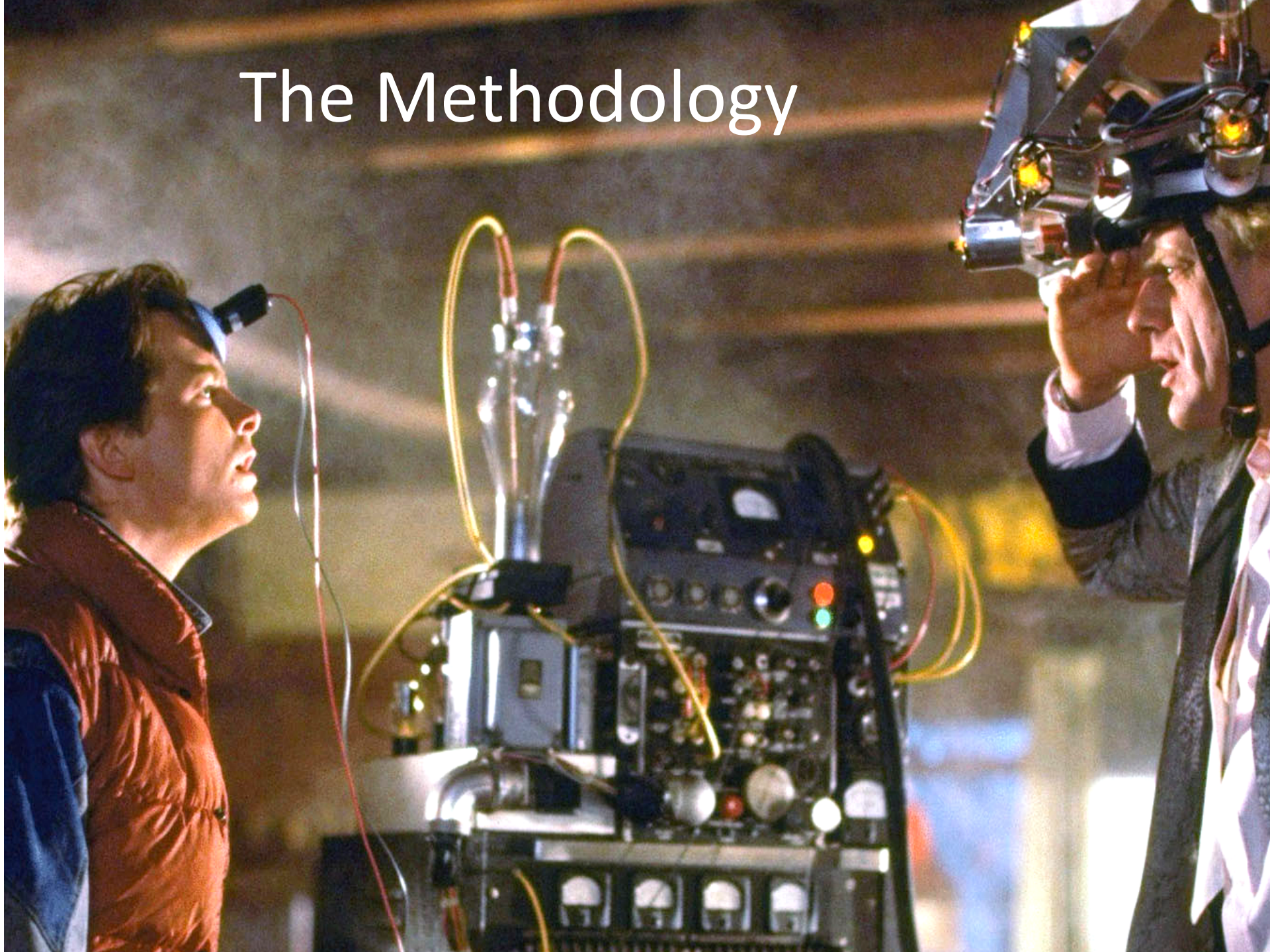
Increasing Participation in Enterprise Support

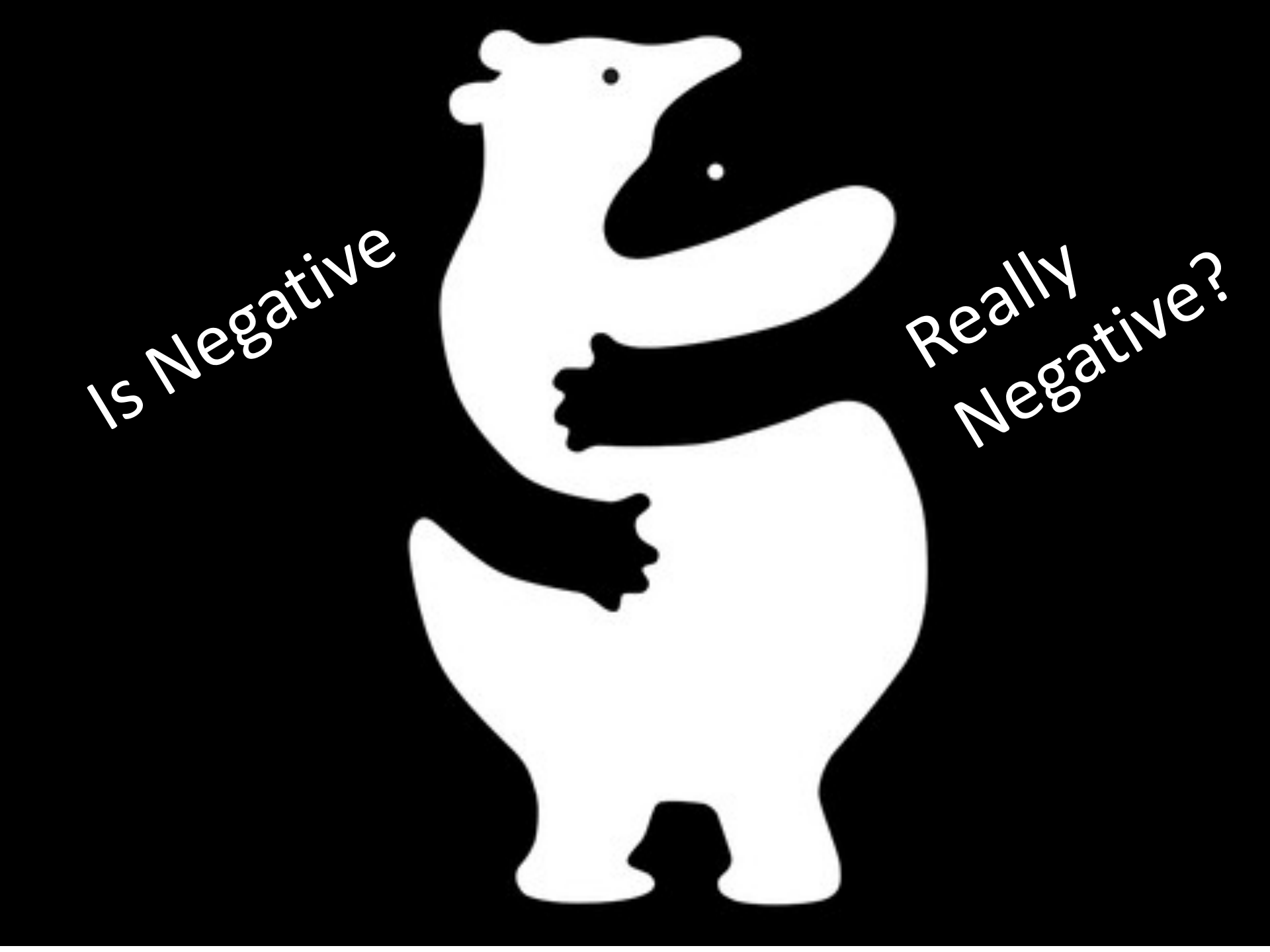
The Problem: Low Participation

The Methodology



Sorting out the Demographics

Soaring
Entrepreneurialism


Is Negative
Really Negative?

Optimism

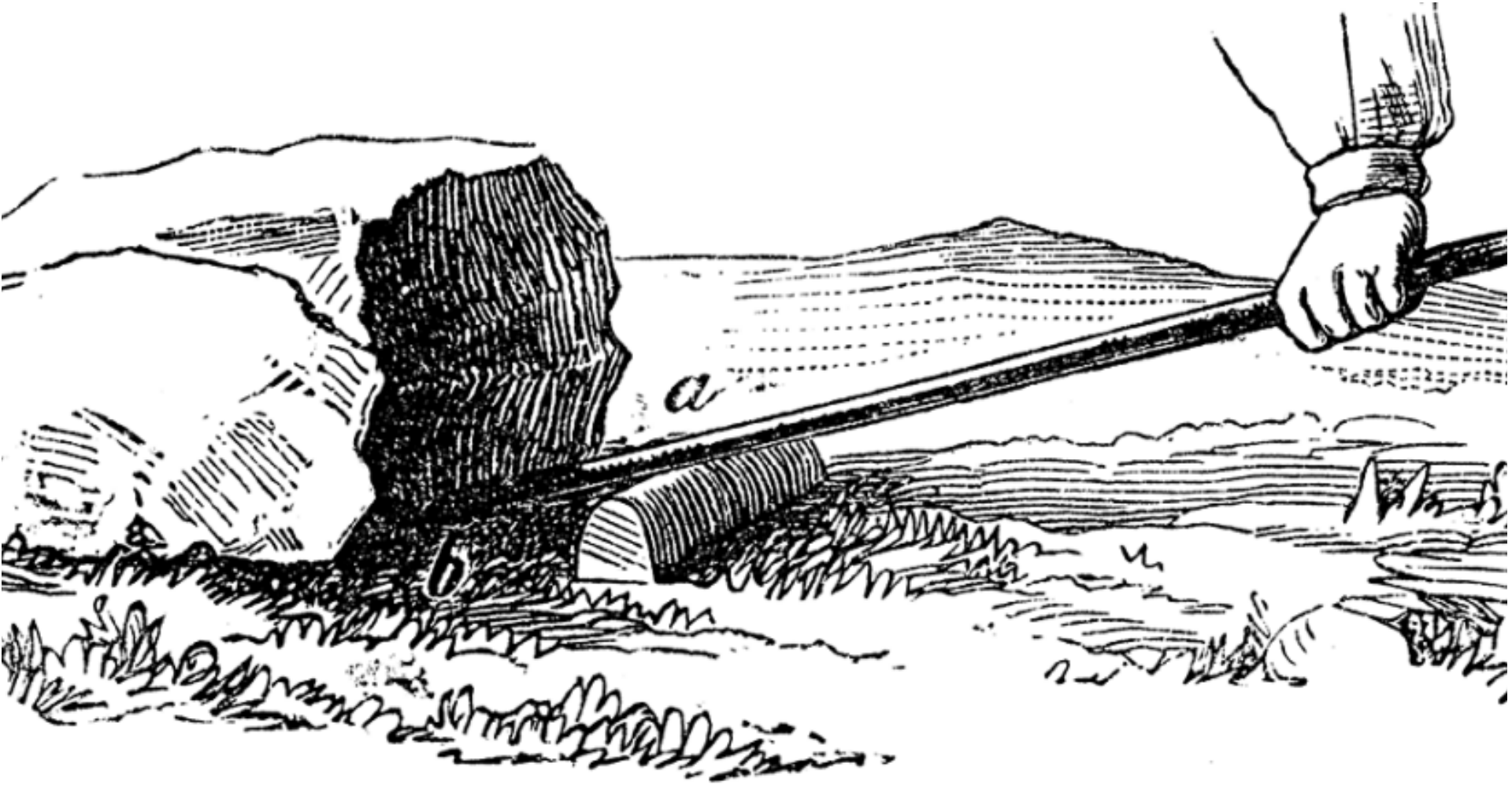
Motivation, Drive,
And Time Management

Fulfilling Important Needs

Lack of Awareness

Communication Gap

Leveraging Heavyweights



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Not The
Best Fit

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Further
Study
Ideas

Thank you!
Lee Gray – lgray@brookes.ac.uk