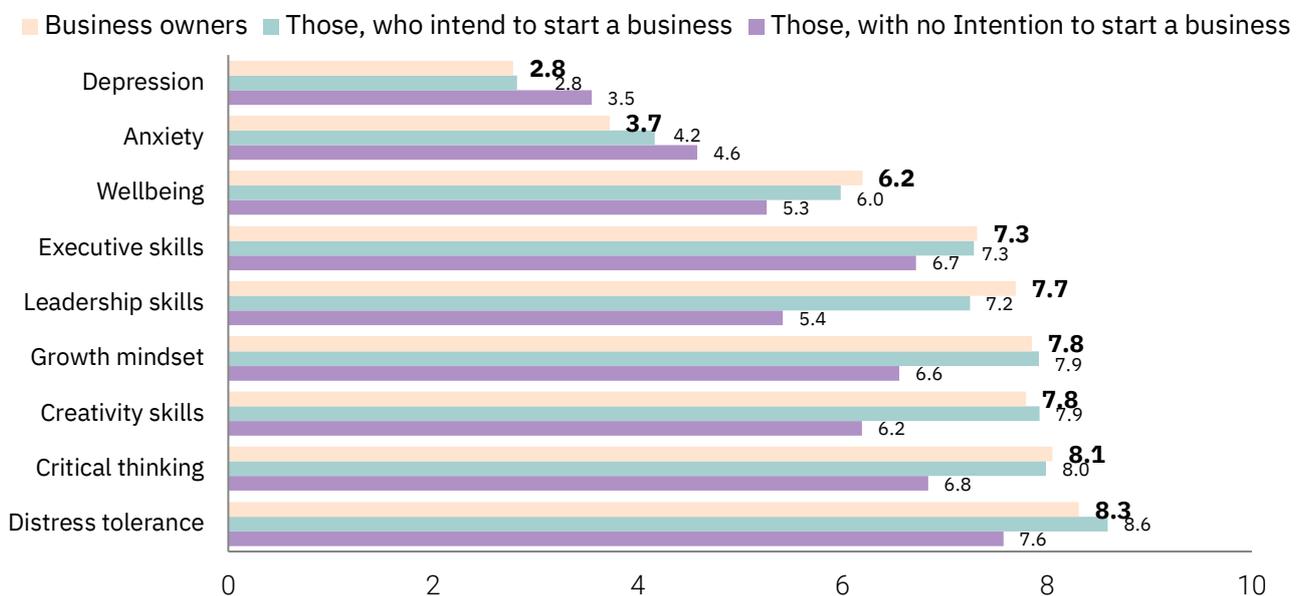


Skills, assets and needs for entrepreneurship in Donetsk and Luhansk oblasts

SCORE for eastern Ukraine 2019 survey in Donetsk and Luhansk oblasts asked respondents to assess their psychological assets and life skills. Based on the replies, we have constructed scales ranging from 0 to 10, where 0 is complete absence of certain characteristic while 10 is strong presence of said characteristic. We have decided to look into the psychological attributes of business owners and potential entrepreneurs (those who plan on starting a business) to see what kind of assets, skills and support programs may be needed (55% of the people who have an intention to start a business are youth (18-35 years-old), while constituting only 32% of business owners). Here is what we found:



Looking at the gap in skills between business owners, potential entrepreneurs and those who have no intention to start a business we can deduce the following:

- Business owners are characterized by **higher levels of creativity, leadership skills**, and the **ability to handle failure and learn from it**.
- Business owners **think more critically** and are oriented towards **self-improvement and lifelong learning**. They have strong **executive skills**, which helps with setting long-term priorities as well as learning new complex tasks.
- Being an entrepreneur also has a **positive effect on their mental wellbeing** as business-owners report lower levels of depression and anxiety.
- Those who want to start a business score very similarly with those who already own a business, but can benefit from practical hands-on leaderships training, where we observe a gap between business owners and potential entrepreneurs.

We also looked into the different resources and support mechanisms that potential entrepreneurs require to realize their intention to start a business, and found that more than 8 out of 10 require support with office space, marketing and branding advice and legal support. Thus, shared innovation hubs that provide shared office space and promote cross-pollination and collaboration would be effective in encouraging potential entrepreneurs to take steps towards realizing their dreams.