

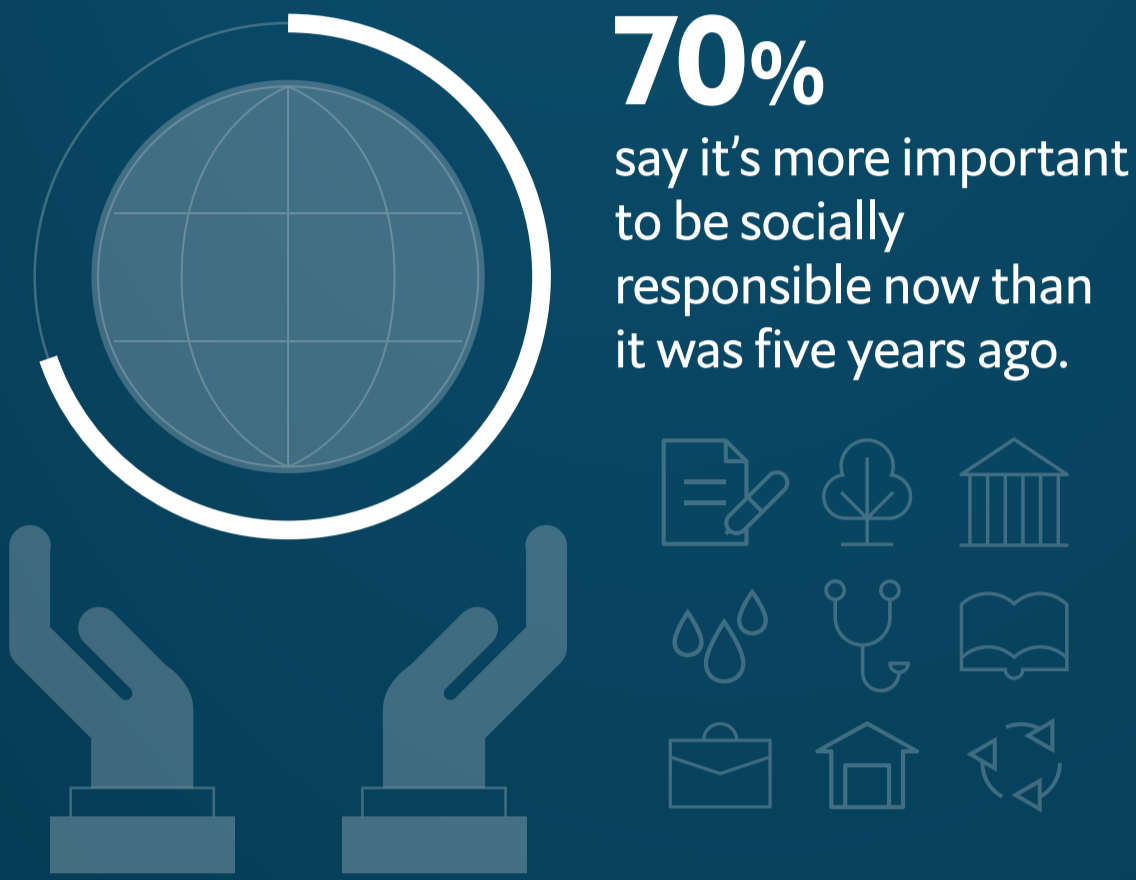
# WHAT'S REALLY DRIVING TODAY'S YOUNG INNOVATORS?

A look at the values and visions that will matter most



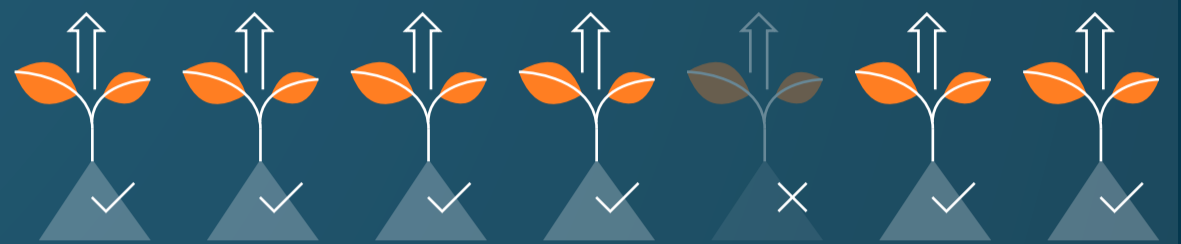
Entrepreneurs Consumers

## Entrepreneurs attribute great—and growing—importance to social responsibility



Values won't be compromised:

Over half have passed up at least one major business growth opportunity in order to be socially responsible



Entrepreneurs agree:

social responsibility is essential to business success



it involves making trade-offs



Entrepreneurs are ardent about big causes:



education



social justice



equality

Consumers agree:

60% would purchase a product or service from a socially responsible business even if it cost more



## Social media is the top tool for bridging global markets

Entrepreneurs want customers and potential customers to know about their shared values.

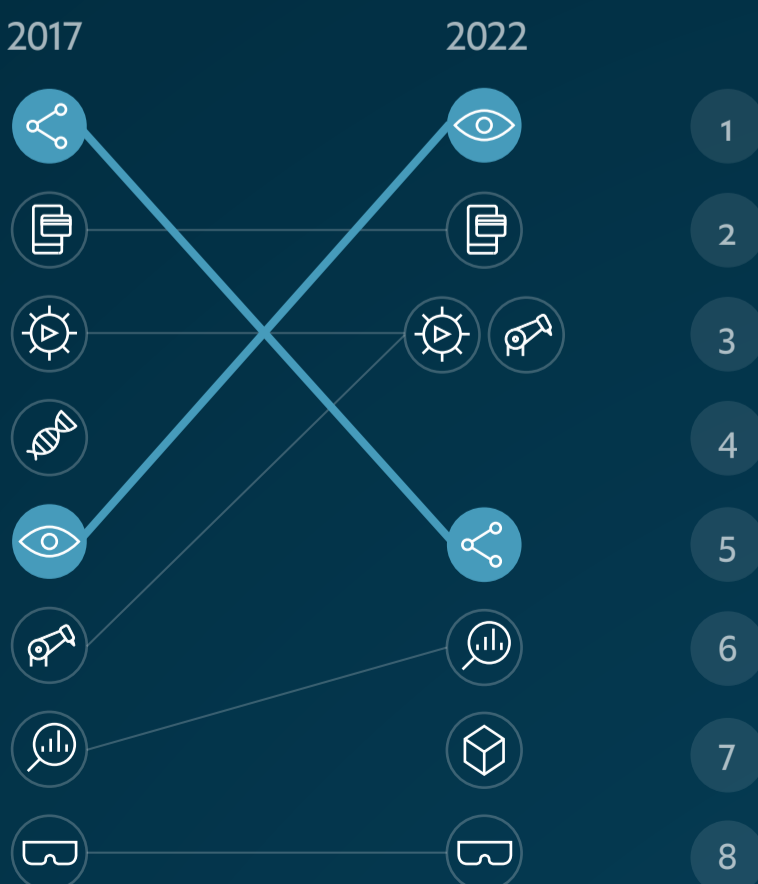
"What is the most important technological advance for your industry?"

Entrepreneurs agree:



Consumers predict that **artificial intelligence** will be the most important technology in their lives within five years

Entrepreneurs predict that **social media** will remain the most important technology in five years' time



- 3D printing
- Artificial intelligence
- Augmented and virtual reality
- Automation [Robotics]
- Automation [Software]
- Big data/Advanced analytics
- Biotechnology
- Blockchain
- Mobile payments
- Nanotechnology
- Social media