

# From Emerging Entrepreneurs to Microfranchise



# From Emerging Entrepreneurs to Microfranchise

Kristie Seawright

Isaac Smith



# Emerging Entrepreneurs



- Focus on identifying entrepreneurs that have successfully moved beyond the Subsistence Plateau to a point where they employ non-family members.
- We call them “**emerging entrepreneurs.**”

# Research Question



Is there more to the basic equation:

Aspiring micro-  
entrepreneur + Credit = Profitable  
business ?

# Emerging Entrepreneurial Success



## EMERGING ENTREPRENEURS

Pro-active, oriented to near-term opportunities

- Vision
- Hard work
- Determination
- Short-Term Goals
- Expansion Oriented
- Planning
- Opportunity Recognition
- Value Customer
- Networking

## SUBSISTENCE PLATEAU

- Persistence
- Patience
- Resilient
- Business Operations
- Marketing Oriented
- Personal Attributes
- Skill Utilization
- Opportunity Seeking
- Buy Low/Sell High
- Start Small/Think Big
- Increase Sales/Decrease Costs

Re-active, oriented to longer-term biz processes

**LESS-SUCCESSFUL  
ENTREPRENEURS**

# Entrepreneurial Expertise



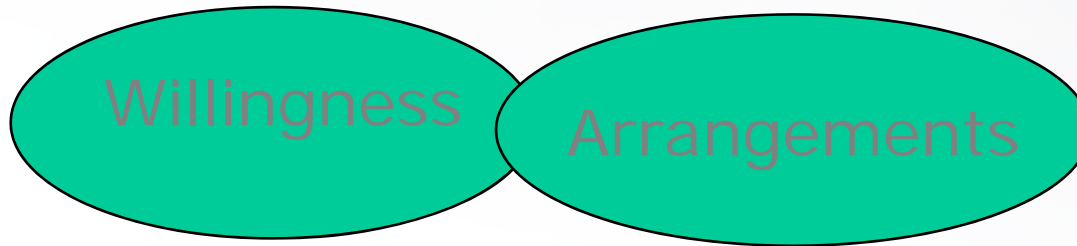
The Formal Economy: 17 Countries

# Entrepreneurial Expertise

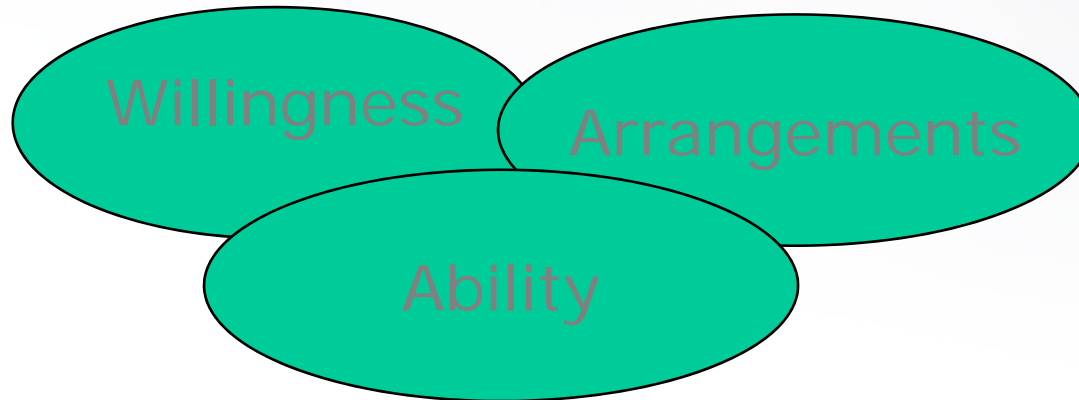


Willingness

# Entrepreneurial Expertise



# Entrepreneurial Expertise



# Entrepreneurial Expertise



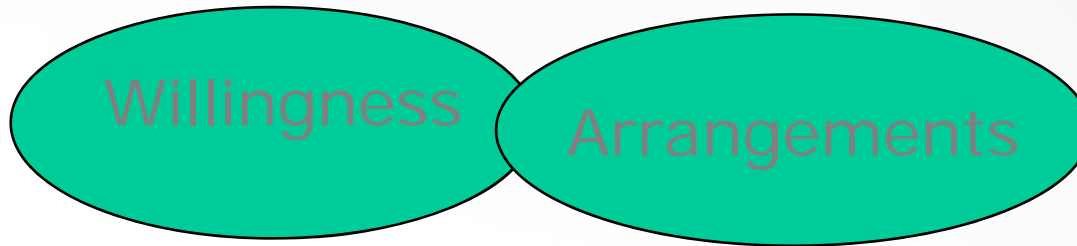
- Seeking Focus
- Commitment Tolerance
- Motivation

Willingness

# Entrepreneurial Expertise



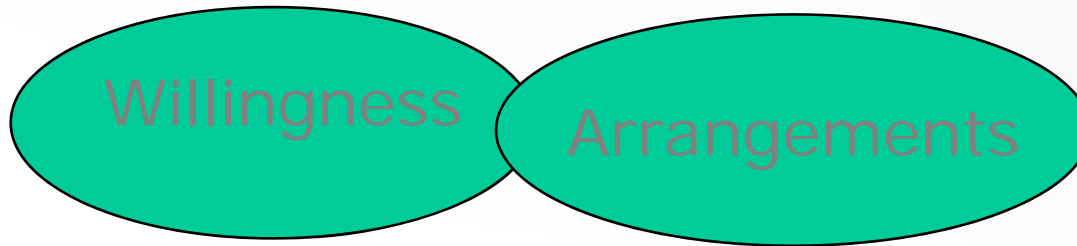
- Seeking Focus
- Commitment Tolerance
- Motivation



# Entrepreneurial Expertise



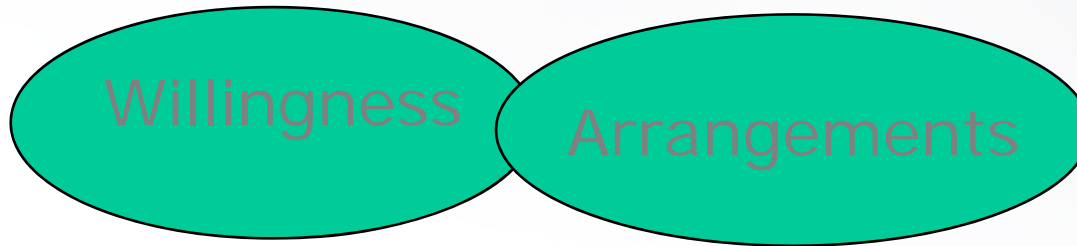
- Seeking Focus
- Commitment Tolerance
- Motivation
- Idea Protection



# Entrepreneurial Expertise



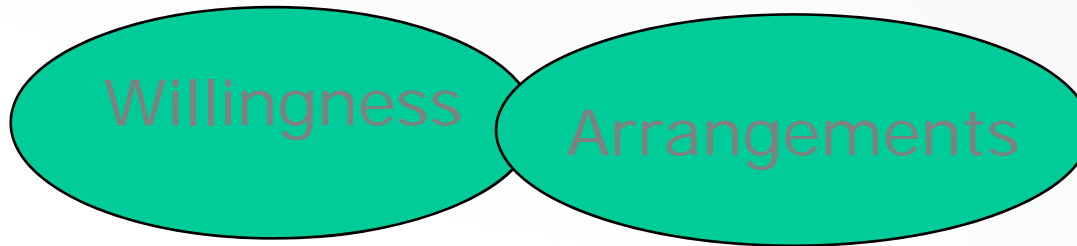
- Seeking Focus
- Commitment Tolerance
- Motivation
- Idea Protection
- Having Resources



# Entrepreneurial Expertise



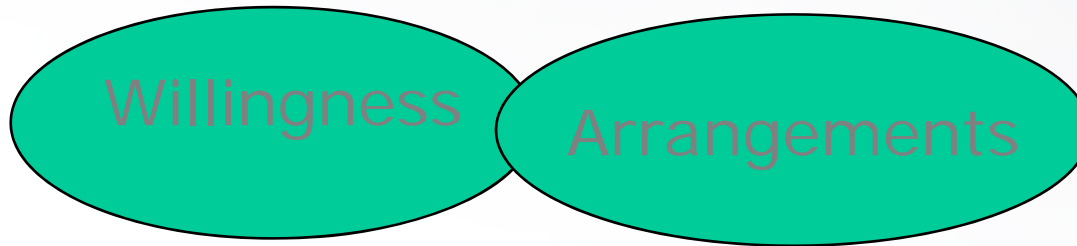
- Seeking Focus
- Commitment Tolerance
- Motivation
- Idea Protection
- Having Resources
- Access to Resources



# Entrepreneurial Expertise



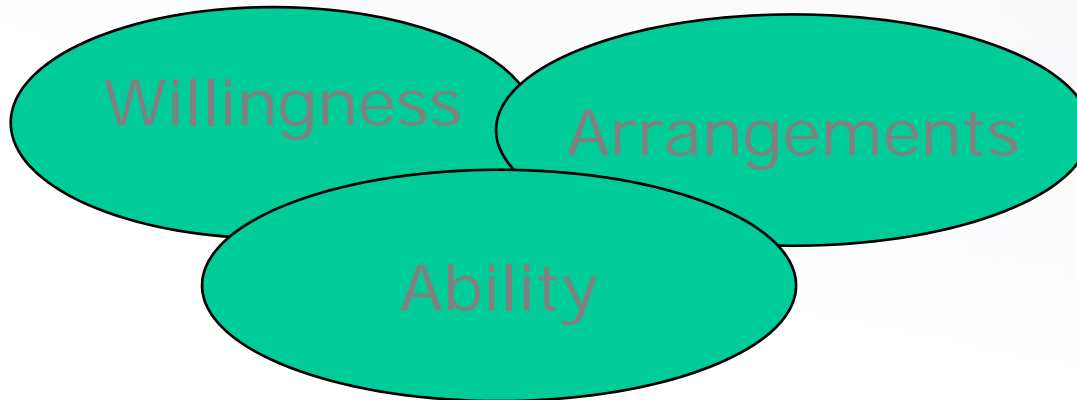
- Seeking Focus
- Commitment Tolerance
- Motivation
- Idea Protection
- Having Resources
- Access to Resources
- Venture Specific Skills



# Entrepreneurial Expertise



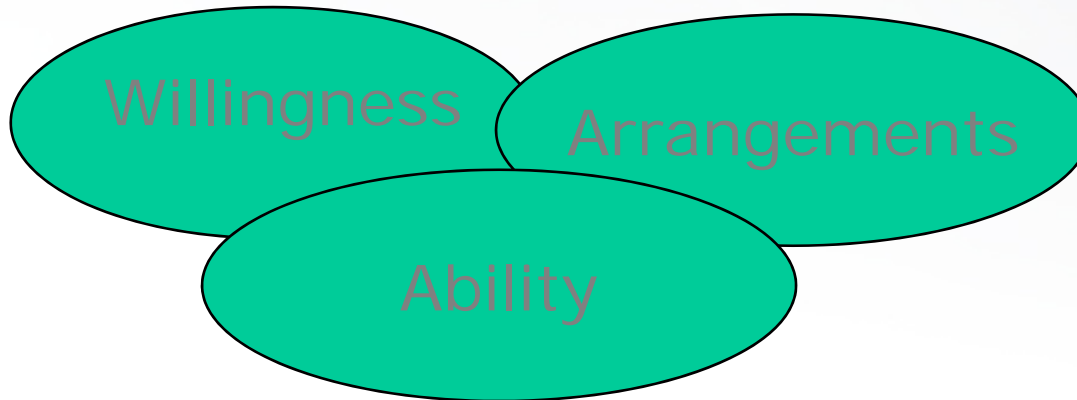
- Seeking Focus
- Commitment Tolerance
- Motivation
- Idea Protection
- Having Resources
- Access to Resources
- Venture Specific Skills



# Entrepreneurial Expertise



- Seeking Focus
- Commitment Tolerance
- Motivation
- Idea Protection
- Having Resources
- Access to Resources
- Venture Specific Skills

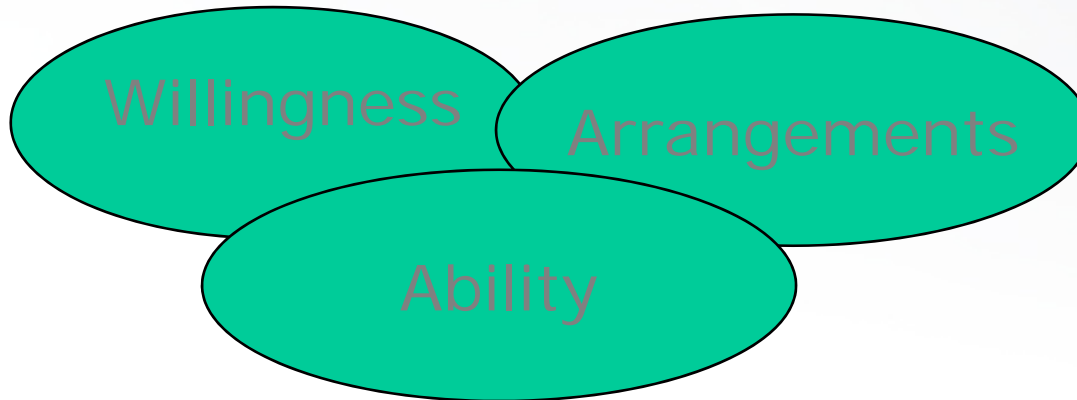


- Venture Experience

# Entrepreneurial Expertise



- Seeking Focus
- Commitment Tolerance
- Motivation
- Idea Protection
- Having Resources
- Access to Resources
- Venture Specific Skills

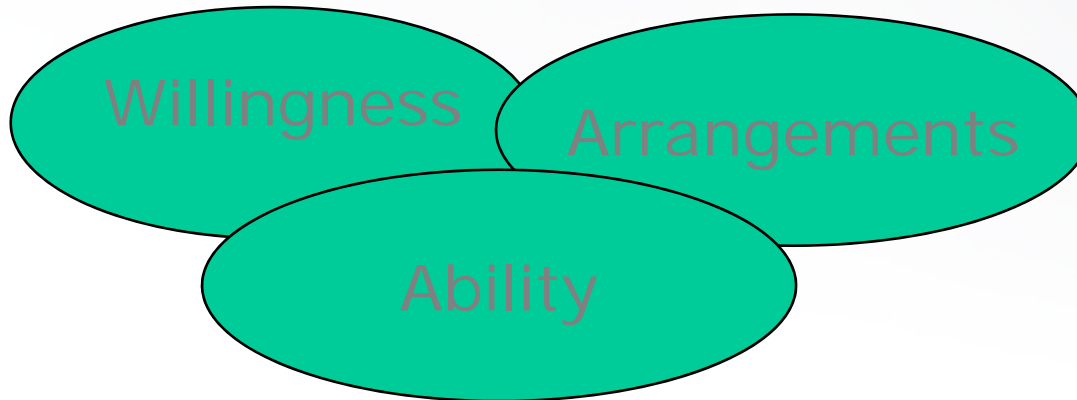


- Venture Experience
- Venturing Diagnostic Ability

# Entrepreneurial Expertise



- Seeking Focus
- Commitment Tolerance
- Motivation
- Idea Protection
- Having Resources
- Access to Resources
- Venture Specific Skills

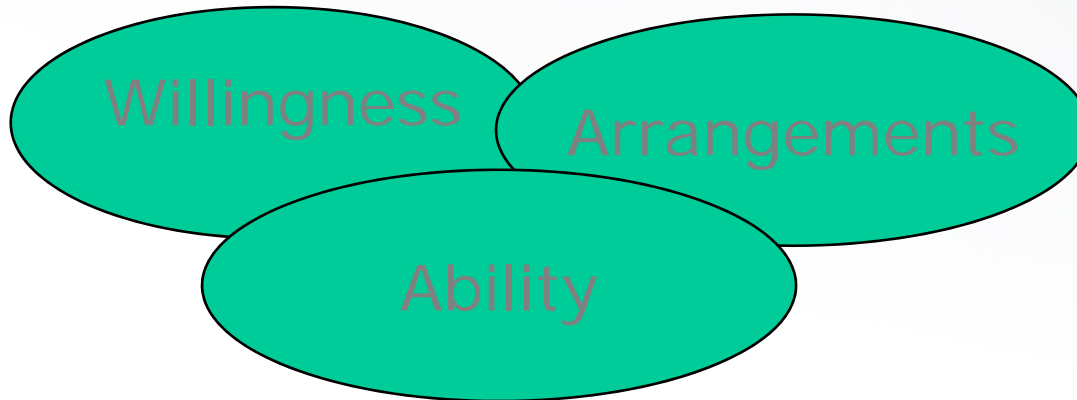


- Venture Experience
- Venturing Diagnostic Ability
- Venture Situational Knowledge

# Entrepreneurial Expertise



- Seeking Focus
- Commitment Tolerance
- Motivation
- Idea Protection
- Having Resources
- Access to Resources
- Venture Specific Skills

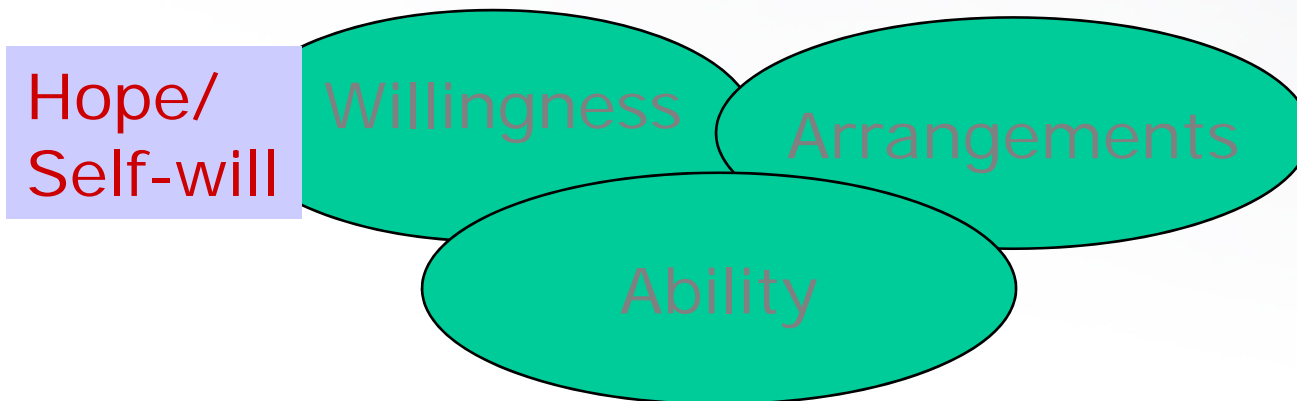


- Venture Experience
- Venturing Diagnostic Ability
- Venture Situational Knowledge
- Opportunity Recognition Capability

# Emerging Entrepreneurial Expertise



- Seeking Focus
- Commitment Tolerance
- Motivation
- Idea Protection
- Having Resources
- Access to Resources
- Venture Specific Skills

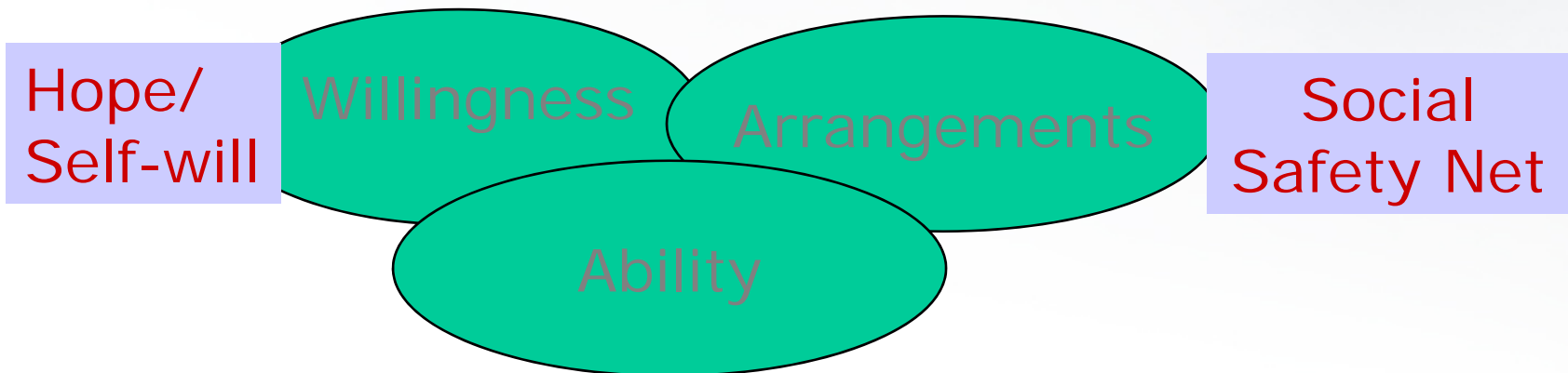


- Venture Experience
- Venturing Diagnostic Ability
- Venture Situational Knowledge
- Opportunity Recognition Capability

# Emerging Entrepreneurial Expertise



- Seeking Focus
- Commitment Tolerance
- Motivation
- Idea Protection
- Having Resources
- Access to Resources
- Venture Specific Skills



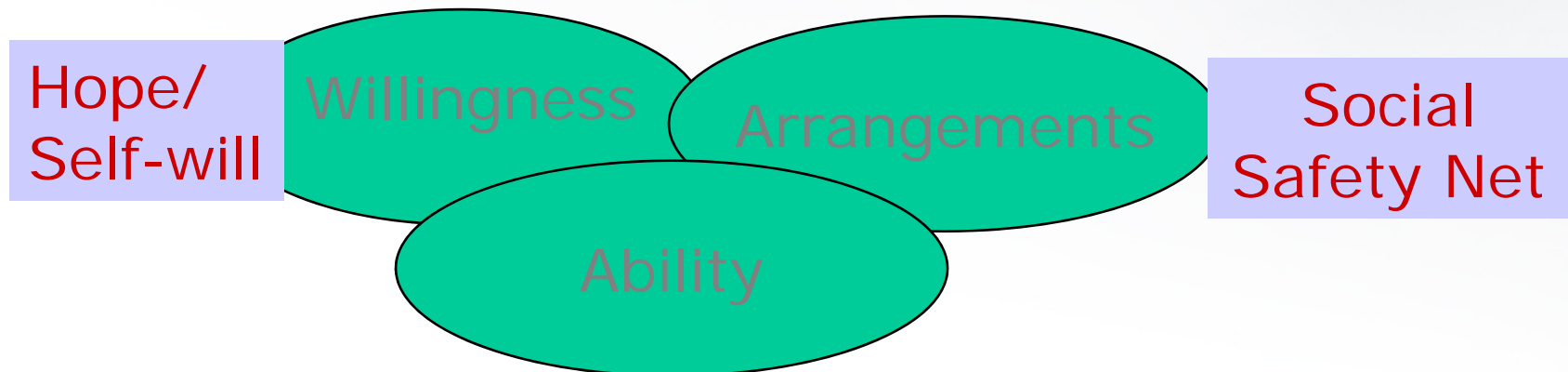
- Venture Experience
- Venturing Diagnostic Ability
- Venture Situational Knowledge
- Opportunity Recognition Capability

# Emerging Entrepreneurial Expertise



- Seeking Focus
- Commitment Tolerance
- Motivation

- Idea Protection
- ~~Having Resources~~
- Access to Resources
- Venture Specific Skills

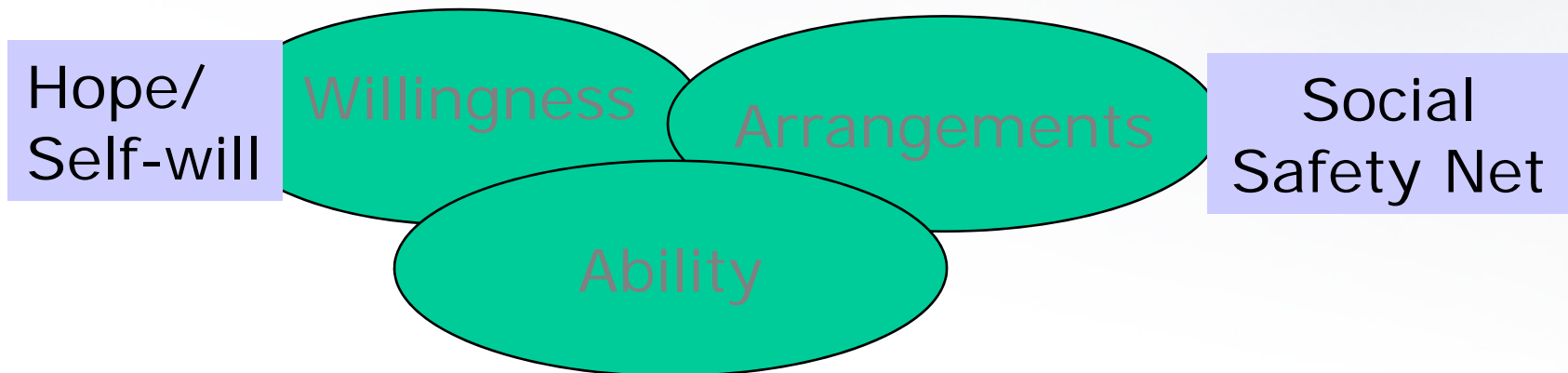


- Venture Experience
- Venturing Diagnostic Ability
- Venture Situational Knowledge
- Opportunity Recognition Capability

# Addressed by Microfinance



- Seeking Focus
- Commitment Tolerance
- Motivation
- Idea Protection
- **Access to Resources**
- Venture Specific Skills

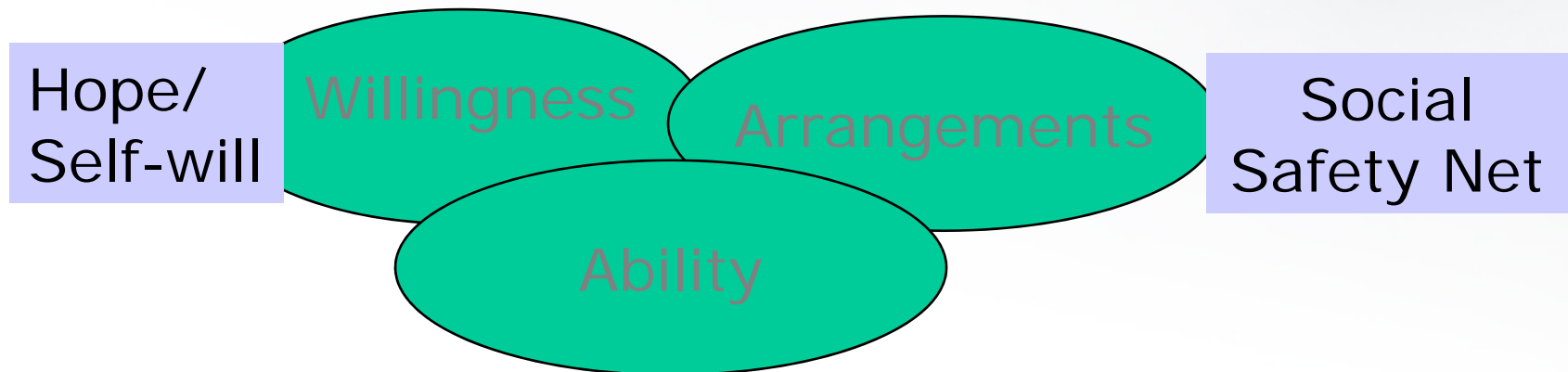


- Venture Experience
- Venturing Diagnostic Ability
- Venture Situational Knowledge
- Opportunity Recognition Capability

# Microfranchise



- Seeking Focus
- Commitment Tolerance
- Motivation
- Idea Protection
- **Access to Resources**
- Venture Specific Skills

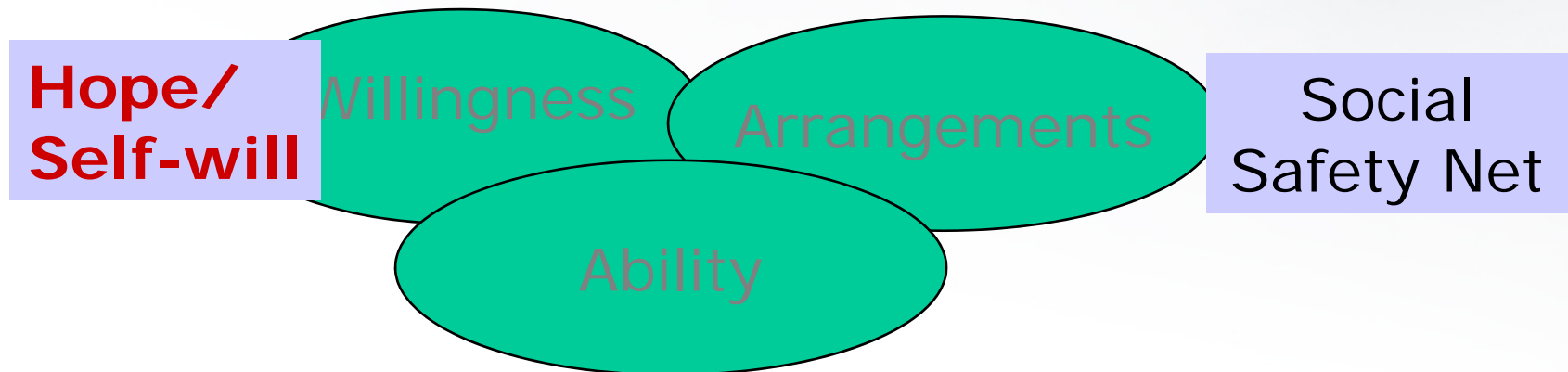


- Venture Experience
- Venturing Diagnostic Ability
- Venture Situational Knowledge
- Opportunity Recognition Capability

# Microfranchisee



- Seeking Focus
- Commitment Tolerance
- Motivation
- Idea Protection
- Access to Resources
- Venture Specific Skills

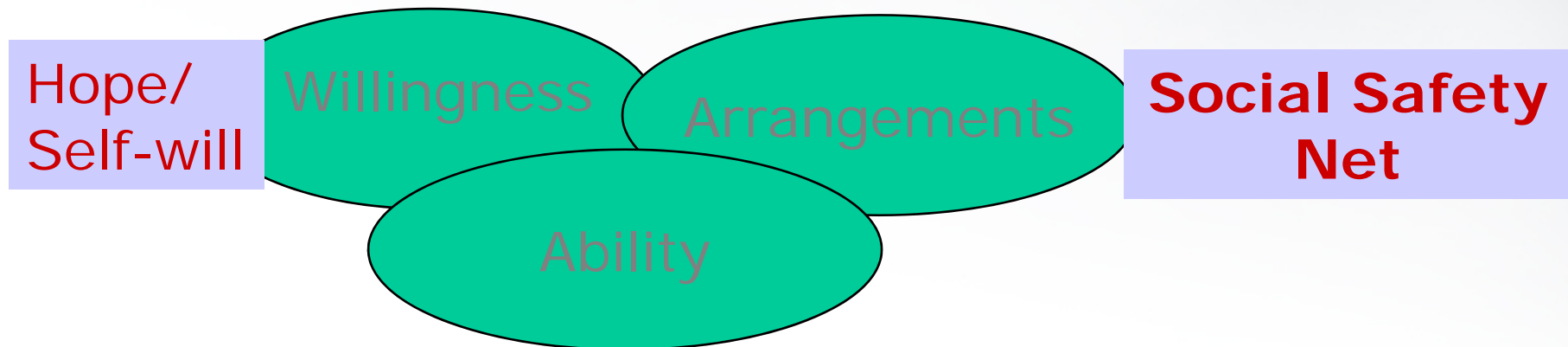


- Venture Experience
- Venturing Diagnostic Ability
- Venture Situational Knowledge
- Opportunity Recognition Capability

# Microfranchisee



- Seeking Focus
- Commitment Tolerance
- Motivation
- Idea Protection
- Access to Resources
- Venture Specific Skills

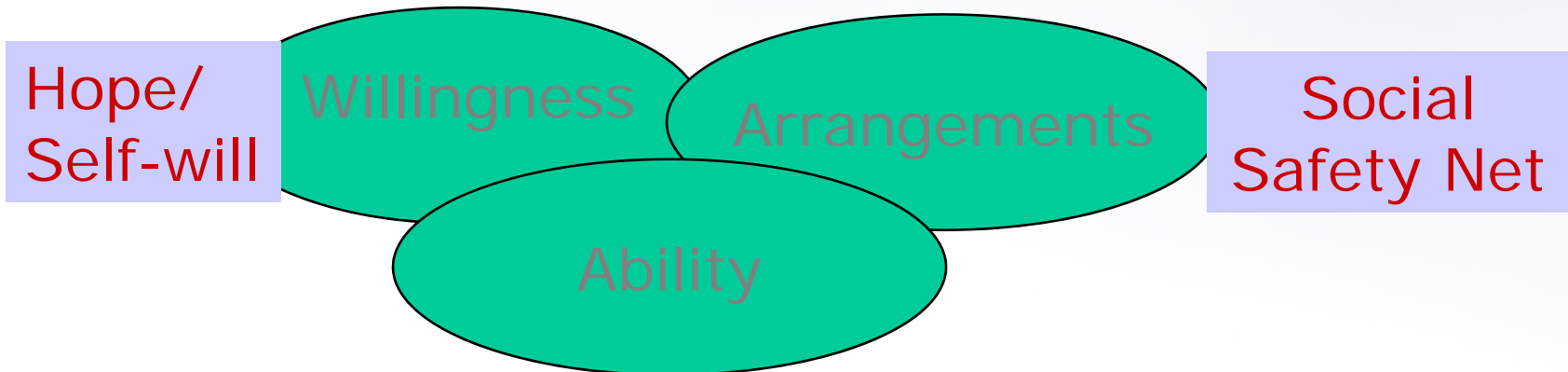


- Venture Experience
- Venturing Diagnostic Ability
- Venture Situational Knowledge
- Opportunity Recognition Capability

# Microfranchisee



- Seeking Focus
- Commitment Tolerance
- **Motivation**
- Idea Protection
- **Access to Resources**
- Venture Specific Skills

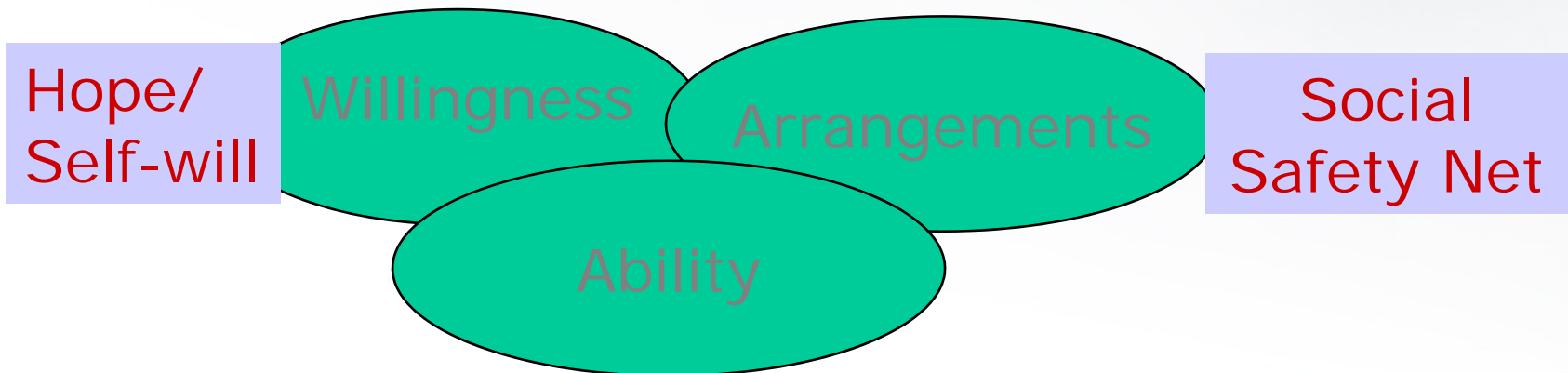


- Venture Experience
- Venturing Diagnostic Ability
- Venture Situational Knowledge
- Opportunity Recognition Capability

# Microfranchisee



- Seeking Focus
- Commitment Tolerance
- **Motivation**
- Idea Protection
- **Access to Resources**
- Venture Specific Skills

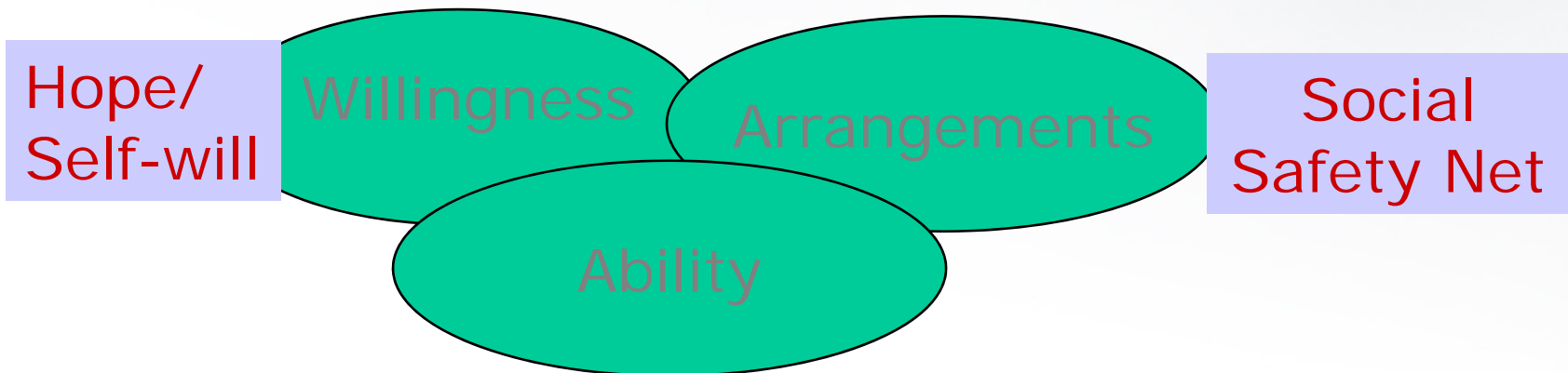


- Venture Experience
- Venturing Diagnostic Ability
- Venture Situational Knowledge
- Opportunity Recognition Capability

# Microfranchisee



- Seeking Focus
- Commitment Tolerance
- **Motivation**
- Idea Protection
- **Access to Resources**
- **Venture Specific Skills**

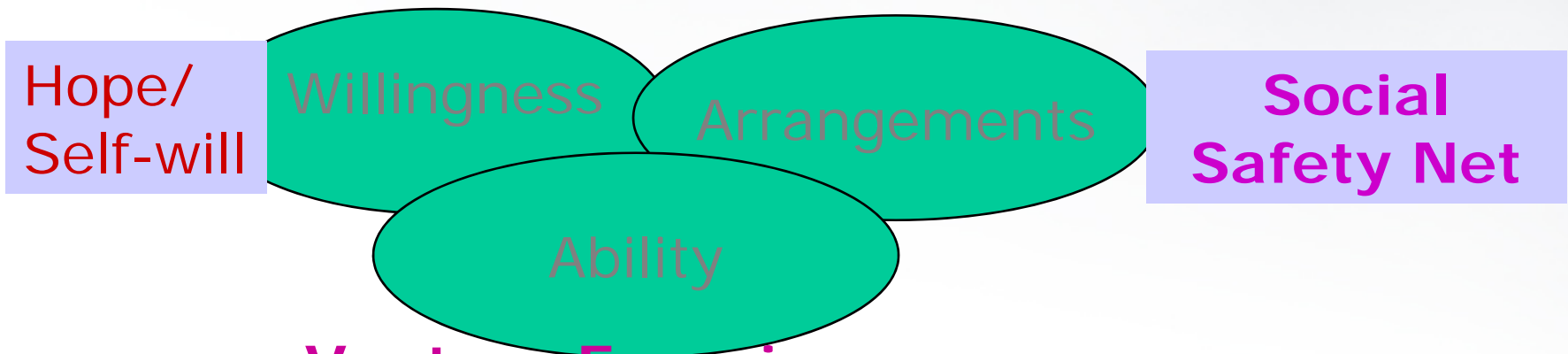


- Venture Experience
- Venturing Diagnostic Ability
- Venture Situational Knowledge
- Opportunity Recognition Capability

# Microfranchisor



- **Seeking Focus**
- Commitment Tolerance
- **Motivation**
- **Idea Protection**
- **Access to Resources**
- **Venture Specific Skills**



- **Venture Experience**
- **Venturing Diagnostic Ability**
- **Venture Situational Knowledge**
- **Opportunity Recognition**
- **Capability**

# Emerging Entrepreneurial Success



**EMERGING  
ENTREPRENEURS**

**Microfranchisees**

**SUBSISTENCE PLATEAU**

**LESS-SUCCESSFUL ENTREPRENEURS**