

# Dyheadau entrepreneuriaid ifanc / Aspirations of young entrepreneurs





# Beth ydy'r cynllun? - What is the plan?

- Cyflwyniadau, Penny, Callum a Siwan
- Cefndir
  - Nodau ac amcanion
  - Dull yr ymchwil
  - Canfyddiadau'r arolwg
  - Segmentau'r Farchnad
- Beth mae'r ymchwil ei ddweud wrthyn ni
- Segmentu
- Callum a Siwan
- 15 munud
- Introductions, Penny, Callum and Siwan
- Background
  - Aims and objectives
  - Research method
  - Survey findings
  - Market segments
- What is research telling us?
- Segmentation
- Callum and Siwan
- 15 minutes

# Nodau ac Amcanion – Aims and Objectives

Deall y sbardunau a'r rhwystrau sy'n dylanwadu ar entreprenoriaid ifanc sy'n ystyried sefydlu, neu sydd wedi cychwyn busnes

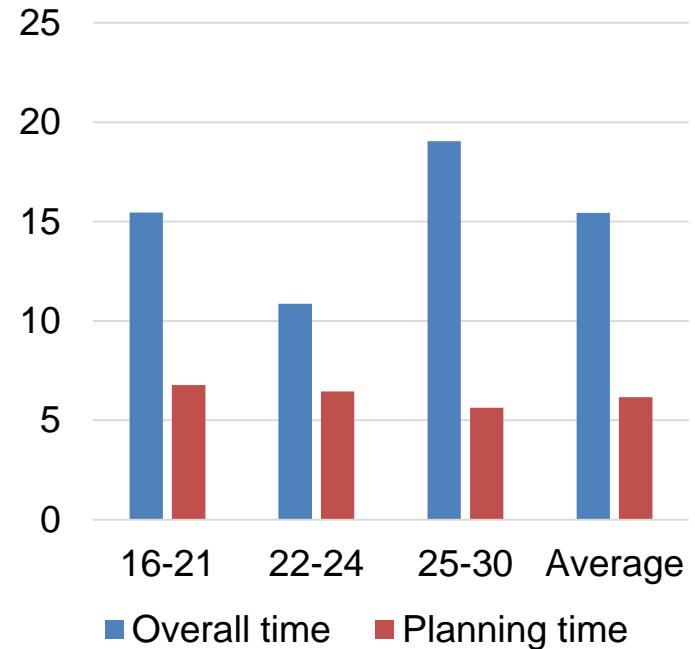
Understand the drivers and barriers that influence young entrepreneurs who are considering setting up or who have started a business

Segmentu'r farchnad er mwyn  
herio a hysbysu ymgyrch  
gyfathrebu a darpariaeth ar gyfer  
clientiaid mil-fwyddd

Clear segmentation of the market  
to challenge and inform  
communication and service  
provision for millennial clients

## Y daith i gychwyn / Journey to start up

- O'r rhai wedi cychwyn, 53% wedi cychwyn yn y flwyddyn ddiwethaf
- Ar gyfartaledd y daith wedi cymryd 15 mis (6 mis ohono yn gynllunio bwriadus i ddechrau)
- 24% o'r farn y gallai fod yn gynt
- Of those started, 53% set up in last year
- On average journey took 15 months overall (of this, 6 months actively planning to start)
- 24% thought it could have been quicker

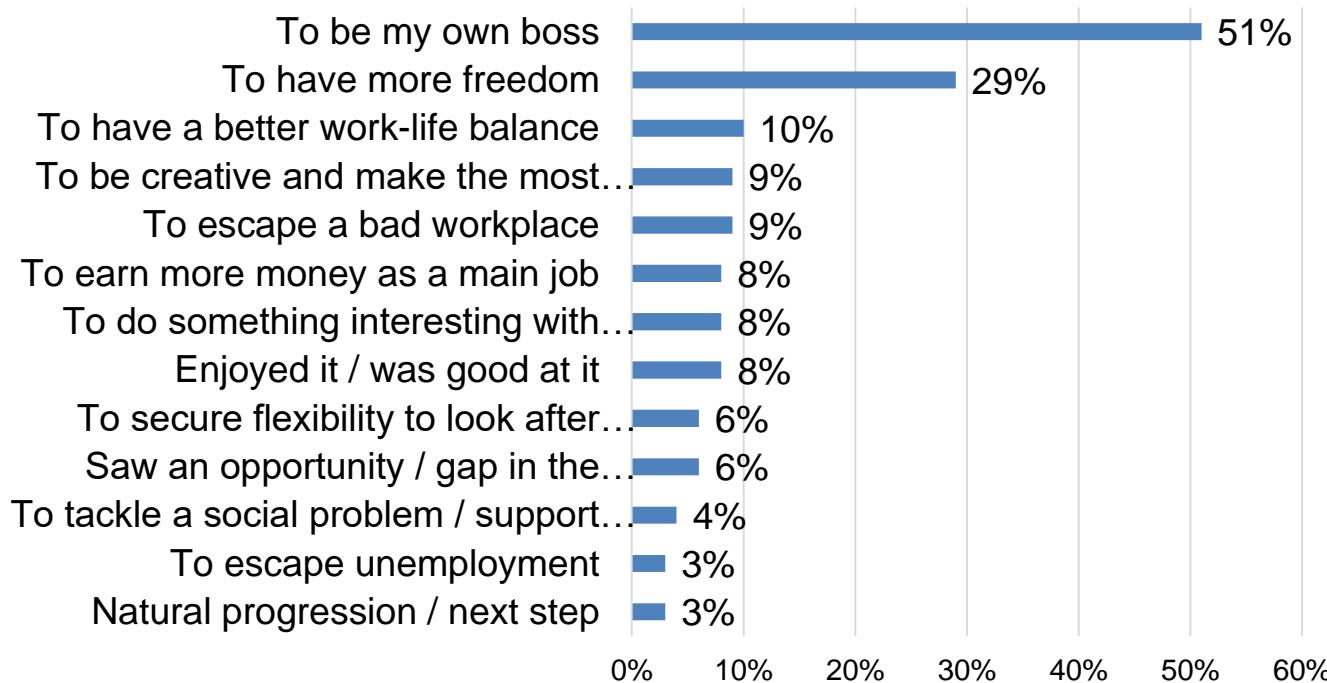


## Gofidion a rhwystrau / Concerns and barriers

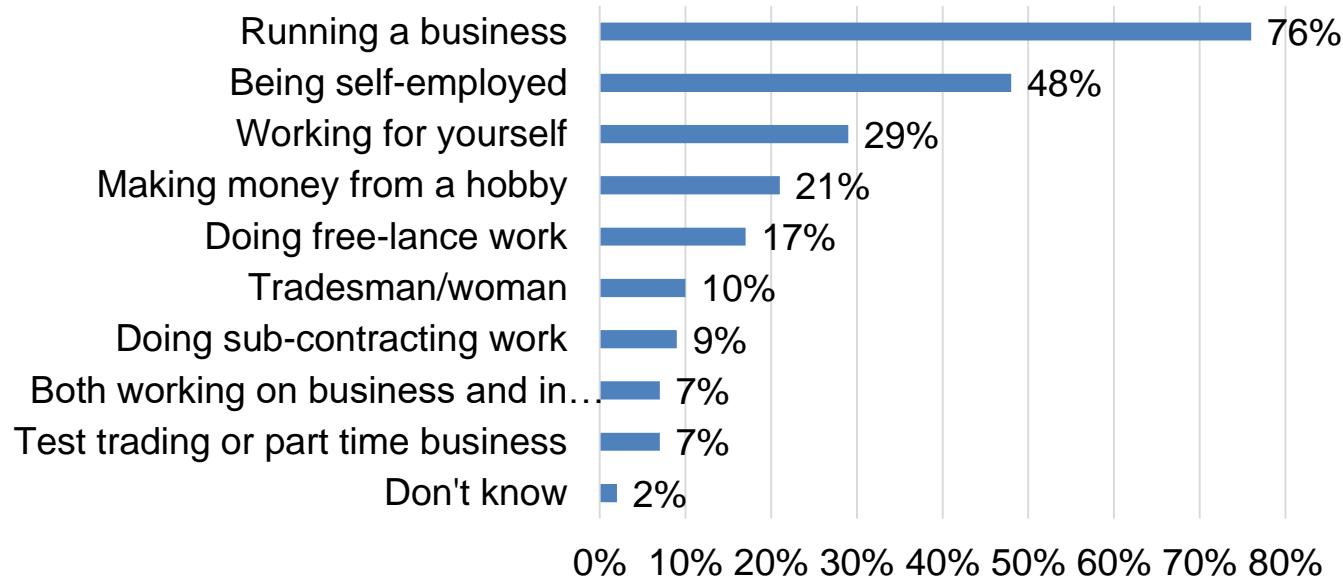
- Prif ofidion – ennill cyflog a gwneud colled ariannol
- 25% heb wynebu rhwystrau
- Rhwystrau cyffredin = diffyg cyllid personol (18%) a diffyg gwybodaeth busnes (12%)
- Biggest concerns** – earning a wage and making a financial loss
- 25% did not face barriers
- Common barriers = lack of personal finance (18%) and lack of business knowledge (12%)



## Sbardun / Motivations



# Canfyddiadau am eu hunain / Perceptions of themselves



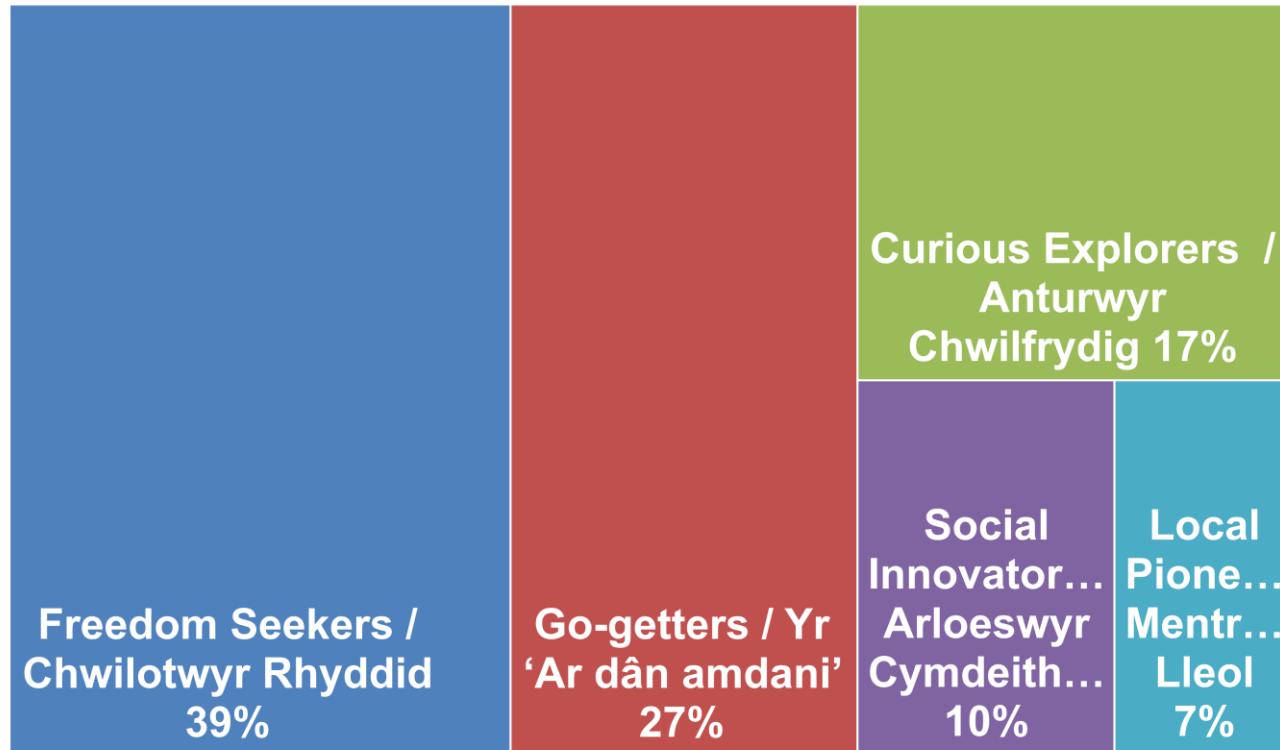
## Y dyfodol

- 69% yn dymuno tyfu'r busnes a chyflogi (mwy o) weithwyr
- 13% yn dymuno tyfu'r busnes heb gyflogi gweithwyr
- 12% yn canolbwytio ar barhâd y busnes

## The future

- 69% wishing to grow the business and take on (more employees)
- 13% want to grow the business without taking on employees
- 12% focused on business survival

## Segmentiad y Farchnad / Market Segmentation



# Syniadau Mawr Cymru Big Ideas Wales

Chwilotwyr Rhyddid - denu gan fod yn **fos ar eu hunain a'r rhyddid** sy'n dod yn sgil hynny ond am gael gwneud **bywoliaeth gyffyrrdus**

- ✓ yn masnachu'n weithredol (85%)
- ✓ yn gyflogedig cyn cychwyn (60%) â chanfyddiad bod diffyg cyflogaeth addas ar gael (54%)
- ✓ yn cyflogi eraill (60%)
- ✓ yn cynnwys crefftawyr (16%) ac isgontactwyr (13%)
- ✓ poeni am wneud colled ariannol (29%) ac ennill cyflog (34%)
- ✓ cael eu denu at fod yn fos ar eu hunan (51%) a rhyddid (31%)
- ✓ yn meddwl y gallent fod wedi cychwyn eu busnes yn gynt (29%)
- ! llai tebygol o fod yn masnachu yn rhyngwladol (6%)
- ! llai tebygol o fod wedi cael cymorth (42%)

**Freedom Seekers** – attracted to being their **own boss** and the **freedom** which this offers whilst wanting to make a **comfortable living**

- ✓ actively trading (85%)
- ✓ be previously employed (60%) and perceive lack of suitable employment available (54%)
- ✓ employing others (60%)
- ✓ include tradespeople (16%) and sub-contractors (13%)
- ✓ concerns about financial loss (29%) and earning wage (34%)
- ✓ attracted to being own boss (51%) and freedom (31%)
- ✓ more likely to think they could have started quicker (29%)
- ! less likely to trade internationally (6%)
- ! less likely to have had help (42%)

# Syniadau Mawr Cymru Big Ideas Wales

Yr 'Ar dâd amdani' - entrepreneuriaid **hyderus** ac **uchelgeisiol** sy'n cael eu gyrru gan y dymuniad i **wneud arian** ond a **allai fod wedi paratoi'n well** ar gyfer rhedeg busnes

- ✓ ystyried eu hunain yn entrepreneur (76%)
- ✓ gwasanaethu marchnadoedd ehangach (23% yn maschachu'n rhwngwladol)
- ✓ menywod (39%) a rhwng 25 a 30 oed
- ✓ wedi mynchu'r coleg (11%) neu brifysgol (24%) cynt
- ✓ cael eu gyrru gan yr amcan o wneud arian
- ✓ prif rwystr wrth gychwyn yn ymwneud â chyllid
- ✓ yn rhedeg busnesau mwy sefydlog (58% am fwy na 1 blynedd)
- ✓ y mwyaf uchelgeisiol o ran tyfu'r busnes (80% yn bwriadu tyfu a chyflogi)
- ! y lleiaf tebygol o fod wedi paratoi i gychwyn (68%)
- ! wedi eu gorlwytho â gwaith/dan straen (59%) a bod ar ben eu hunain (32%)

**Go-Getters** – confident and ambitious entrepreneurs driven by a desire to **make money** but who **could be better prepared** to run a business

- ✓ consider themselves entrepreneurs (76%)
- ✓ operate businesses that serve wider markets (23% trade international)
- ✓ female (39%) and aged between 25 and 30
- ✓ previously at college (11%) or university (24%)
- ✓ driven by making money
- ✓ main start up barrier is finance
- ✓ running more established businesses (58% for more than 1 year)
- ✓ most ambitious in terms of growth (80% plan to grow and employ)
- ! least prepared to start (at 68%)
- ! feel overworked and stressed (59%) and isolated (32%)

# Syniadau Mawr Cymru Big Ideas Wales

Anturwyr Chwilfrydig - unigolion sy'n '**dabio**' mewn busnes oherwydd y **rhyddid** y mae'n ei gynnig a'r **cyfleoedd** y mae'n eu cynnig i fod yn **greadigol**, a hynny'n aml yn eu **hamser rhydd**, heb fod yn ddibynnol ar yr incwm y mae'n ei greu

- ✓ dynion (81%) ac o'r carfanau iau
- ✓ ystyrwyr (27%) ac yn gwneud arian o hob (31%)
- ✓ astudio mewn prifysgol cyn cychwyn (27%)
- ✓ ymrwymo i'w busnes yn eu hamser hamdden (27%) neu wythnos waith fer (38%)
- ✓ gyrru gan y rhyddid (58%) a'r creadigrwydd (100%) y mae'n ei gynnig
- ✓ blaenoriaeth = bywoliaeth gyfforddus a dim ond 73% yn ddibynnol ar incwm
- ! llai tebygol o ystyried eu bod yn entrepreneur (54%)
- ! llai tebygol o fod yn uchelgeisiol i'r dyfodol
- ! llai tebygol o fod wedi gwynebu rhwystrau (31%)

**Curious Explorers** – individuals who are '**dabbling**' in business due to the **freedom** it offers and the **opportunity** it provides to be **creative**, often in their **spare time** without being reliant on the income

- ✓ male (81%) and from younger cohorts
- ✓ considerers (27%) and making money from hobby (31%)
- ✓ studying at university prior to starting (27%)
- ✓ commit to business in spare time (27%) or short week (38%)
- ✓ attracted by freedom (58%) and creativity offered (100%)
- ✓ priority = comfortable living and only 73% reliant on income
- ! less likely to consider themselves an entrepreneur (54%)
- ! less likely to be ambitious
- ! less likely to have faced barriers (31%)

# Syniadau Mawr Cymru Big Ideas Wales

**Arloeswyr Cymdeithasol** - Unigolion **uchelgeisiol** sy'n cael eu denu at redeg eu busnes eu hunain er mwyn sbarduno **newid cymdeithasol a gwneud gwahaniaeth** i'w cymuned a'u cleientiaid, a hynny wrth wneud **bywoliaeth gyffyrddus**

- ✓ menywod (44%) a mwy addysgedig (57% ar Lefel 5 neu'n uwch)
- ✓ gyrru gan yr angen i weld newid cymdeithasol a gwneud gwahaniaeth (81%)
- ✓ gyrru gan yr angen i ddelio â phroblem gymdeithasol neu cynorthwyo cymuned
- ✓ poeni am ennill cyflog (31%) a sicrhau cleientiaid (25%)
- ✓ wedi cyrchu cymorth ymgynghorydd busnes (50%)
- ✓ ffeindio rhedeg busnes yn straen a neilltuo oriau hir iawn (56%)
- ✓ uchelgeisiol o ran tyfu'r busnes (75% am dyfu/cyflogi)
- ! llai tebygol o fod wedi dymuno bod yn fos ar eu hunain (38%)
- ! llai tebygol o fod wedi buddsoddi cynillion eu hunain (56%)

**Social Innovators** – ambitious individuals who are attracted to running their own business to achieve **social change** and **make a difference** to their community, whilst also making a **comfortable living**

- ✓ women (44%) and better educated (57% at level 5 or above)
- ✓ driven by social change and making a difference (81%)
- ✓ motivated to tackle social problem or support community
- ✓ concerned about earning a wage (31%) and securing clients (25%)
- ✓ have accessed business advisor support (50%)
- ✓ find running a business stressful and commit long hours (56%)
- ✓ ambitious in terms of growth (75% want to grow/employ)
- ! less likely to have wanted to be own boss (38%)
- ! less likely to have invested own savings (56%)

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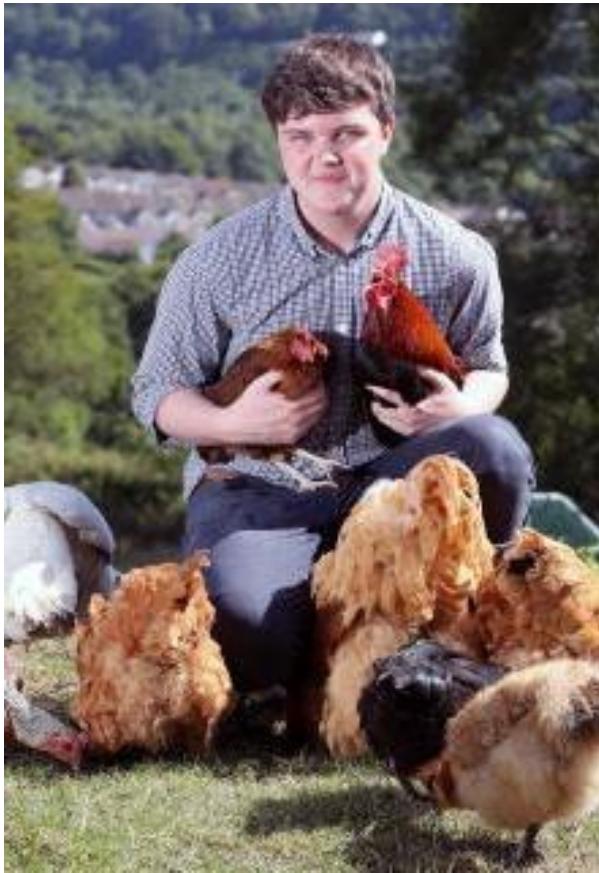
**Mentrwyr Lleol** - Unig fasnachwyr hunan-gyflogedig sydd wedi paratoi'n dda ac yn **gymedrol o uchelgeisiol** sy'n rhedeg **busnesau bach, lleol**, sy'n cael eu gyrru gan yr angen i sicrhau **statws cymdeithasol**

- ✓ dynion (73%)
- ✓ rhedeg busnesau bach (70% heb gyflogi) a gwasanaethu eu tref neu gymuned uniongyrchol (45%)
- ✓ yn gyflogedig cyn cychwyn (60%)
- ✓ yn cyflawni'r daith i hunangyflogaeth yn weddol gyflym
- ✓ y mwyaf parod i redeg busnes (91%)
- ✓ twf uchelgeisiol cymedrol a 27% yn ystyried cychwyn busnes arall
- ! llai tebygol o fod yn ifanc iawn (18% 21 neu iau)
- ! llai tebygol o fod dan straen ac wedi eu gorlethu â gwaith (20%)
- ! llai tebygol o fod wedi wynebu rhwystrau wrth gychwyn (45% heb wynebu unrhyw rwystrau)

**Local Pioneers – well prepared and modestly ambitious self-employed sole traders** who run **small, localised business** and driven by **social status**

- ✓ male (73%)
- ✓ run small businesses (70% sole traders) and serve immediate local town/community (45%)
- ✓ previously employed (60%)
- ✓ make journey into business fairly swiftly
- ✓ most prepared for business (91%)
- ✓ modest growth ambitions and 27% consider starting another business
- ! less likely to be very young (18% 21 or younger)
- ! less likely to be stressed and overworked (20%)
- ! less likely to have faced barriers to starting up (45% not faced any)

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# Diolch – Thank you

