



Global Institute for Experienced Entrepreneurship

Empowering Experience to Boost Prosperity for All Ages

“The Age of Experience”

People 50+

=

The world’s largest untapped natural
resource – and it’s growing!

**Beware Knights in Shining Armor
They've Never Had Their Metal Tested!**



Potential

“With our new longevity, it’s time to measure age in future potential as opposed to just a chronology of years lived.”

Sergei Scherbov, PhD, Director of Demographic Analysis, Wittgenstein Centre for Demography and Global Human Capital (IIASA, VID, WU), Deputy Director, World Population Program, International Institute for Applied Systems Analysis (IIASA)

Silver Economy or Silver Tsunami

In Today's Global Economy

Experience Is a Currency

Experience Is Our Accumulated Facts and Knowledge

Experience Is Knowing What Works and What Doesn't

Experience Is a Competitive Advantage

“Older and Bolder”

Experienced Entrepreneurs Aged 50+

=

21st Century’s New Economic Engines
Driving Economies Locally and Globally

“Basic Economics”

New Business Startups

The highest rate of entrepreneurship worldwide has shifted to the 55-64 age group.

SOURCE: GEM (Global Entrepreneurship Monitor)

Entrepreneurial activity among the over 50's increased by more than 50% since 2008.

SOURCE: GEM (Global Entrepreneurship Monitor)

A 60-year-old startup founder is 3 times as likely as a 30-year-old founder to launch a successful startup - and is 1.7 times as likely to found a startup that winds up in the top 0.1 percent of all companies.

Daniel and Miranda, SOURCE: Azoulay, Pierre and Jones, Benjamin F. and Kim, J.
Working Paper Javier, Age and High-Growth Entrepreneurship (April 2018). NBER
SSRN: <https://ssrn.com/abstract=3158929> No.w24489. Available at

Five years after startup, 70% of ventures established by 50+ entrepreneurs are still in operation compared to just 28% of enterprises launched by younger entrepreneurs.

SOURCE: GEM (Global Entrepreneurship Monitor)

50+ Entrepreneurs are 2-3 times more likely to form a new business than they are to be involved in the gig economy.

SOURCE: UAS 165: Entrepreneurship and
the Understanding America
Study, University of Michigan, 2019

“Basic Economics”

Entrepreneuring in the Workplace



Increase of just 7% of people 55+ in the workplace would increase Australia's GDP by **\$25 billion** in 2022

SOURCE: J. Daley, *Game-Changers: Economic Reform Priorities for Australia*, 2012



In the UK, if the employment rate of 50-64 year-olds matched that of the 35-49 age group, the UK economy would be boosted by **£88bn**

SOURCE: The Missing Million Report: Illuminating the Employment Challenges of the Over 50s
https://www.bitc.org.uk/sites/default/files/prime_report_the_missing_million.pdf



For every Euro the Spanish government invests to counter the negative affect of the “Retirement Syndrome,” it receives 129 Euros in return – a **12,900% ROI**

SOURCE: GIE (Group Aging Research)

Entrepreneuring Never Gets Old

An entrepreneur can be anyone, anytime, anywhere...



Courtesy, Mischa Richter

Jill Kerttula



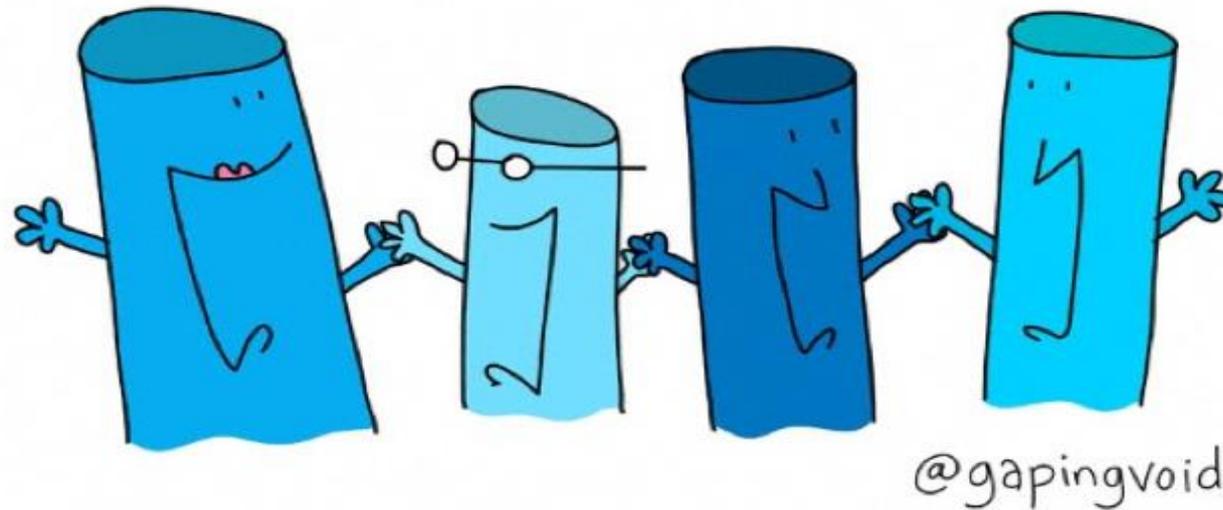
Barbara Beskind



Finally found her dream as a tech designer for
IDEO in Silicon Valley at age 91.

Cross-Generational Experience

Silos collaborating!



"We don't stop playing because we get old. We get old because we stop playing!"

George Bernard Shaw, Playwright and Co-Founder, London School of Economics

Time to Play with Our Ideas and Actionable Solutions

- Community Cross-sector Ecosystem
- Entrepreneurial Mindset
- Community Brain Trust
- Intergenerational Innovation Spaces
- Experience Incubators
- Intergenerational Workshops and Training Programs – designed around problem-solving exercises where everyone's experience counts

Ideas into Action!

Setting Priorities

- Most able to get traction quickly?
- Most potential to achieve maximum impact?

What's Next?

- this
- What will you/your organization do to make happen?
 - What will hold you back?

Silver Economy or **Silver Tsunami**

The Choice Is Yours – Act Today!