

POSSIBILITY OF LAUNCHING OR JOINING A STARTUP FOR PEOPLE 50+

KEEP 50+

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WHAT IS A STARTUP?

- An early stage in the life cycle of an enterprise.
- A company working to solve a problem, when the solution is not obvious and success is not guaranteed.
- A state of mind. It's when people join your company and are still making the explicit decision to forgo stability in exchange for the promise of the excitement of making an immediate impact.
- A capital company with high growth potential. Its main activities are related to development and creation of innovative products.

POSITIVE ENVIRONMENT FOR STARTUPS IN LATVIA

- Latvia is the first country in the EU to carry out such significant support for startup companies.
- Developing the Startup Law.
- The purpose of the Law is to promote formation of new enterprises in Latvia, thus promoting research, as well as the use of innovative ideas, products and processes in economic activities.

POSITIVE ENVIRONMENT FOR STARTUPS IN LATVIA

VARIOUS SUPPORT PROGRAMS ARE CARRIED OUT:

- Support program for fixed payment
- Support program for recruitment of highly skilled workers
- Startup soft loan – 50 thousand EUR loan with startup friendly conditions



50+ AS THE PERFECT AGE FOR LAUNCHING A STARTUP

- A study on age dynamics in scientific creativity suggests that the peak level of creativity is getting higher every year.
- Many people, who already have launched a startup admits that this is the perfect time to launch a startup and they could NOT have started their new company at an earlier age.

50+ STARTUP WAVE IN GREAT BRITAIN

- Few would have predicted that the biggest following startup trend would be the over-50s.
- According to the GB Office for National Statistics, 50+ entrepreneurs make up a fifth of Britain's new business owners.

50+ STARTUP WAVE IN GREAT BRITAIN

“50-plus women are often agiler and more adept at multitasking because that’s what we have had to do over the last decades of our lives, juggling caring for older relatives with bringing up younger children. Home and work. It makes you nimble in your mindset. Nothing can replace experience, knowledge and wisdom, and you can’t buy them or study for them at a university.”

Entrepreneur Liz Earle on an interview to The Guardian



WHY STARTUP COMMUNITY NEEDS 50+ GENERATION?

- Startups tend to fail. As many as 90% of startups fold – the result of many factors, not the least of which is often their founders' inexperience.
- It is also suggested that one of the reasons of failure is the tendency of hiring only young people.
- Older workers have accumulated years of experience that have allowed them to learn what works and what doesn't.

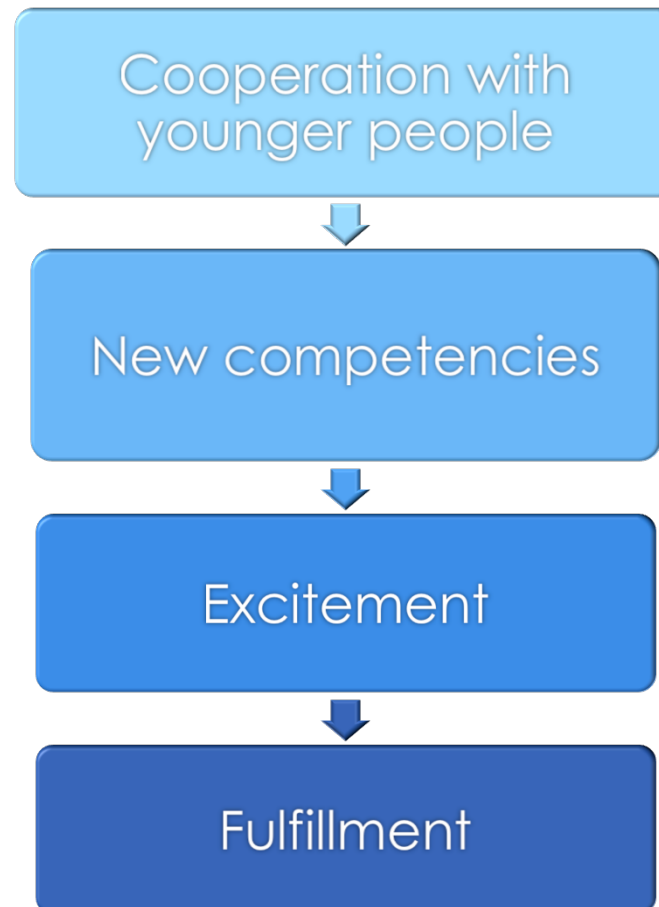
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WHY STARTUP COMMUNITY NEEDS 50+ GENERATION?

More loyal, strong leadership qualities

“old-fashioned” values - patience, distinction, thrift, and trust

WHY PEOPLE 50+ NEEDS TO GET INVOLVED IN STARTUP COMMUNITY?



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THANK YOU FOR YOUR
ATTENTION!

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