

Research Title: Zero Budget Entrepreneurship
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ABSTRACT

One of the primary reasons companies fail in the launch stage of the business life cycle is due to insufficient funding. This problem can be overcome by entities who have access to significant amounts of capital or the needed credit to take on a loan. For those individuals and entities who do not have excess capital and weak institutions within their country the hurdle of start-up capital is often too great and deters them from even the pursuit of their ideas. In this paper we explore the theory of lowering start-up costs to virtually zero using the Internet and services like Print-On-Demand. With lower start-up costs we hypothesize that confidence in entrepreneurial endeavors will increase. An analysis of survey data collected at the 2017 N'Duenga Conference in the Republic of the Congo shows that those who have Internet access on a more consistent basis, whether they search it out or can afford it on their own, rate themselves as more likely to start a business in the next five years. With lowered starting costs as a result of Internet strategy entrepreneurship becomes available to individuals all over the world with reliable Internet access. As Internet access grows in the developing world, entrepreneurial skills can be developed and used to help individuals and their families rise out of poverty and help bolster the economy of their respective nations.