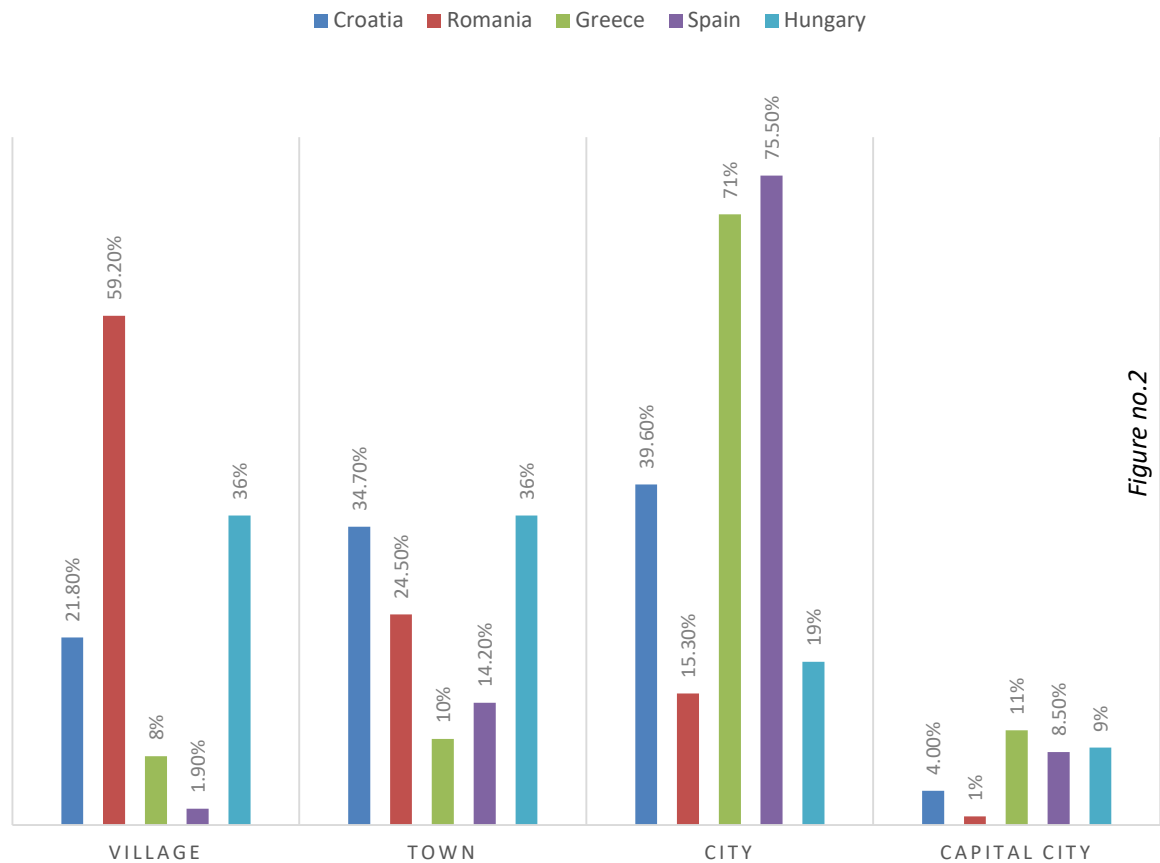


Figure no.2

While in Romania the majority of respondents live in villages (59,20%), in Greece, Croatia and Spain they dwell in bigger cities, and in Hungary an equal percentage (36%) reside in village and town. In Greece and Spain the smallest proportion of the people completing the questionnaire live in villages, while in Croatia, Romania and Hungary they dwell in the capital city.

## COMPARATIVE ANALYSIS ON HIGHEST EDUCATION DEGREE

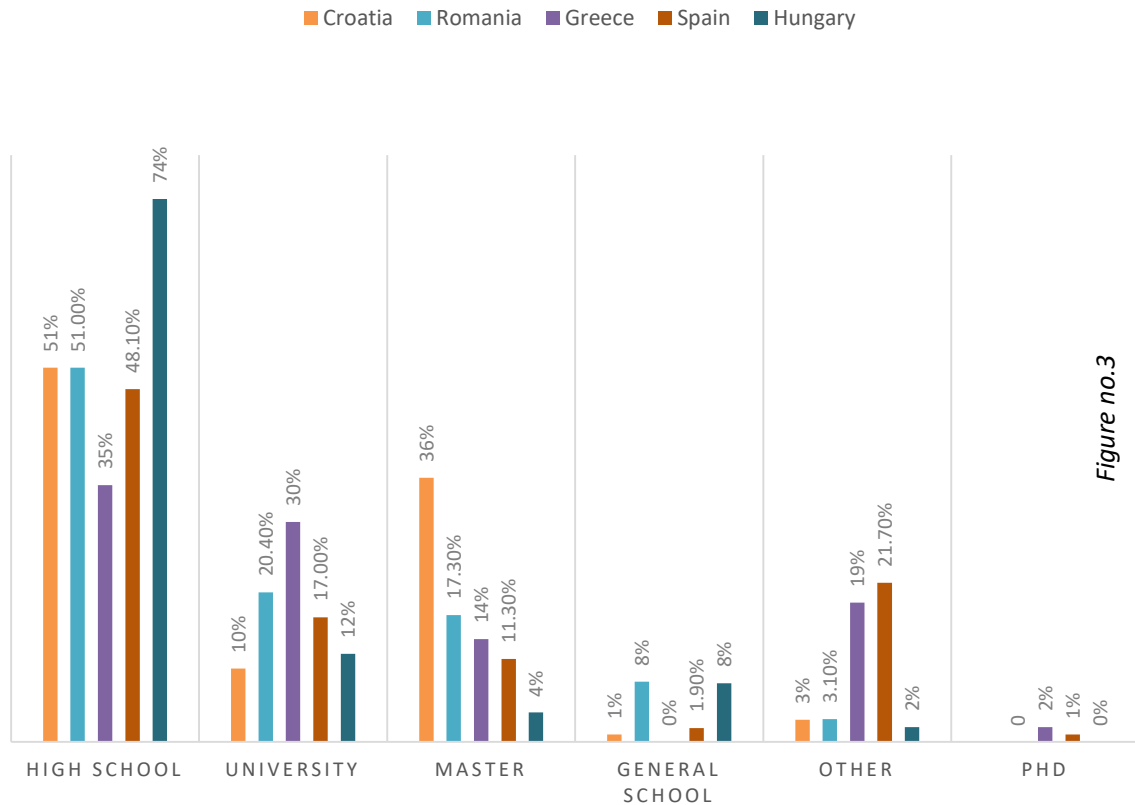


Figure no.3

As we can observe in the figure, the highest percentage of respondents from all countries finished high school and the smallest proportion has PHD. Hungary has the biggest number of respondents with secondary school (74%), Croatia, Romania and Spain registered a similar proportion of answers in this category, and therefore around 50% of their respondents opted for the “high school” answer.

In Croatia 10% of the interviewees have university studies of 3 years, while 36% of them faculty with 5 year duration. In Greece and Spain, a quite big proportion of the people who completed the survey, around 20%, opted for the “other” option.

## COMPARATIVE ANALYSIS ON AGE

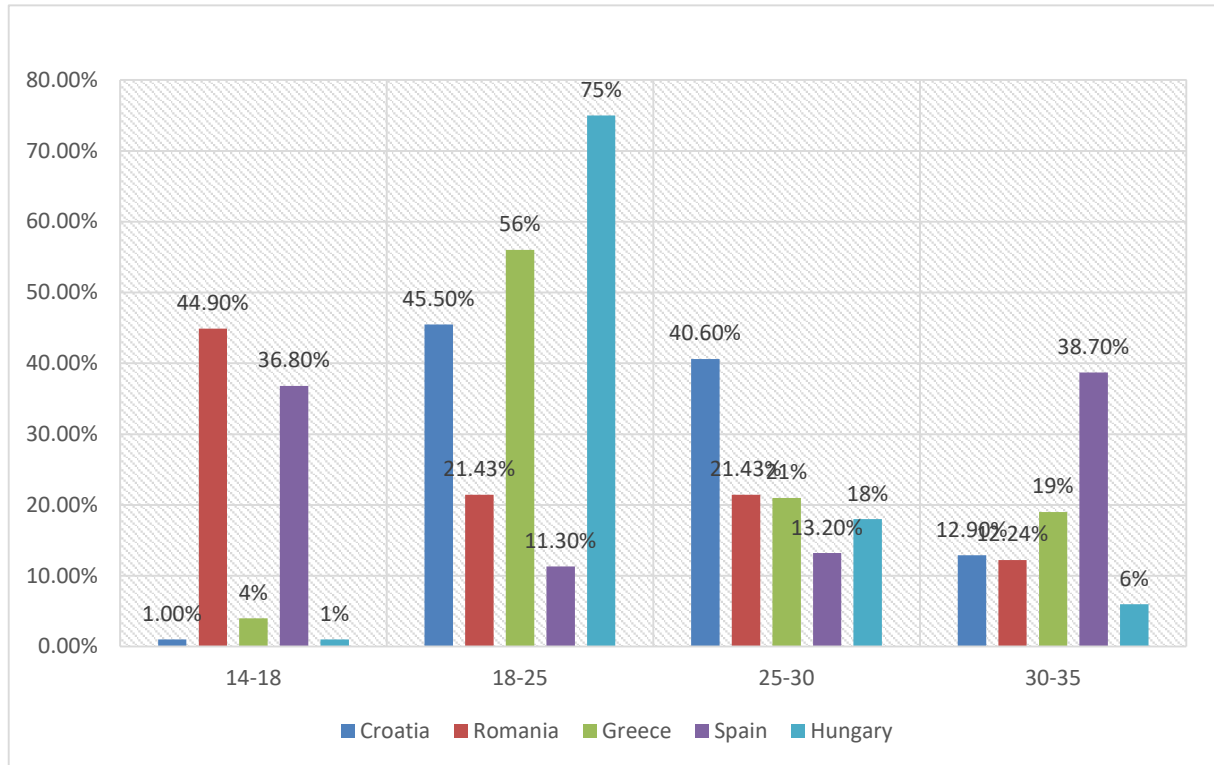


Figure no.4

In Hungary, Greece and Croatia, the highest proportion of the respondents are between the ages 18 and 25, while in Romania among the ages 14 and 18 and in Spain between 30 and 35 years old. In Croatia, Greece and Hungary the smallest percentage of the people who completed the survey are among 14 and 18 years old, while in Romania between the ages 30-35 and in Spain among 18 and 25 years.

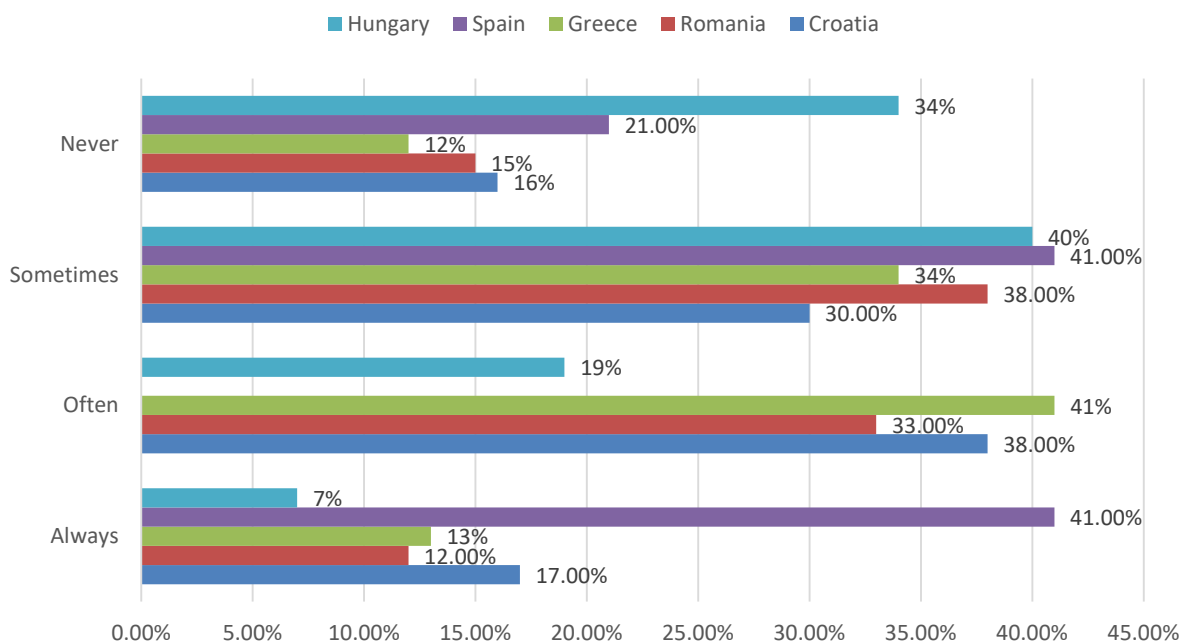


## COMPARATIVE ANALYSIS: HOW I SEE MYSELF IN 10 YEARS?

This question reflected on the vision of the respondents related to their professional future: whether they want to remain at home or to move in a larger city or abroad, but also if they would like to work as employees (subordinate, leader, manager, CEO) or to become self-employed, entrepreneurs. The interviewees opted mainly for the following answers:

- **Top 3 choices in Spain:** want to initiate their own business in their hometown, to work as managers in another country or to move to a bigger city and create their own business
- **Top 3 choices In Croatia:** to work in local a company, to make my own business, to move in a bigger city and work for a company
- **Top 3 choices in Greece:** to be manager in a company abroad, to remain home and initiate own business, to work abroad in a company
- **Top 3 choices in Hungary:** moving in a bigger city and working in a company as an employee or manager, initiate own business at home, working abroad as employee
- **Top 3 choices in Romania:** almost the same proportion of the people completing the questionnaire would like to remain home and work as a self-employee (26,5%) or initiate their own business (25,5%). An equal percentage (7,1%) of the respondents would like to move abroad in order to occupy a leading position o to move in a bigger city to be self-employed.

## COMPARATIVE ANALYSIS OF THE FINANCIAL PLANNING SKILLS



In the majority of the participating countries (except Croatia and Spain), the highest proportion of respondents declared that they only sometimes understand financial planning: Hungary 40%, Greece 34%, and Romania 38%. Therefore, the target group was not very confident related to their financial knowledge.

In Croatia, the biggest percentage (38%) of the interviewees opted for the „often” option. In Spain, an equal number of people had chosen the “always” and “sometimes” alternatives. In Hungary, a very high proportion of the respondents declared that they never understand financial planning (34%). After Spain, Croatia is the country where the interviewees often understand economical aspects (38%).

## COMPARATIVE ANALYSIS OF SELLING SKILLS

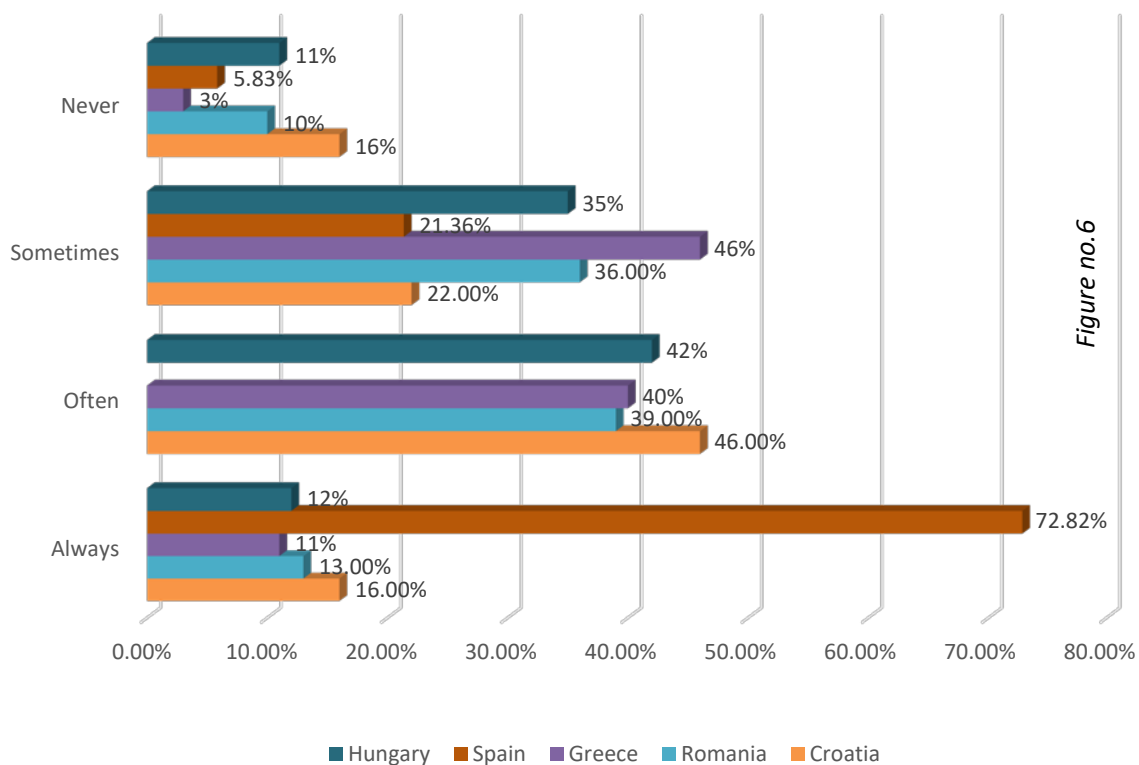


Figure no.6

In Spain a high percentage of people said that they can sell always anything (72,82%). In Croatia, Romania and Hungary, the majority of the respondents affirmed that they are able to sell often anything, while in Greece the highest proportion of the interviewees were not so confident in their selling skills, 46% opted for the “sometimes” option.

## COMPARATIVE ANALYSIS OF LANGUAGE SKILLS

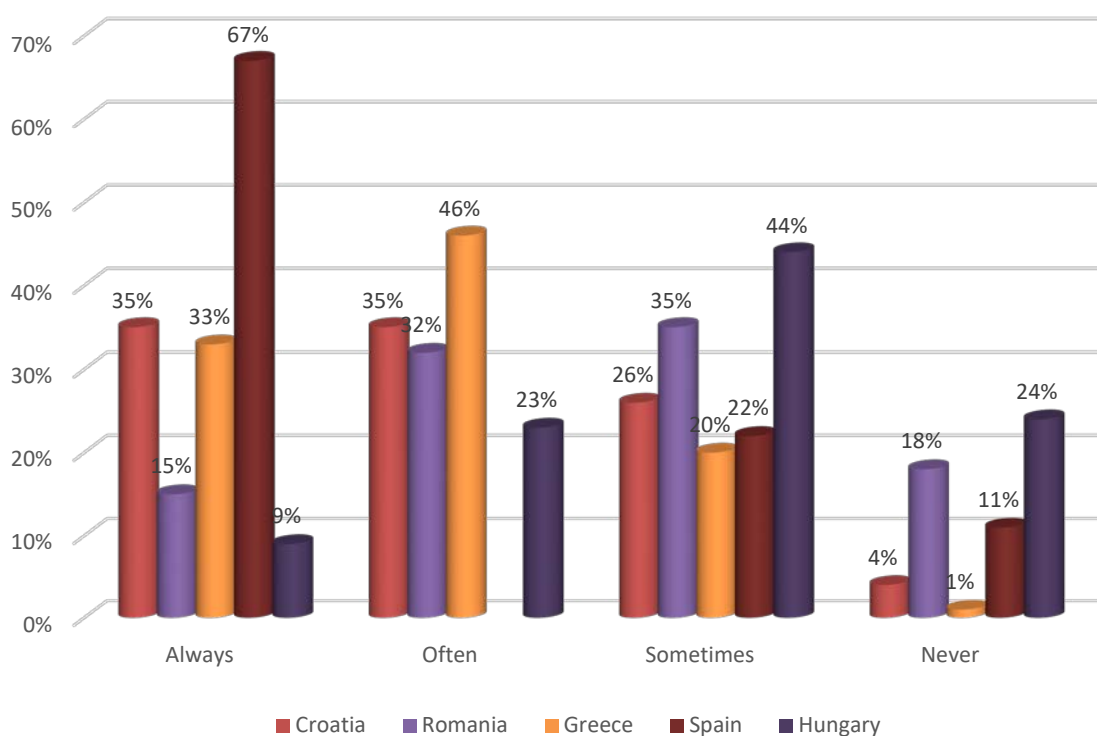


Figure no.7

Regarding English presentation skills, Spain has the best situation, because 67% of the people completing the questionnaire affirmed that they always communicate well in English and their mother tongue when it comes to presentations. An equal proportion of interviewees from Croatia opted for the “always” and “often” option. The majority of Romanians and Hungarians only sometimes are able to present in foreign language, but the Greeks often.

## COMPARATIVE ANALYSIS OF THE MOTIVATION TO BECOME AN ENTREPRENEUR

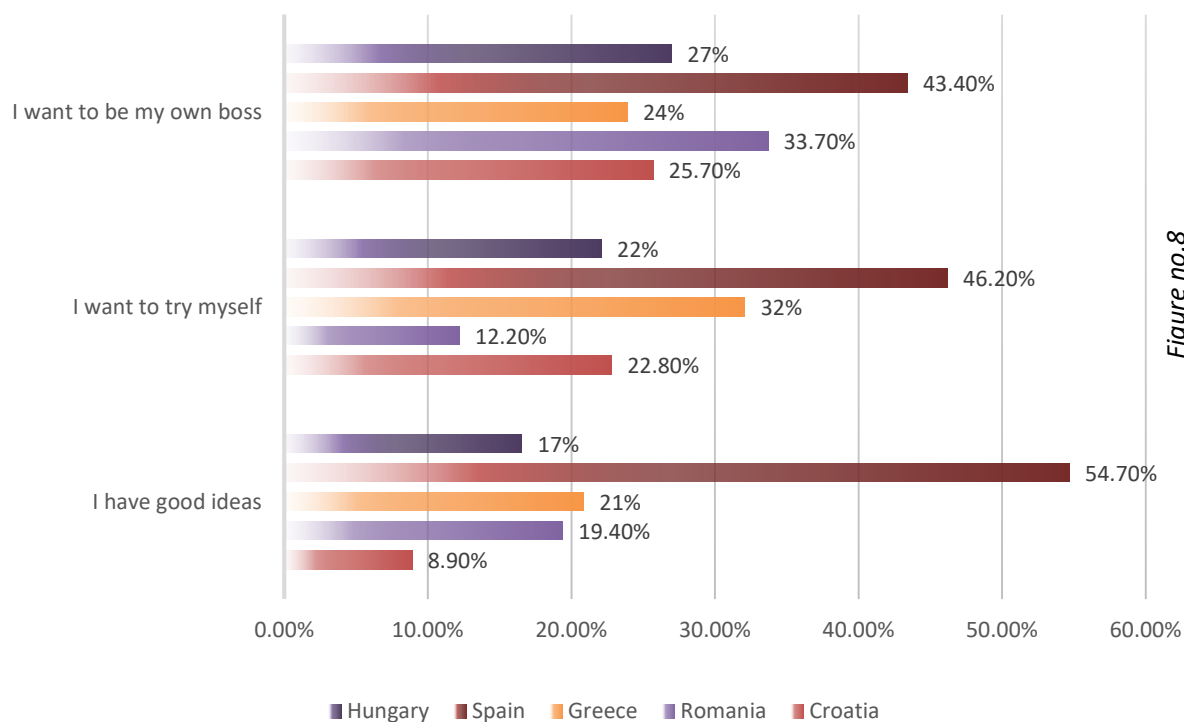


Figure no.8

In Spain the highest motivational aspect of the respondents to become an entrepreneur and to initiate their own business is that they have good idea (54,70%), in Croatia (25,7%), Hungary (27%) and Romania (33,7%) to become their own boss, in Greece (32%) to try themselves. As we can see on the chart, a fairly high proportion of the interviewees in all involved countries opted for the “becoming own boss” option (between 24% and 43,40%).

## COMPARATIVE ANALYSIS OF THE DEMOTIVATION TO BECOME AN ENTREPRENEUR

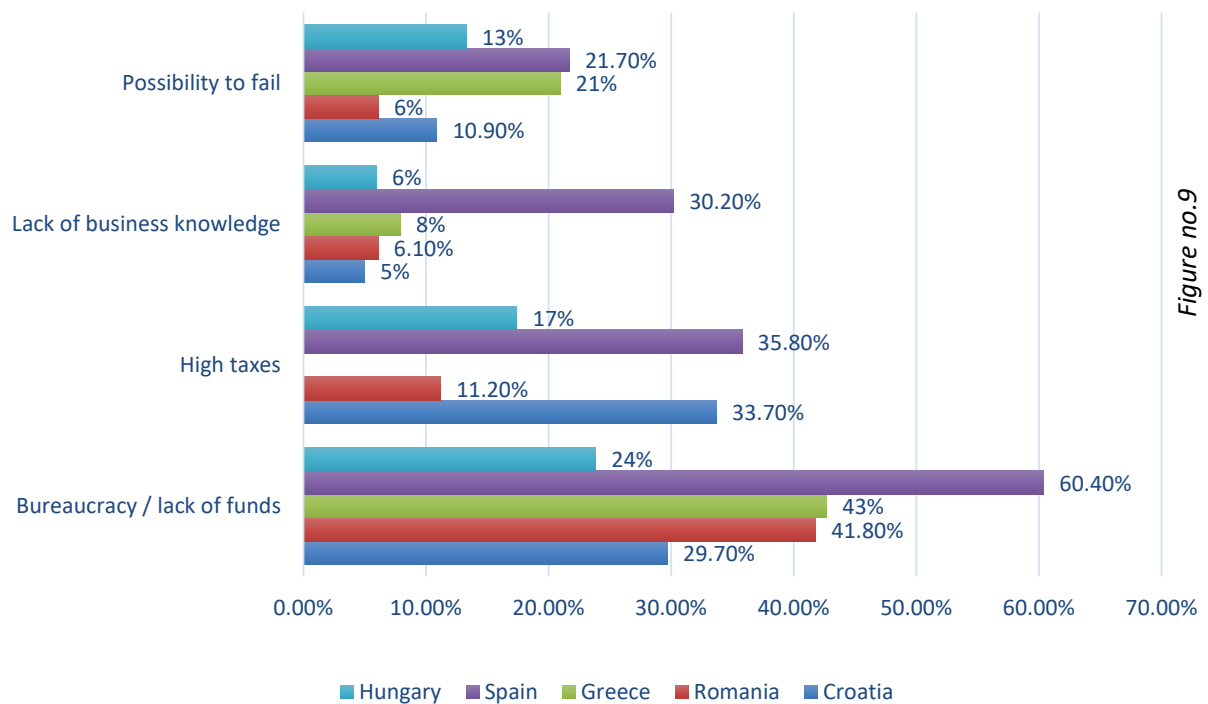


Figure no.9

In all participating countries, the most demotivating factor is the bureaucracy and the lack of funds. The highest percentage of answers was registered in Spain, 60,40% of the respondents opted for this option. An almost equal proportion of interviewees from Greece (43%) and Romania (41,80%) had chosen this alternative.

## COMPARATIVE ANALYSIS ON THE QUESTION “DO YOU HAVE A PROJECT IDEA?”

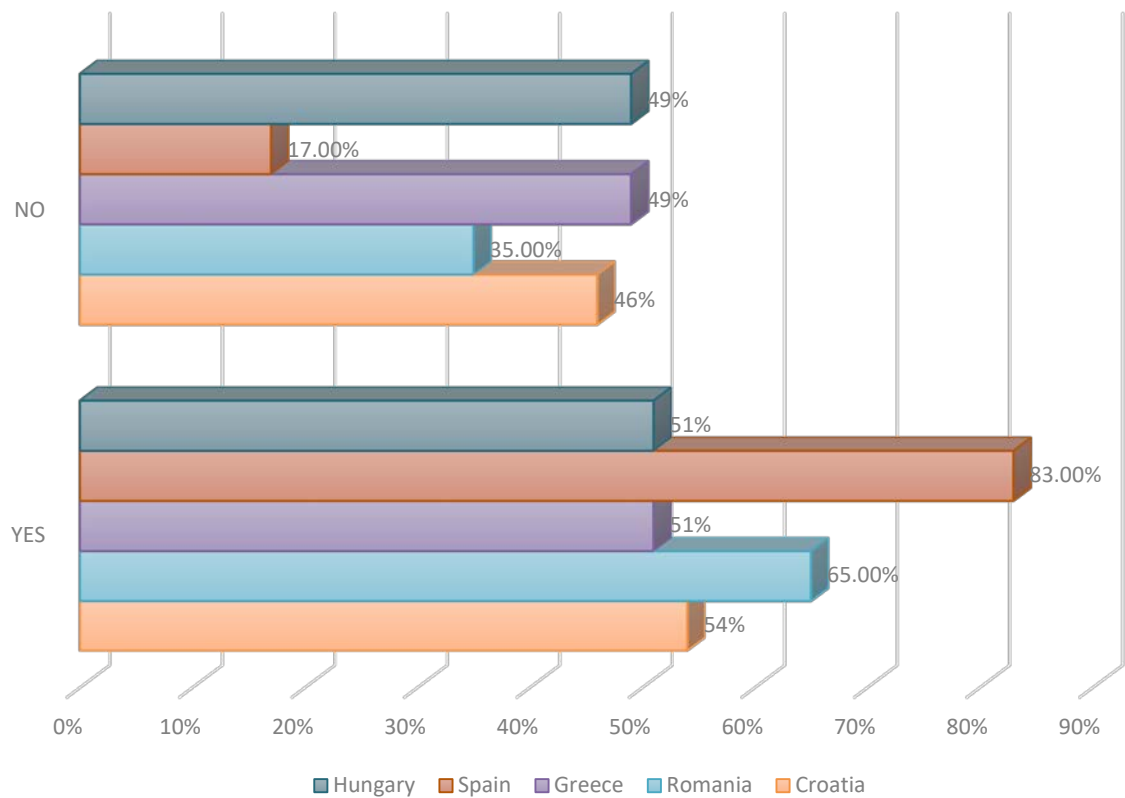


Figure no.10

The respondents in all countries have project ideas, because they opted for the “yes” answer in a higher percentage, but in Hungary, Greece and Croatia there is only a slight difference between the proportion of “yes” and “no” answers ( between 2%-5%).

In Spain and Romania people are very creative and with initiative, in Spain 83% said that they have project ideas, while in Romania 65% of the respondents had chosen the “yes” alternative.

## COMPARATIVE ANALYSIS ON THE BUSINESS TYPE

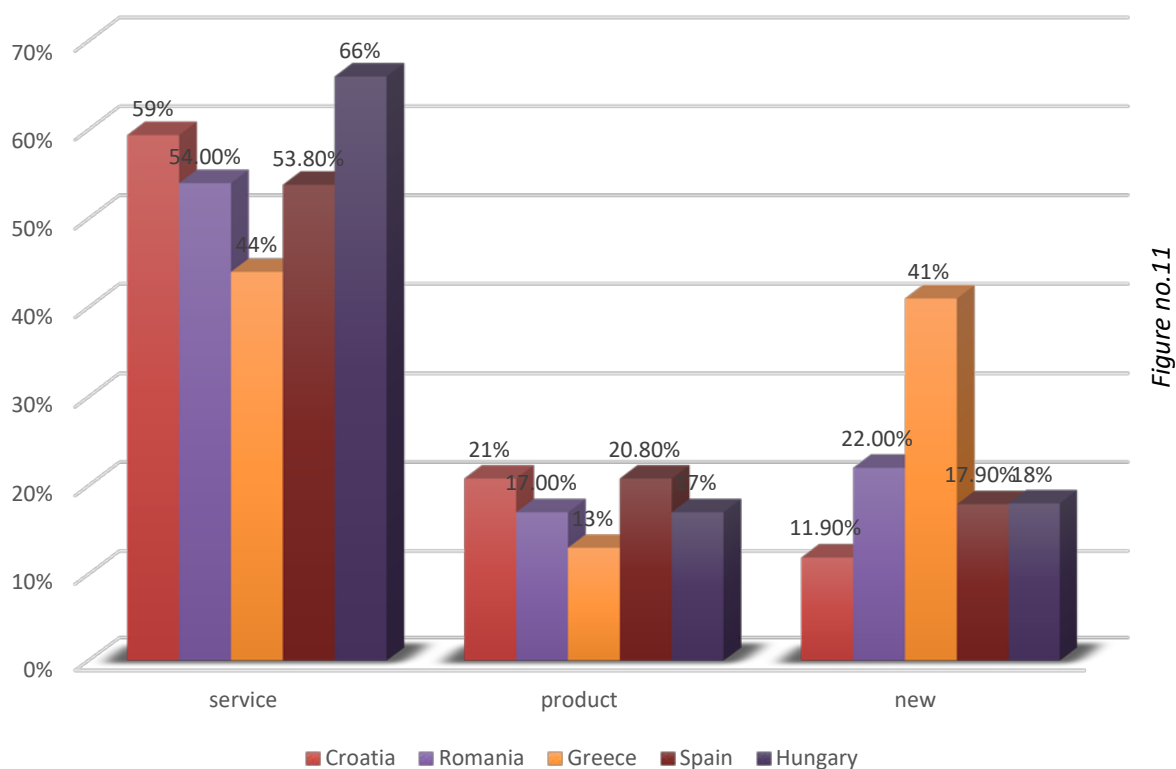


Figure no.11

In all participating countries the majority of people would provide services if they would establish a business: Croatia 59%, Romania 54%, Greece 44%, Spain 53,8% and Hungary 66%. As we can observe on the chart, the answers related to the involved states are quite divided between the “product” and the “new product-service” option, only Greece stands out with 41% of the answers going to the latest option.

## COMPARATIVE ANALYSIS ON HOW RESPONDENTS SEE THEIR BUSINESS ENVIRONMENT

Except Greece, in all the other participating countries the respondents see business opportunities in their areas. Romanians are the most optimistic related this question, because 69,40% of the interviewees opted for the “yes” answer, and Greeks are the most pessimistic, because 62% of those who completed the survey had chosen the “no” answer. Croats also see in a high percentage (57%) business opportunities in their areas.

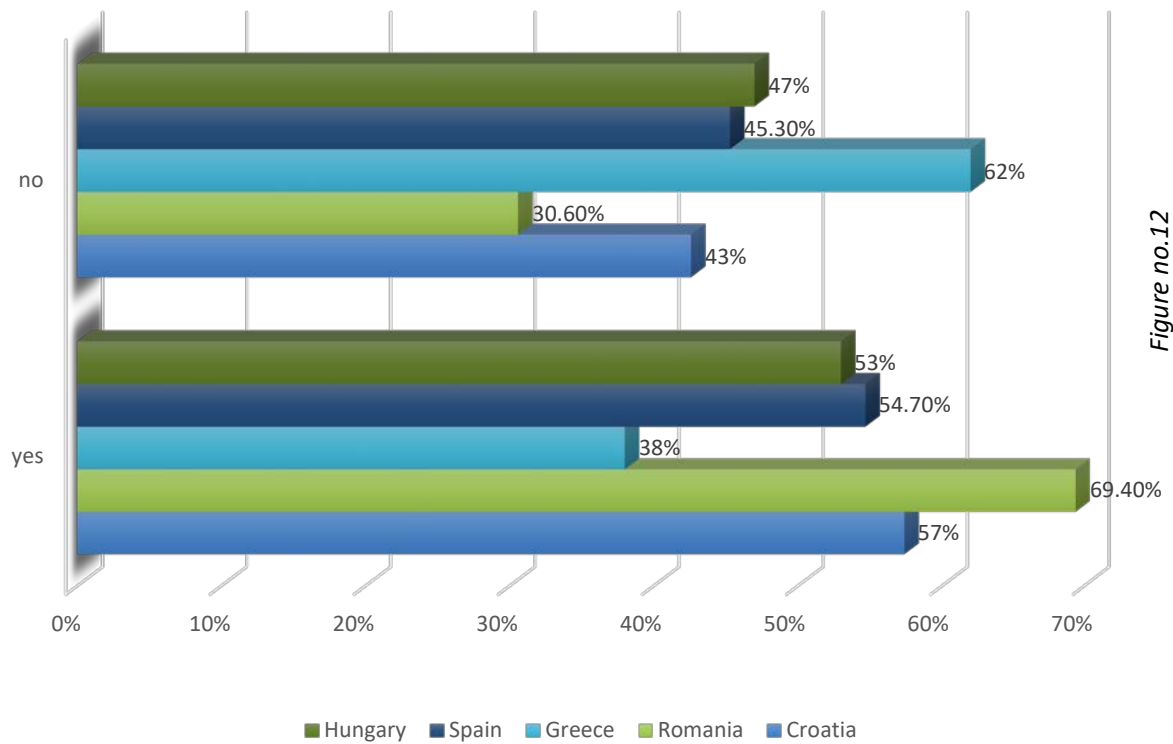
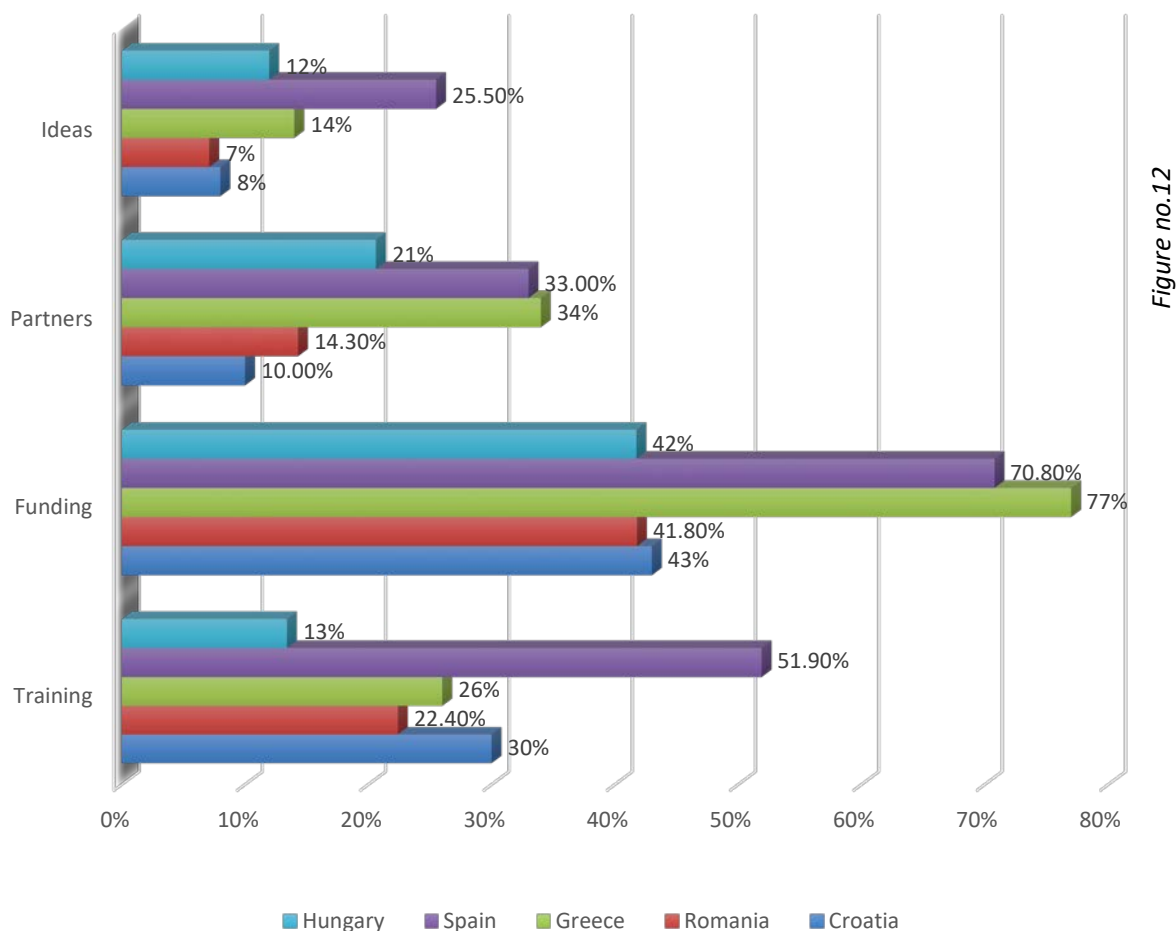


Figure no.12



## COMPARATIVE ANALYSIS ON TYPE OF HELP RESPONDENTS WOULD NEED TO START THEIR BUSINESS



The majority of respondents in all participating countries stated that they would need financial support to start their business. In Hungary and Greece the second most chosen option was “partners”, while in Spain, Romania and Croatia “training”.

## SUMMARY AND CONCLUSIONS IN ENGLISH

The Start-Up Academy project involves 5 organizations from 5 different countries (Hungary, Greece, Croatia, Romania and Spain) aiming to identify and develop the entrepreneurial skills and motivations of the target group, respectively young adults from each participating state. The first major activity of each involved partner organization was to carry out a survey on entrepreneurship among 100-100 respondents living in their activity area. It analyzed besides the demographic data (age, studies, living place, etc.), the abilities of the respondents (management and marketing skills, foreign language competences), their business literacy and willingness to become entrepreneurs. The promoters carried out the survey especially online, but also through fieldwork. After the centralization of the answers, each participating country analyzed the results in a form of a study. These were used to compare the characteristics and trends of the target groups of the involved states and concluded in the present analysis. The findings of the study will influence the following steps of the present strategic partnership.

In Romania the biggest rate of the respondents live in rural area, while in Greece, Croatia and Spain they reside in bigger cities. In Hungary an equal proportion (36%) live in village and town. The highest proportion of interviewees in all countries, except Greece, were Female. In Hungary, Greece and Croatia, the highest rate of the people completing the survey are among the ages 18 and 25, while in Romania between 14 and 18, in Spain and 30 and 35. Regarding studies, the biggest part of the respondents from all countries graduated high school. The highest percentage of interviewees with secondary school diploma was registered in Hungary (74%), while 50% of respondents from Croatia, Romania and Spain graduated high school.

### *The conclusions deriving from the comparative study are:*

- ✓ The ranking of the respondents in each participating country regarding how they see themselves in 10 years is very different, but “initiating own business” always appears in the top 3 choices in all states
- ✓ Financial planning is only sometimes well understood in the majority of the countries, except Spain where equal proportion of people (41%) opted for the “always” and “sometimes” option and Croatia, where interviewees are more confident related to their financial knowledge (38% often)
- ✓ Spanish people have very good selling and English presentation skills (around 70% opted for the always option). Romanians and Hungarians are able to sell often anything (around 40%), but only sometimes to present in their mother tongue or in English. Croats are more confident related to their selling and presentation skills (mainly opted for the “often” option). Greeks consider themselves better presenters than sellers.
- ✓ The highest motivational factor to become entrepreneur is different from country to country, while Spanish respondents highlight their good ideas, Croats, Romanians and Hungarians would like to become their own boss and Greeks to try themselves.
- ✓ In all countries, the highest demotivation factor to establish their own business is the lack of funds and bureaucracy.
- ✓ The respondents in all participating states have business ideas, the highest proportion of “yes” answers being registered in Spain and Romania
- ✓ The highest proportion of the interviewees from Spain, Hungary, Croatia, Romania and Greece would opt for providing some kind of services if they would have the opportunity to initiate their own business.
- ✓ Besides Greeks, the respondents in all the other countries see business opportunities in their area.
- ✓ Respondents in all countries would need financial support to become entrepreneurs, but also the need for trainings and partners can be also found between the options of the interviewees.

### ***Recommendations related to the conclusions:***

The main intervention area concerning the target group is the development of skills and competences, especially those directly connected to entrepreneurship, for example communication in foreign languages (mainly English) and financial, management and marketing skills. Speaking English at a conversational level is essential in the business sector in order to close foreign partnerships, to establish connections with potential customers, suppliers or even investors outbound. Having good management competences is recommended for the adequate administration of the company and/or its departments, in terms of human resources, acquisition, selling and other processes. Marketing skills are needed for making more fluent the selling process by promoting the provided services and/or goods for a wider target group on the market (advertisement, Public Relations, etc.). Financial competences are indispensable in order to adequately size up the costs, the margin and the revenues of the Start-up, to monitor if the company is profitable or unprofitable, and to take the necessary measures to redress the situation.

### **The development of competences can be achieved through many methods:**

1. Participating in formal training sessions connected to this area which help youngsters willing to create their startups to acquire the practical skills needed to efficiently establish and conduct their businesses.  
  
The content and methodology used during these trainings should enable the multilateral development of the target groups in order to prepare them to face all kind of challenges the business sector confronts them with (marketing, financial, promotion, selling, etc.).
2. Participating in programs based on non-formal methods, for example in mobilities taking place on the framework of the Erasmus Plus Program of the European Union. These projects (youth exchanges, trainings, European Voluntary Service) enable youngsters to travel abroad, to get acquainted with the general and even entrepreneurial culture of foreign countries and to develop key competences in an active, informal way.
3. Participating in internships in different inbound and outbound companies in order to gain practical experience related to how a business operates to be able to decide if initiating their startup is a feasible idea or not.

## SUMMARY AND CONCLUSIONS IN CROATIAN - SAŽETAK I ZAKLJUČCI

Projekt Start-Up Academy uključuje 5 organizacija iz 5 različitih zemalja (Mađarska, Grčka, Hrvatska, Rumunjska i Španjolska) s ciljem identificiranja i razvijanja poduzetničkih vještina i motivacije ciljne skupine - mladih osoba. Prva veća aktivnost svake uključene partnerske organizacije bila je provesti anketu o poduzetništvu među 100-100 ispitanika koji žive na području na kojem se provode projektne aktivnosti. Analiziralo se pored demografskih podataka (dob, obrazovanje, mjesto življenja, itd.), sposobnosti ispitanika (menadžmenta i marketinške, poznavanje stranih jezika), poslovna pismenost i spremnost da postanu poduzetnici. Partneri su proveli anketu prvenstveno putem interneta, ali i izvršili ispitivanje na terenu. Nakon prikupljanja odgovora, svaka zemlja sudionica je analizirane rezultate oblikovala u studiju. One su korištene za usporedbu karakteristika i trendova ciljnih skupina uključenih država, a zaključci su izneseni u ovoj analizi. Zaključci studije utjecat će na sljedeće korake ovog strateškog partnerstva.

U Rumunjskoj najveća stopa ispitanika živi u ruralnim područjima, dok u Grčkoj, Hrvatskoj i Španjolskoj žive u većim gradovima. U Mađarskoj jednak udio (36%) živi u selu i gradu. Najveći udio ispitanika u svim zemljama, osim Grčke, bili su žene. U Mađarskoj, Grčkoj i Hrvatskoj, najviša stopa ispitanika bila je u dobi od 18 i 25 godina, dok je u Rumunjskoj između 14 i 18 godina, a u Španjolskoj 30 i 35 godina. Temeljem studije, vidljivo je da je najveći dio ispitanika svih zemalja završilo srednju školu. Najveći postotak ispitanika sa srednjoškolskom diplomom zabilježen je u Mađarskoj (74%), dok je 50% ispitanika iz Hrvatske, Rumunjske i Španjolske završilo višu školu.

### *Zaključci koji proizlaze iz komparativne studije su:*

- ✓ Poredak ispitanika u svakoj zemlji sudionici, u pogledu načina na koji se oni vide tijekom 10 godina, vrlo je različit no "pokretanje vlastitog poslovanja" uvijek se pojavljuje u prva tri izbora u svim državama
- ✓ Financijsko planiranje je samo ponekad razumljivo u većini zemalja, osim Španjolske gdje se jednaki udio ljudi (41%) odlučio za "uvijek" i "ponekad" opciju i Hrvatsku, gdje se ispitanici više oslanjaju na svoje financijsko znanje (često i 38%)
- ✓ Španjolci imaju vrlo dobre prodajne i prezentacijske vještine na engleskom jeziku (oko 70% se odlučilo za opciju uvijek). Rumunji i Mađari često mogu prodati sve (oko 40%), ali samo ponekad prezentirati na svom materinskom ili engleskom jeziku. Hrvati imaju više samopouzdanja vezano uz njihove prodajne i prezentacijske vještine (uglavnom se odlučili za "često" opciju). Grci se smatraju boljim prezentatorima nego prodavačima
- ✓ najčešći motivirajući čimbenik za postati poduzetnik razlikuje se od zemlje do zemlje: dok ispitanici iz Španjolske ističu svoje dobre ideje; Hrvati, Rumunji i Mađari žele postati vlastiti šef, a Grci žele okušati svoje sposobnosti
- ✓ U svim zemljama, najveći demotivirajući faktori za započinjanje vlastitog poslovanja su nedostatak sredstava i birokracija
- ✓ Ispitanici u svim državama sudionicama imaju poslovne ideje, a najveći udio odgovora "da", registriran je u Španjolskoj i Rumunjskoj
- ✓ Najveći udio ispitanika iz Španjolske, Mađarske, Hrvatske, Rumunjske i Grčke odlučit će za pružanje nekih usluga ako bi imali priliku pokrenuti vlastito poslovanje
- ✓ Osim Grka, ispitanici iz svih drugih zemalja vide poslovne prilike na svom području
- ✓ Ispitanicima u svim zemljama potrebna je financijska potpora kako bi postali poduzetnici, ali navedena je i potreba za edukacijama i pronalaskom partnera

### **Preporuke vezane uz zaključke:**

Glavna intervencijska područja koja se odnose na ciljnu skupinu je razvoj vještina i kompetencija, posebno onih izravno povezanih s poduzetništvom, npr. Komunikacija na stranim jezicima (uglavnom engleski) i financijske, menadžerske i marketinške vještine. Govorenje engleskog jezika na razgovornoj razini bitno je u poslovnom sektoru kako bi se zatvorili inozemna partnerstva, uspostavili veze s potencijalnim kupcima, dobavljačima ili čak izlaznim ulagačima. Preporučujemo odgovarajuću administraciju tvrtke i / ili njegovih odjela u smislu ljudskih resursa, stjecanja, prodaje i drugih procesa. Potrebne su marketinške vještine kako bi se prodajni proces učinio uspješnijim promicanjem pruženih usluga i / ili robe za širu ciljnu skupinu na tržištu (oglas, odnosi s javnošću itd.). Financijske su sposobnosti neophodne kako bi se adekvatno smanjili troškovi, marže i prihodi Start-upa, kako bi se pratilo je li poduzeće profitabilno ili neprofitabilno te kako poduzeti potrebne mjere kako ispraviti situaciju.

### **Razvoj kompetencija može se postići kroz mnoge metode:**

1. Sudjelujući na formalnim treninzima povezanim s ovim područjem koje pomažu mladima spremnima za stvaranje svojih startupa kako bi stekli praktične vještine potrebne za učinkovito uspostavljanje i vođenje poslovanja. Sadržaj i metodologija korištena tijekom ovih treninga trebala bi omogućiti multilateralni razvoj ciljnih skupina kako bi ih se pripremio za sve vrste izazova s kojima se suočava poslovni sektor (marketing, financijska potpora, promocija, prodaja itd.).
2. Sudjelovanje u programima temeljenim na neformalnim metodama, primjerice u mobilnostima koje se odvijaju u okviru Erasmus Plus programa Europske unije. Ti projekti (razmjene mladih, treninzi, Europska volonterska služba) omogućuju mladima da putuju u inozemstvo, upoznaju se s općom i ravnopravnom poduzetničkom kulturom stranih zemalja te da razvijaju ključne sposobnosti na aktivan i neformalan način.
3. Sudjelovanje na istraživanju u različitim ulaznim i odlaznim tvrtkama kako bi stekli praktično iskustvo vezano za poslovanje tvrtke kako bi se moglo odlučiti je li pokretanje startup-a izvediva ideja ili ne.

## SUMMARY AND CONCLUSIONS IN SPANISH - RESUMEN Y CONCLUSIONES

El Proyecto Start-Up Academy involucra a 5 organizaciones de 5 países diferentes ( Hungría, Grecia, Croacia, Rumanía y España), con el fin de identificar y desarrollar habilidades y motivaciones emprendedoras entre un grupo objetivo, respectivamente jóvenes adultos de cada estado participante. La primera actividad importante de cada organización socia involucrada ha sido llevar a cabo un estudio sobre emprendimiento a 100 encuestados residentes en su área de actividad. Además de datos demográficos (edad, estudios, lugar de residencia, etc) se han analizado las habilidades de los encuestados (habilidades de gestión y marketing, competencias en lengua extranjera, etc...) conocimientos en negocios y motivación para ser emprendedores. Los promotores han llevado a cabo el estudio especialmente online, pero también a través de trabajo de campo. Después de la centralización de las respuestas, cada país participante ha analizado los resultados en un estudio. Estos han sido usados para comparar las características y tendencias de los grupos objetivo de los estados involucrados y ha concluido con el presente análisis.

En Rumanía, la mayor parte de los encuestados residen en zona rural, mientras que en Grecia, Croacia y España residen en ciudades mayores. En Hungría una proporción igual (36%) viven en pueblos y ciudades. La mayor proporción de entrevistados/as en todos los países, excepto Grecia, han sido mujeres. En Hungría, Grecia y Croacia, el mayor porcentaje de personas que han completado la encuesta tienen entre 18 y 25 años, mientras que en Rumanía tienen entre 14 y 18 y en España entre 30 y 35. Con respecto a los estudios, la mayor parte de encuestados de cada país son graduados en Secundaria. El mayor porcentaje de entrevistados con Diploma en Educación Secundaria se ha registrado en Hungría (74%), mientras que 50% de entrevistados de Croacia, Rumanía y España, ha sido en Graduados en educación secundaria.



### *Las conclusiones derivadas del estudio comparativo son:*

- ✓ El ranking de entrevistados en cada país participante con respecto a cómo se ven en 10 años es muy diferente, pero “iniciando un negocio propio” aparece siempre entre las 3 primeras elecciones en todos los países.
- ✓ La planificación financiera es “bien entendida” sólo a veces en la mayoría de los países, excepto en España, donde una proporción igual (41%) optaban por “siempre” o “a veces” y Croacia, donde los entrevistados se muestran más confiados con respecto a su conocimiento financiero (38% a menudo).
- ✓ Los españoles tienen muy buenas habilidades en ventas y presentación en Inglés (alrededor del 70% optaron por la opción siempre). Los rumanos y Húngaros son capaces de vender cualquier cosa “a menudo” (alrededor del 40%), pero solo “algunas veces” son capaces de presentar en su lengua materna o en inglés. Los Croatas están más confiados en sus habilidades de venta y presentación (principalmente optaban por la opción “a menudo”). Los griegos se consideran mejores presentadores que vendedores.
- ✓ El mayor factor motivacional para ser emprendedor es diferente de país a país, mientras que los entrevistados españoles tienen buenas ideas, los croatas, rumanos y húngaros quieren ser su propio jefe y los griegos quieren probarse a sí mismos.
- ✓ En todos los países, el principal factor de desmotivación para establecer un negocio propio es la falta de financiación y burocracia.
- ✓ Los entrevistados de todos los estados participantes tienen ideas de negocio, la mayor proporción de respuestas positivas se han registrado en España y Rumanía.
- ✓ La mayor proporción de entrevistados de España, Hungría, Croacia, Rumanía y Grecia optarían por proporcionar algún tipo de servicio si tuvieran la oportunidad de iniciar su propio negocio.
- ✓ Salvo los griegos, los entrevistados en los demás países ven oportunidades de negocio en su área.
- ✓ Los entrevistados de todos los países necesitarían apoyo financiero para ser emprendedores, pero también la necesidad de formación y socios puede encontrarse entre las opciones de los entrevistados.

### **Recomendaciones relacionadas con las conclusiones:**

La principal área de intervención en relación con el grupo de interés es el desarrollo de aptitudes y competencias, especialmente las directamente relacionadas con los emprendedores, por ejemplo, la comunicación en otros idiomas (principalmente inglés) así como las competencias financieras, de gestión y de marketing. Hablar inglés en un nivel de conversación es esencial en el sector empresarial con el fin de cerrar acuerdos con socios extranjeros, para establecer acuerdos con clientes potenciales, proveedores o incluso inversores. Se recomienda disponer de buenas competencias de gestión para la adecuada administración de la empresa y / o sus departamentos, en términos de recursos humanos, adquisición, venta y otros procesos. Las herramientas de marketing son necesarias para hacer más fluido el proceso de venta mediante la promoción y publicidad de los servicios prestados y / o productos para un grupo objetivo más amplio en el mercado (publicidad, relaciones públicas, etc). Disponer de herramientas financieras es necesario para adecuar los costes, los márgenes y los ingresos de la Start Up, y así controlar la rentabilidad de la empresa y disponer de las medidas necesarias para corregir la situación.

### **El desarrollo de las competencias se puede lograr a través de algunos métodos como son:**

1. Participar en sesiones formativas formales relacionadas con estas áreas que ayuden a los jóvenes emprendedores a crear sus Startups y adquirir las habilidades prácticas necesarias para establecer y dirigir sus negocios de manera eficiente. El contenido y la metodología utilizados durante estas formaciones deben permitir el desarrollo multilateral de los grupos destinatarios para prepararlos para hacer frente a todo tipo de desafíos que enfrenta el sector empresarial (marketing, finanzas, promoción, venta, etc.).
2. Participar en programas basados en métodos no formales, por ejemplo, en las movilidades que tienen lugar en el marco del programa Erasmus Plus de la Unión Europea. Estos proyectos (intercambios de jóvenes, formaciones, voluntariado europeo) permiten a los jóvenes viajar al extranjero, familiarizarse con la cultura general e incluso cultura empresarial de los países extranjeros y desarrollar competencias clave de manera activa e informal.
3. Participar en la realización de prácticas en diferentes empresas con el objetivo de obtener experiencia en el funcionamiento de la misma para poder decidir si es factible o no su puesta en marcha.

## SUMMARY AND CONCLUSIONS IN GREEK - ΠΕΡΙΛΗΨΗ ΚΑΙ ΣΥΜΠΕΡΑΣΜΑΤΑ

Το έργο Start-Up Academy περιλαμβάνει 5 οργανισμούς από 5 διαφορετικές χώρες (Ουγγαρία, Ελλάδα, Κροατία, Ρουμανία και Ισπανία) και στοχεύει στον εντοπισμό και στην ανάπτυξη των επιχειρηματικών δεξιοτήτων και κινήτρων της ομάδας-στόχου, αντίστοιχα, των νέων ενηλίκων από κάθε συμμετέχουσα χώρα. Η πρώτη σημαντική δραστηριότητα κάθε εμπλεκόμενου οργανισμού-εταίρου ήταν η διεξαγωγή έρευνας σχετικά με την επιχειρηματικότητα από 100 άτομα -100 ερωτηθέντες οι οποίοι ζουν στην περιοχή δραστηριότητάς των οργανισμών. Εκτός από τα δημογραφικά δεδομένα (ηλικία, εκπαίδευση, τόπος κατοικίας κλπ.), αναλύει και τις ικανότητες των ερωτηθέντων (δεξιότητες μάνατζμεντ και μάρκετινγκ, δεξιότητες ξένων γλωσσών), τις επιχειρηματικές τους γνώσεις και την προθυμία τους να γίνουν επιχειρηματίες. Οι εταίροι του έργου πραγματοποίησαν την έρευνα κυρίως διαδικτυακά, αλλά και μέσω της επιτόπιας έρευνας. Μετά τη συγκέντρωση των απαντήσεων, κάθε συμμετέχουσα χώρα ανέλυσε τα αποτελέσματα σε μορφή μελέτης. Αυτά χρησιμοποιήθηκαν για να συγκριθούν τα χαρακτηριστικά και οι τάσεις των ομάδων-στόχων των εμπλεκόμενων χωρών καταλήγοντας στην παρούσα ανάλυση. Τα ευρήματα της μελέτης θα επηρεάσουν τα ακόλουθα βήματα της παρούσας στρατηγικής εταιρικής σχέσης.

Στη Ρουμανία, ο μεγαλύτερος αριθμός ερωτηθέντων ζει σε αγροτικές περιοχές, ενώ στην Ελλάδα, την Κροατία και την Ισπανία κατοικούν σε μεγαλύτερες πόλεις. Στην Ουγγαρία, το ίδιο ποσοστό (36%) ζει σε χωριό και πόλη. Το μεγαλύτερο ποσοστό των ερωτηθέντων σε όλες τις χώρες εκτός της Ελλάδας ήταν γυναίκες. Στην Ουγγαρία, την Ελλάδα και την Κροατία, ο υψηλότερος αριθμός ατόμων που συμπλήρωσαν την έρευνα είναι μεταξύ των 18 και 25 ετών, ενώ στη Ρουμανία μεταξύ 14 και 18 ετών και στην Ισπανία μεταξύ 30 και 35 ετών. Σε ό,τι αφορά την εκπαίδευση, το μεγαλύτερο μέρος των ερωτηθέντων από όλες τις χώρες αποφοίτησε από το λύκειο. Το υψηλότερο ποσοστό των ερωτηθέντων με δίπλωμα δευτεροβάθμιας εκπαίδευσης, καταγράφηκε στην Ουγγαρία (74%), ενώ το 50% των ερωτηθέντων από την Κροατία, τη Ρουμανία και την Ισπανία αποφοίτησε από το λύκειο.

## Τα συμπεράσματα που προκύπτουν από τη συγκριτική μελέτη είναι:

- ✓ Η κατάταξη των ερωτηθέντων σε κάθε συμμετέχουσα χώρα σχετικά με το πώς βλέπουν τους εαυτούς τους σε 10 χρόνια είναι πολύ διαφορετική, αλλά η επιλογή «έναρξη της δικής μου επιχείρησης» εμφανίζεται πάντα στις τρεις πρώτες επιλογές σε όλες τις χώρες.
- ✓ Ο χρηματοοικονομικός προγραμματισμός είναι μερικές φορές πολύ κατανοητός στις περισσότερες χώρες εκτός από την Ισπανία, όπου το ίδιο ποσοστό των ατόμων (41%) επέλεξε την επιλογή «πάντα» και «συχνά» και στην Κροατία, όπου οι ερωτηθέντες είναι πιο σίγουροι για τις οικονομικές τους γνώσεις (38% απάντησαν συχνά).
- ✓ Οι Ισπανοί έχουν πολύ καλές ικανότητες στο κομμάτι των πωλήσεων καθώς και αγγλικές δεξιότητες παρουσίασης (περίπου το 70% επέλεξε την επιλογή «πάντα»). Οι Ρουμάνοι και οι Ούγγροι είναι σε θέση να πωλούν συχνά οτιδήποτε (περίπου το 40%), αλλά μόνο μερικές φορές διεξάγουν μία παρουσίαση στην μητρική τους γλώσσα ή στα αγγλικά. Οι Κροάτες είναι πιο σίγουροι σχετικά με τις πωλήσεις και τις δεξιότητες παρουσίασης (επιλέγουν κυρίως την επιλογή «συχνά»). Οι Έλληνες θεωρούν τους εαυτούς τους καλύτερους παρουσιαστές από ότι πωλητές.
- ✓ Ο υψηλότερος παρακινητικός παράγοντας για να γίνει κάποιος επιχειρηματίας διαφέρει από χώρα σε χώρα, ενώ οι Ισπανοί τονίζουν τις καλές ιδέες τους, οι Κροάτες, οι Ρουμάνοι και οι Ούγγροι θα ήθελαν να γίνουν αφεντικά του εαυτού τους και οι Έλληνες να δοκιμάσουν τον εαυτό τους.
- ✓ Σε όλες τις χώρες, ο υψηλότερος παράγοντας αποθάρρυνσης για τη δημιουργία της δικής τους επιχείρησης είναι η έλλειψη κεφαλαίων και η γραφειοκρατία.
- ✓ Οι ερωτηθέντες σε όλες τις συμμετέχουσες χώρες έχουν επιχειρηματικές ιδέες, καθώς το μεγαλύτερο ποσοστό απαντήσεων «ναι» καταγράφεται στην Ισπανία και τη Ρουμανία.
- ✓ Το υψηλότερο ποσοστό των ερωτηθέντων από την Ισπανία, την Ουγγαρία, την Κροατία, τη Ρουμανία και την Ελλάδα θα επέλεγε την παροχή κάποιων υπηρεσιών εάν θα είχαν την ευκαιρία να ξεκινήσουν τη δική τους επιχείρηση.
- ✓ Εκτός από τους Έλληνες, οι ερωτηθέντες σε όλες τις άλλες χώρες βλέπουν επιχειρηματικές ευκαιρίες στην περιοχή τους.
- ✓ Οι ερωτώμενοι σε όλες τις χώρες θα χρειαστούν οικονομική στήριξη για να γίνουν επιχειρηματίες, αλλά και η ανάγκη για κατάρτιση και για εύρεση εταίρων βρίσκονται επίσης ανάμεσα στις επιλογές των ερωτηθέντων.

## Συστάσεις σχετικά με τα συμπεράσματα:

Η κύρια περιοχή παρέμβασης σχετικά με την ομάδα στόχο είναι η ανάπτυξη ικανοτήτων και δεξιοτήτων, ειδικότερα εκείνων που συνδέονται άμεσα με την επιχειρηματικότητα, όπως για παράδειγμα η επικοινωνία στις ξένες γλώσσες (κυρίως στην αγγλική) και οι δεξιότητες στον τομέα της χρηματοδότησης, της διοίκησης και διαχείρισης και του μάρκετινγκ. Η ομιλία στα αγγλικά σε επίπεδο συνομιλίας είναι απαραίτητη στον επιχειρηματικό τομέα ώστε να επιτευχθούν ξένες εταιρικές σχέσεις, να εδραιωθούν σχέσεις με δυνητικούς πελάτες, προμηθευτές ή ακόμα και με εξωτερικούς επενδυτές. Έχοντας καλή διοικητική ικανότητα συνιστάται για την κατάλληλη διοίκηση της εταιρείας ή/και των τμημάτων της, όσον αφορά τους ανθρώπινους πόρους, την εξαγορά, την πώληση και άλλες διαδικασίες. Οι δεξιότητες μάρκετινγκ απαιτούνται για μια πιο ευέλικτη διαδικασία πώλησης με την προώθηση των παρεχόμενων υπηρεσιών ή/και αγαθών για μια ευρύτερη ομάδα-στόχο στην αγορά (διαφήμιση, δημόσιες σχέσεις κ.λπ.). Οι χρηματοοικονομικές ικανότητες είναι απαραίτητες για την επαρκή προσαρμογή του κόστους, του περιθωρίου και των εσόδων του ξεκινήματος μιας επιχείρησης, για την παρακολούθηση της κερδοφορίας ή της μη κερδοφορίας της και για τη λήψη των αναγκαίων μέτρων για την αντιμετώπιση και την αποκατάσταση μιας κατάστασης.

## Η ανάπτυξη των δεξιοτήτων μπορεί να επιτευχθεί με πολλές μεθόδους:

1. Με την συμμετοχή σε επίσημες εκπαιδευτικές συναντήσεις που συνδέονται με αυτόν τον τομέα, οι οποίες βοηθούν τους νέους που επιθυμούν να δημιουργήσουν τις επιχειρήσεις τους, να αποκτήσουν τις πρακτικές δεξιότητες που απαιτούνται για την αποτελεσματική σύσταση και διεξαγωγή των επιχειρήσεων τους. Το περιεχόμενο και η μεθοδολογία που χρησιμοποιούνται κατά τη διάρκεια αυτών των εκπαιδευτικών προγραμμάτων πρέπει να επιτρέπουν την πολυμερή ανάπτυξη των ομάδων στόχων, προκειμένου να προετοιμαστούν για να αντιμετωπίσουν όλες τις προκλήσεις τις οποίες αντιμετωπίζει ο επιχειρηματικός τομέας (μάρκετινγκ, χρηματοδότηση, προώθηση, πώληση κλπ.).
2. Με την συμμετοχή σε προγράμματα που βασίζονται σε μη τυπικές μεθόδους, για παράδειγμα στις δραστηριότητες κινητικότητας που λαμβάνουν χώρα στο πλαίσιο του προγράμματος Erasmus Plus της Ευρωπαϊκής Ένωσης. Αυτά τα προγράμματα (ανταλλαγές νέων, κατάρτιση, Ευρωπαϊκή Εθελοντική Υπηρεσία) επιτρέπουν στους νέους να ταξιδεύουν στο εξωτερικό, να γνωρίσουν τη γενική ακόμη και την επιχειρηματική κουλτούρα των ξένων χωρών και να αναπτύξουν βασικές ικανότητες με ενεργό, ανεπίσημο τρόπο.
3. Με την συμμετοχή σε πρακτική άσκηση σε διάφορες εισερχόμενες και εξερχόμενες εταιρείες προκειμένου να αποκτήσουν πρακτική εμπειρία σχετικά με τον τρόπο λειτουργίας μιας επιχείρησης ώστε να μπορέσουν να αποφασίσουν εάν η έναρξη της δικής τους Startup εταιρίας είναι μια εφικτή ιδέα ή όχι.

## SUMMARY AND CONCLUSIONS IN HUNGARIAN – ÖSSZEFOGLALÓ ÉS KÖVETKEZTETÉSEK

A StartUp Akadémia projekt egy öt országot képviselő (Magyarország, Görögország, Románia, Horvátország és Spanyolország) öt szervezetből álló együttműködés, melynek célja a célcsoport vállalkozói ismereteinek és motivációinak azonosítása és fejlesztése, különösen a partnerországokban élő fiatal felnőttek körében.

A partnerszervezetek első fő tevékenysége egy kérdőíves kutatás volt a partnerországokban élő fiatalok körében – országonként 100-100 fő megkérdezésével. A kutatás a demográfiai adatok mellett (kor, lakóhely, iskolai végzettség, stb..) vizsgálta a kitöltők különböző készségeit, mint pl. vezetői képességek, idegennyelvtudás) illetve üzleti ismereteit és a vállalkozóvá válás hajlandóságát. A kutatás leginkább online zajlott, de papír alapú kérdőíves módszert is alkalmaztunk. A válaszok összegzése után minden partner kiértékelte az eredményeket és elkészítette a tanulmányát, majd a célcsoportról kapott jellegzetességek, fő irányvonalak kerültek összehasonlításra jelen tanulmányban.

Romániában a kitöltők többsége a vidéki területeken él, míg Görögországban, Horvátországban és Spanyolországban viszont inkább városban. Magyarországon, a vidéken és a városban élők aránya egyenlő (36%). Görögország kivételével a megkérdezettek körében a nők aránya a legmagasabb. Magyarországon, Horvátországban és Görögországban a legtöbb kitöltő 18-25 év között van, míg Romániában ez az életkor 14-18 év, Spanyolországban pedig 30-35 év. A tanulmányra vonatkozólag elmondható, hogy a kitöltők többségének középiskolai végzettsége van – Magyarországon a kitöltők 74%-a, míg Horvátországban, Romániában és Spanyolországban 50%-a.

### *Az összehasonlító elemzés következtetései:*

- ✓ A válaszadók aránya arra vonatkozólag, hogy miként látják magukat 10 év múlva, nagyon különböző, de a “saját vállalkozásba kezdek” válasz mindig az első háromban található.
- ✓ A pénzügyi tervezés az országok többségében kevésbé ismert, Spanyolországot kivéve, ahol válaszadók egyenlő arányban választották a “mindig” és a “néha” válaszlehetőséget. Horvátországban, ahol a kitöltők a legmagabiztosabbak a pénzügyi ismeretek vonatkozásában, válaszadók 38%-a “gyakran” opciót választotta.
- ✓ A spanyol embereknek jó eladói készséggel rendelkeznek az angol nyelven történő prezentációs képességük mellett (körülbelül 70% válaszolta a “mindig” lehetőséget. A románok és a magyarok körülbelül 40%-a válaszolta azt, hogy gyakran sikerül neki bármit eladni, de csak kevesen tudnak prezentálni anyanyelvükön vagy idegen nyelven.
- ✓ A horvátok a legmagabiztosabbak eladási és prezentációs képességüket illetően. A görögök viszont jobb előadónak tartják magukat, mint értékesítőnek.
- ✓ A legjellemzőbb motivációs tényező a vállalkozóvá válás, ám az ez országonként eltérő képet mutat, Míg Spanyolországban a meglévő jó ötletek megvalósítása a cél, addig a horvátok, románok és magyarok a saját maguk főnökei szeretnének lenni, a görögök pedig csak ki szeretnék próbálni magukat a vállalkozói szférában.
- ✓ Elmondható, hogy a legjellemzőbb demotivációs tényező minden országban a támogatások hiánya és a bürokrácia.
- ✓ A válaszokból az is megállapítható, hogy a minden ország válaszadóinak vannak üzleti ötletei, de a legmagasabb arányban az “igen” válaszok Spanyolországban és Romániában voltak megfigyelhetőek.
- ✓ Érdekes az is, hogy a megkérdezettek válaszaiból az is kiderül, hogy amennyiben lehetőségük lenne vállalkozásba kezdeni, azt a szolgáltató szektorban tennék.
- ✓ A megkérdezettek a görögökön kívül látják a saját hazájukban az üzleti lehetőségeket.
- ✓ A kutatásból az is kiderül, hogy a megkérdezetteknek szüksége lenne pénzügyi támogatásokra a tréningek és a partnereken kívül, ahhoz, hogy vállalkozóvá váljanak.

### **Ajánlások a következtetésekhez:**

A célcsoportnál a vállalkozói szellemmel kapcsolatba hozható képességeket és kompetenciákat vizsgálták, mint pl. az idegennyelvismeret (főként angol), a finanszírozási, menedzselési és marketing képességek. A társalgási szintű angol nyelvtudás alapvető fontosságú az üzleti szektorban (pl. kapcsolattartás a külföldi partnerekkel, szállítókkal, vásárlókkal és befektetőkkel). A jó menedzselési kompetenciák ajánlottak a megfelelő adminisztrációhoz (pl. a humán erőforrások, beszerzés, eladás és egyéb területeken). A marketing képességek szükségesek a gördülékenyebb eladási és biztosítási folyamatoknál és a szélesebb célcsoportot megszólító üzletekben (pl. reklám stb.). A pénzügyi kompetenciák elengedhetetlenek a várható költségek felbecsüléséhez, a kiadások és bevételek kiszámításához. Továbbá annak nyomonkövetéséhez, hogy a vállalat nyereséges vagy sem, és a helyreállításhoz szükséges megfelelő intézkedések megtételéhez.

### **A kompetenciák fejlődése több módszeren keresztül elérhető:**

1. A részvétel egy formális tréningen segít a fiataloknak abban, hogy olyan gyakorlati képességeket szerezzenek, amik egy cég alapításához és igazgatásához szükségesek. A tartalma és módszertana ezeknek a tréningeknek képessé tesznek a többoldalú fejlődésre. Így a célcsoport szembe tud nézni az üzleti életben várható különböző kihívásokkal (marketing, költségvetés, promóció, eladás stb.).
2. Részvétel a non-formális módszereken alapuló programokon, mint pl. az Európai Unió Erasmus Plus Programjában. Ezek a projektek (ifjúsági cserék, tréningek, Európai Önkéntes Szolgálat) lehetővé teszi a fiataloknak a külföldre utazást, a különböző országok általános és vállalkozói kultúrájával való megismerkedést és, hogy aktívan fejlesszék a kulcskompetenciáikat.
3. A részvétel a különböző kimenő és bemenő vállalatok gyakorlatain, hozzásegít gyakorlati tapasztalatok szerzéséhez, ami k hozzájárulnak ahhoz, hogy az üzleti életben el tudják dönteni a saját vállalkozásukról, hogy megvalósítható-e vagy sem.



## SUMMARY AND CONCLUSIONS IN ROMANIAN – SUMAR ȘI CONCLUZII

Proiectul Start-Up Academy implică 5 organizații din 5 țări diferite (Ungaria, Grecia, Croația, România și Spania) cu scopul de a identifica și dezvolta abilitățile antreprenoriale și motivațiile grupului țintă, respectiv tinerii adulți din fiecare stat participant. Prima activitate majoră a fiecărei organizații partenere implicate a fost de a realiza un sondaj privind antreprenoriatul în rândul a 100-100 de respondenți care trăiesc în aria lor de activitate. Chestionarul a analizat, pe lângă datele demografice (vârstă, studii, loc de locuit etc.), abilitățile respondenților (competențe de management și marketing, abilitatea de vorbire a limbilor străine), abilitățile lor de afaceri și dorința de a deveni antreprenori. Promotorii au efectuat studiul în special pe internet, dar și pe teren. După centralizarea răspunsurilor, fiecare țară participantă a analizat rezultatele într-o formă de studiu. Acestea au fost utilizate pentru a compara caracteristicile și tendințele grupurilor țintă ale statelor implicate și au rezultat prezenta analiză. Rezultatele studiului vor influența următoarele etape ale prezentului parteneriat strategic.

În România, cea mai mare rată a respondenților locuiesc în mediul rural, în timp ce în Grecia, Croația și Spania locuiesc în orașe mai mari. În Ungaria, o proporție egală (36%) trăiește la sat și la oraș. Cea mai mare parte a intervievaților din toate țările, cu excepția Greciei, sunt de gen feminin. În Ungaria, Grecia și Croația, cea mai mare rată a populației care a completat studiul se află între vârsta de 18 și 25 de ani, în timp ce în România între 14 și 18 ani, în Spania între 30 și 35. În ceea ce privește studiile, cea mai mare parte a respondenților din toate țările au absolvit liceul. Cel mai mare procent de intervievați care au obținut diplomă de bacalaureat a fost înregistrat în Ungaria (74%), în timp ce în Croația, România și Spania 50% dintre respondenți din au absolvit liceul.

### *Concluziile studiului comparativ sunt:*

- ✓ Clasamentul respondenților din fiecare țară participantă cu privire la modul în care se văd în 10 ani este foarte diferit, însă "inițierea propriei afaceri" apare întotdeauna în primele 3 alegeri din toate statele
- ✓ Planificarea financiară este doar uneori bine înțeleasă în majoritatea țărilor, cu excepția Spaniei în care o proporție egală a persoanelor (41%) a optat pentru opțiunea "întotdeauna" și "uneori" și Croația, unde intervievații sunt mai încrezători în legătură cu cunoștințele lor financiare (38% a ales opțiunea "des")
- ✓ Spaniolii dispun de abilități foarte bune de vânzare și de prezentare în limba engleză (aproximativ 70% au optat pentru opțiunea întotdeauna). Românii și maghiarii sunt capabili să vândă des ceva (aproximativ 40%), dar doar uneori să prezinte în limba maternă sau în limba engleză. Croații sunt mai încrezători în legătură cu abilitățile de vânzare și de prezentare (au optat în special pentru răspunsul "de multe ori"). Grecii se consideră prezentatori mai buni decât vânzătorii.
- ✓ Cel mai mare factor motivator pentru a deveni întreprinzător este diferit de la o țară la alta, în timp ce respondenții spanioli subliniază ideile lor bune, croații, românii și maghiarii ar dori să devină propriul lor șef și grecii să se testeze ca antreprenori.
- ✓ În toate țările, cel mai mare factor de demotivare pentru a-și stabili propria afacere este lipsa fondurilor și birocrăția.
- ✓ Respondenții din toate statele participante au idei de afaceri, cea mai mare parte a răspunsurilor "da" fiind înregistrate în Spania și România
- ✓ Cea mai mare parte dintre intervievații din Spania, Ungaria, Croația, România și Grecia ar opta pentru furnizarea unor servicii dacă ar avea posibilitatea de a-și iniția propria afacere.
- ✓ În afară de greci, respondenții din toate celelalte țări văd oportunități de afaceri în zona lor.
- ✓ Respondenții din toate țările ar avea nevoie de sprijin financiar pentru a deveni antreprenori, dar, de asemenea, dar între opțiunile intervievaților se regăsesc și nevoia de formare și de a obține parteneri de afaceri.

### **Recomandări privind concluziile:**

Domeniul principal de intervenție privind grupul țintă este dezvoltarea abilităților și competențelor, în special a celor legate direct de antreprenariat, de exemplu comunicarea în limbi străine (în special limba engleză) și abilitățile financiare, manageriale și de marketing. Vorbirea limbii engleze la nivel conversațional este esențială în sectorul de afaceri pentru a încheia parteneriate străine, pentru a stabili legături cu potențiali clienți, furnizori sau chiar investitori externi. Competențele manageriale bune sunt recomandate pentru administrarea adecvată a companiei și / sau departamentelor sale, în ceea ce privește resursele umane, achizițiile, vânzările și alte procese. Abilitățile de marketing sunt necesare pentru a fluentiza procesul de vânzare prin promovarea serviciilor și / sau bunurilor furnizate pentru un grup țintă mai larg pe piață (publicitate, relații cu publicul etc.). Competențele financiare sunt indispensabile pentru a determina în mod adecvat costurile, marja și veniturile, pentru a monitoriza dacă societatea comercială este profitabilă sau nerentabilă și pentru a lua măsurile necesare pentru a remedia situația.

### **Dezvoltarea competențelor se poate realiza prin mai multe metode:**

1. Participarea la sesiuni de formare formală legate de acest domeniu care ajută tinerii dispuși să-și creeze start-up-uri pentru a dobândi abilitățile practice necesare pentru a-și înființa și conduce eficient afacerile.  
Conținutul și metodologia utilizată în cadrul acestor cursuri ar trebui să permită dezvoltarea multilaterală a grupurilor țintă pentru a le pregăti pentru a face față tuturor tipurilor de provocări cu care se confruntă sectorul de afaceri (marketing, financiar, promovare, vânzări etc.).
2. Participarea la programe bazate pe metode non-formale, de exemplu în cadrul mobilităților care au loc în cadrul programului Erasmus Plus al Uniunii Europene. Aceste proiecte (schimburi de tineri, traininguri, Serviciul European de Voluntariat) permit tinerilor să călătorească în străinătate, să se familiarizeze cu cultura generală și antreprenorială a țărilor străine și să dezvolte competențe cheie într-un mod activ, informal.
3. Participarea la stagii în diferite companii interne și externe pentru a obține experiență practică legată de modul în care operează o afacere pentru a putea decide dacă inițierea unui startup este o idee fezabilă sau nu



Erasmus+

# Comparative analysis

on entrepreneurial skills and motivations of young adults in  
the countries involved in the Start-Up Academy project

---

*Email: [info@startupacademyproject.eu](mailto:info@startupacademyproject.eu)  
Website: [www.startupacademyproject.eu](http://www.startupacademyproject.eu)*