



## **UCC Annual Academic Conference 2017**

**Cultivating Leadership & Entrepreneurial  
Drive in Jamaican College Graduates**

**Presenter: Mrs. Marlene Street Forrest**

# FOCUS

The role of the Stock  
Market in the Life of  
the Entrepreneur

# QUOTES

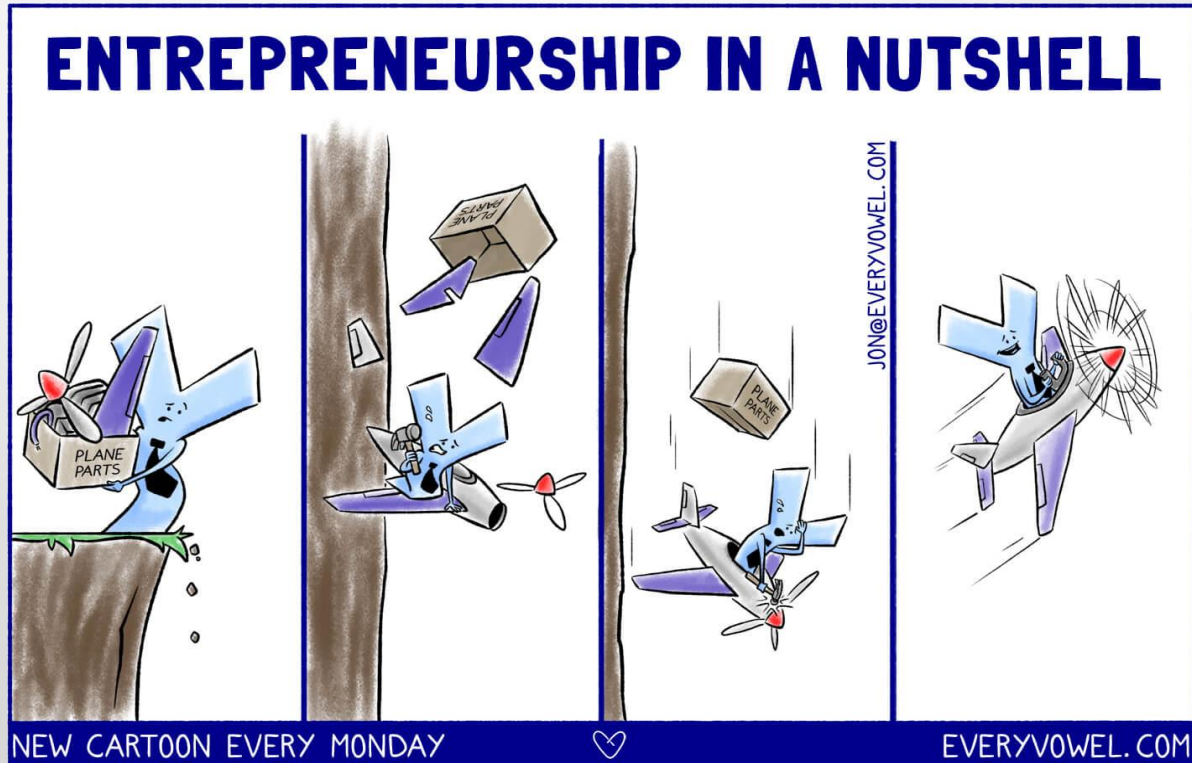
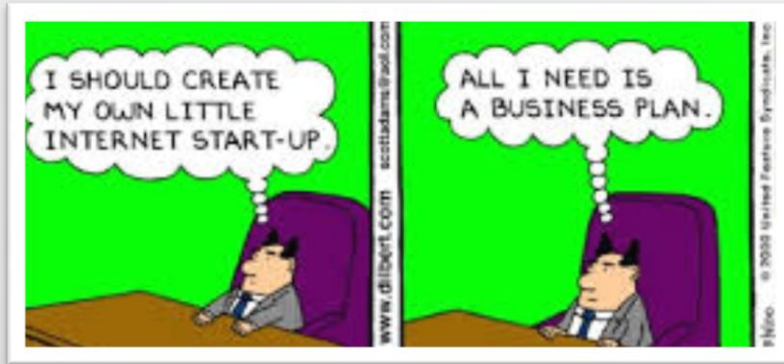
An Entrepreneur is someone who jumps off a cliff and builds a plane on the way down.

*.....Reid Hoftman*

What the mind can conceive, it can achieve.

*.....Napoleon Hill*

# CARTOONS ON ENTREPRENEURSHIP



# WORLD BANK STUDY

Can determine country status by new business entry density ( new corporation per 1,000 working people aged 15-64)

Study shows Jamaica has density of 1 company for 1,000 companies formed in 2014 i.e. 1775 new companies

Compares to Australia with a density of 14

Developed countries usually have density in double digits

# WHY SHOULD WE FOCUS ON ENTREPRENEURSHIP?

Job Creation

Innovation

Fuels economic growth

Impact:

- New products
- Improvement of existing concept
- Exploration of new markets
- Driver of competition
- Driver of investment

# PROHIBITORS TO ENTREPRENEURSHIP & LONGEVITY

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Cost of Capital

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Governance

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Education (pre and post tertiary levels)

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Leadership – drive the process

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Intense dedication

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Challenging landscape

# REQUIREMENTS FOR ACCESS TO CAPITAL

Building constructive partnerships (mentors etc)

Understanding policy issues – government & regulatory

Perseverance through the process

Sound business plan

Start with sound structure

- Board of Directors
- Commit to keeping proper records
- Understand your financing options (What am I giving up?)
- Know the risk of each option
- Have a defined management structure



# ENTREPRENEURIAL GROWTH & DEVELOPMENT



# SUMMARY – ACCESSING EQUITY CAPITAL

The JSE assists companies to raise both equity capital and debt capital

- Entrepreneur key to domestic economic growth
- Must start by creating good structure and relationships
- Type of growth dependent on level of education and capital
- Growth driven by cost of capital and the type of capital employed