

2017 BNP PARIBAS GLOBAL ENTREPRENEUR REPORT

UNDERSTANDING THE PURSUIT OF SUCCESS
AMONG 21ST CENTURY ELITE ENTREPRENEURS

Based on the voices of 2,650 Elite Entrepreneurs across Europe, Asia, the United States and the Middle East, the report examines the characteristics and motivators of Elite Entrepreneurs* with a total net worth of USD40 billion.

AT A GLANCE

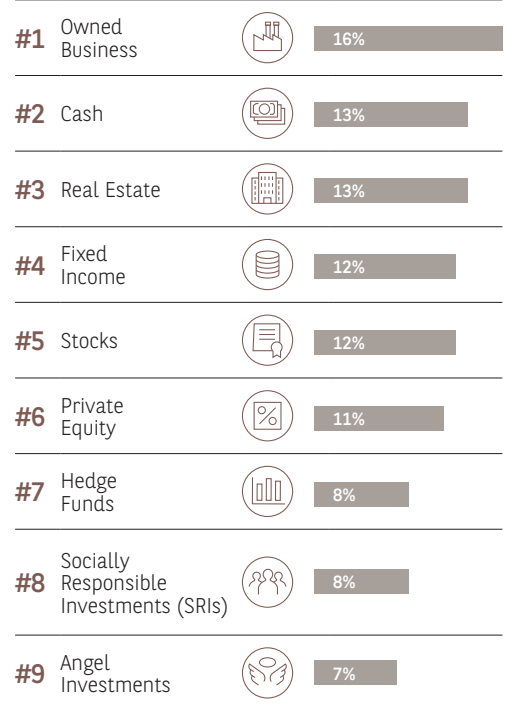
The profile of the Elite Entrepreneur



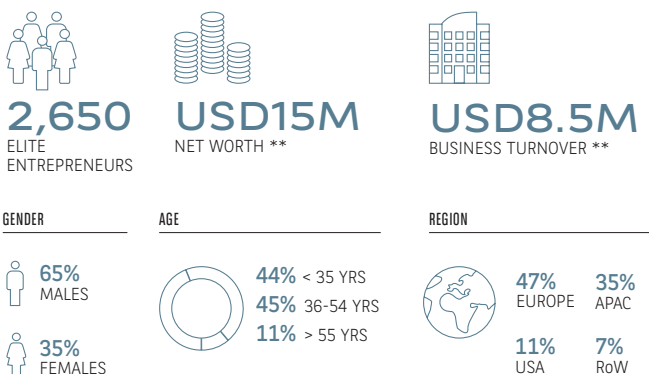
TOP 3	1 ●●●	2 ●●●	3 ●●●
INDUSTRIES FOR WEALTH ACCUMULATION	Information Technology	Online, mobile and digital	Manufacturing, Retail
MARKETS OF ENTREPRENEURIAL OPPORTUNITY	USA	China	Germany
INDUSTRIES FOR FUTURE WEALTH CREATION	Information Technology	Online, mobile and digital	Import / Export

MAIN MOTIVATIONS FOR BUSINESS OWNERSHIP	<ul style="list-style-type: none"> • Opportunity to improve your quality of life • Freedom to make independent business decisions • Passion for "entrepreneurialism"
DEFINITION OF SUCCESS	Making profit on your initial investment

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What is the current allocation
of your total financial portfolio?
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Methodology



ENTREPRENEURS PROFILES	TOTAL	MALES	FEMALES	NET WORTH **	BUSINESS TURNOVER **
	Ultrapreneurs	538	62%	38%	USD32.0M
Millennipreneurs	1,153	63%	37%	USD14.7M	USD8.7M
Boomerpreneurs	292	72%	28%	USD13.3M	USD5.6M
Women Entrepreneurs	916	0%	100%	USD15.9M	USD8.6M
Serial Entrepreneurs	800	66%	34%	USD17.6M	USD10.3M

* Elite Entrepreneurs are highly successful business owners managing companies with multi-million dollar annual turnovers and similarly substantial personal fortunes.
** On average.

The five distinct Elite Entrepreneur profiles



ULTRAPRENEURS

A business-owning individual with a net investable wealth in excess of USD25M

TOP 5 BUSINESS MARKETS: USA (70%), China (67%), Germany (64%), France (57%), the United Kingdom (55%)

TOP 3 OPPORTUNITIES: "Development in education" (51%), "Communication revolution" (46%), "Population growth" (42%)

ASSET ALLOCATION AFTER A LIQUIDITY EVENT: "Angel investments" and "Private Equity" (15%), "New business ventures" (10%)

CARE FOR CSR: 77% either an important or extremely important element

SOCIALLY RESPONSIBLE INVESTMENTS: 9% of total asset allocation

MILLENNIPRENEURS

An entrepreneur born between 1980 and 2000

TOP 3 INDUSTRIES FOR WEALTH CREATION: "Information Technology," "Online/Mobile & Digital," "Engineering"

TOP 3 SECTOR OPPORTUNITIES: "Developments in education" (43%), "Communication revolution" (42%), "Scientific and Technology revolution" (39%)

STRONG DESIRE TO BECOME SERIALPRENEURS: 6.8 enterprises launched on average



BOOMERPRENEURS

An entrepreneur aged 55 or over who is part of the Baby Boomer generation

STARTED ENTREPRENEURIAL LIFE LATER: At 37 on average

CROWD FUNDING INCREASING: 57% might use it in the future

TOP 3 FUTURE INVESTMENT VEHICLES: "Investment Funds" (72%), "Private Equity" (66%), "Equity Funding" (66%)

HIGH LEVEL OF FAMILY INVOLVEMENT IN SOME COUNTRIES: Italy (80%), Hong Kong (80%), France (68%)

WOMENPRENEURS

PERFORMANCE FIGURES HIGHER THAN THEIR MALE PEERS:

Average personal net worth of USD15.9M, average company turnover stands at USD8.6M

AVERAGE NUMBER OF COMPANIES ESTABLISHED: 4 companies created

MORE LIKELY THAN MEN TO BE 1ST GENERATION SUCCESS STORIES:

A third had no family history of business ownership



SERIALPRENEURS

An entrepreneur who owns or has established four or more operating companies

ANNUAL TURNOVER: USD10.3M, 37% higher than non-serialpreneurs

AVERAGE NUMBER OF COMPANIES ESTABLISHED: 7.5 companies created

THE COUNTRIES WITH THE HIGHEST PROPORTION OF SERIALPRENEURS: India, France, the USA, and Indonesia

TOP OPPORTUNITY: "Starting up a new business in a new industry" (21%)

Understand, serve and celebrate entrepreneurs

In a world that is ever changing, entrepreneurs need to build their wealth strategy with a partner they trust.

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benefit from the services of a leading banking and financial institution that delivers comprehensive, tailor-made solutions.

Our Wealth Management division with EUR341 billion of assets under management is a leading global private bank and the number one private bank in the Eurozone with offices in three hubs in Europe, Asia and the US and over 6,600 professionals. It has been recently recognized "Best Private Bank in Europe, in North Asia and in North America", along with "Best Private Bank for Entrepreneurs".

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Elite Entrepreneurs



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