

# MICHIGAN ALUMNI ENTREPRENEURS:



## Big Ideas, Big Talent, Big Impact

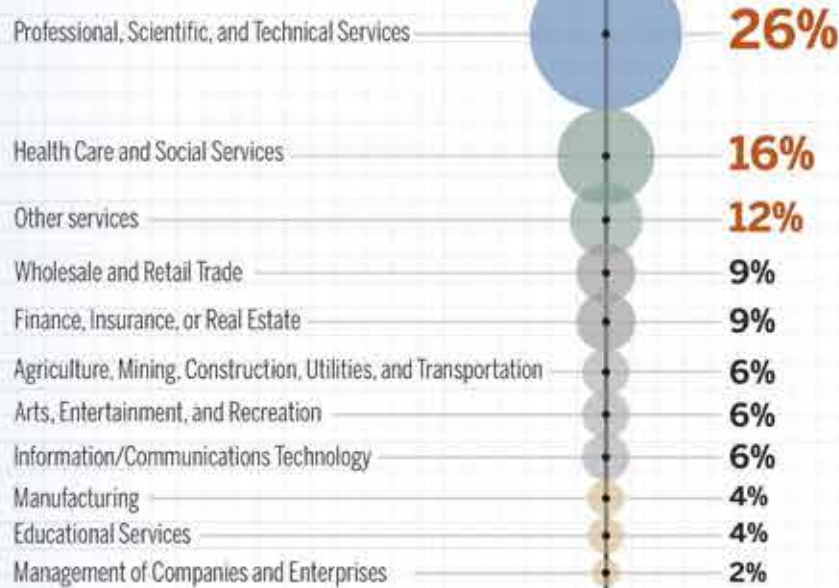
The University of Michigan is known worldwide for its top academic programs, cutting-edge research, and elite faculty. Students at Michigan are challenged to think creatively, find solutions, and blaze new trails. It's no wonder that this environment is inspiring generations of successful alumni entrepreneurs that are making their mark in the state of Michigan and beyond.

### A THE BIG PICTURE

**535,000**  
LIVING U-M ALUMNI  
WORLDWIDE

**20%** ARE  
ENTREPRENEURS

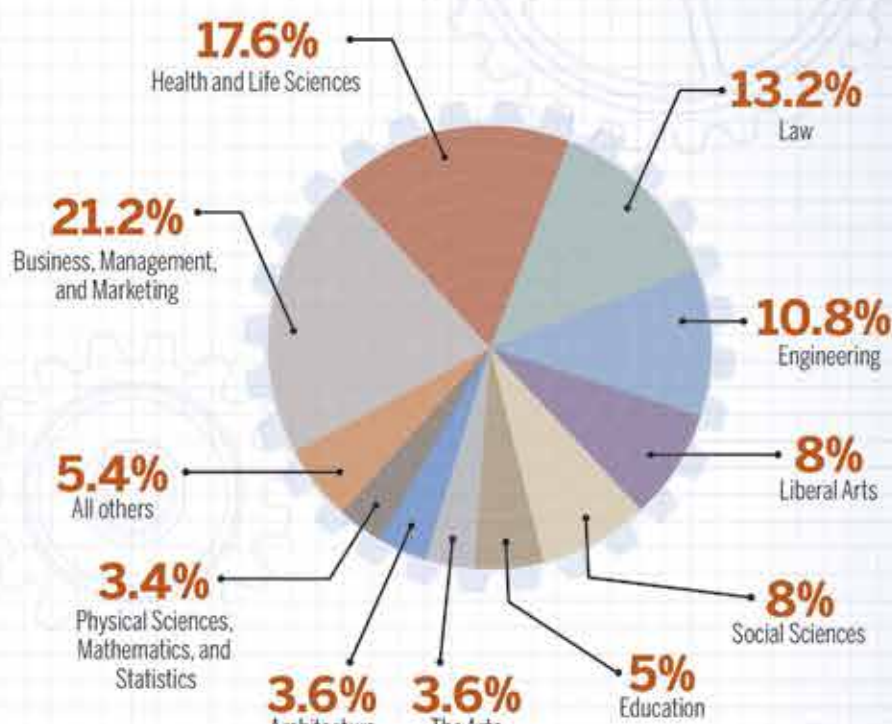
#### U-M alums have founded companies in a wide range of industries:



**+70%** reported that personal investment was the primary source of funds for starting a company

### B A MATTER OF DEGREES

U-M entrepreneurs hail from all disciplines across campus:



**+70%**

of U-M alums earn advanced degrees

**25.9%**

of entrepreneurs choose professional degrees

**16.7%**

of non-entrepreneurs choose professional degrees

### C PREPARED FOR SUCCESS

Alumni say: The most important skills gained as U-M undergraduates are



- SELF MOTIVATION
- CREATIVITY
- ENTREPRENEURSHIP

Skills gained as U-M undergrads that entrepreneurs see as more critical to their careers than non-entrepreneurs

### D LEADERS & BEST

Household income over **\$250,000**

**30.5%** U-M ALUMNI ENTREPRENEURS vs. **17.1%** OTHER U-M ALUMNI

AND U-M alumni entrepreneurs are **ALMOST TWICE** as likely to be managers

## VICTORS FOR MICHIGAN... AND BEYOND

When determining where to start a company, U-M alumni entrepreneurs are influenced by:

**LOCAL AFFILIATION** and **QUALITY OF LIFE**

(grew up, went to school or work there)

**71%**

**34%**

**34%**

of U-M alumni entrepreneurs choose to stay in Michigan, compared to **29.6%** of other U-M alumni

In addition to Michigan, U-M alumni entrepreneurs have founded companies in all other states and in many countries around the world.

All results based on the responses to a survey of a representative sample of 208,000 U-M alums conducted in 2013.

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