11th INSME Annual Meeting 2015
Entrepreneurship Motivations and Skillsets

Presented by
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General Manager
The LightHouse Entrepreneurial Model

- Start-up
- Business Life Cycle
- Mature Growth

- Profit Making
- Motivational Factors
- Social Change

- No Skills
- Entrepreneurial Skills
- Soft & Technical Skills

Success
Entrepreneurial Motivational Measure (EMM)

- The entrepreneurial motivation measure (EMM) tool identifies whether the individual has the right motivation to become an entrepreneur through a score.
- Helps in providing feedback to the incumbent to fine tune their motivation required to start a business.
- If the incumbent scores:
  - 70% and above: Has got the right motivation.
  - 50% to 70%: Has got motivation however it requires clarifying the real need to start a business.
  - Below 50%: Does not have the right motivation.
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Entrepreneurial Motivational Measure (EMM)

Total Number of Participants: 1008
Number of participants above EMM Threshold: 401
Entrepreneurial Motivational Measure (EMM)

% of Male participants; 69%

% of Female participants; 31%
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Entrepreneurial Motivational Measure (EMM)

Oman Average
EMM score...
Threshold 70%

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of Participants</th>
<th>Number of Participants Above EMM Threshold</th>
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<tbody>
<tr>
<td>Al Batinah North</td>
<td>184</td>
<td>13</td>
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<tr>
<td>Al Dhahirah</td>
<td>57</td>
<td>16</td>
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<tr>
<td>Ad Dakhiliya</td>
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<td>13</td>
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<tr>
<td>Ash Sharqiyah North</td>
<td>114</td>
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<td>Ash Sharqiyah South</td>
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<td>Dhofar</td>
<td>144</td>
<td>126</td>
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<tr>
<td>Musandam</td>
<td>240</td>
<td>16</td>
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<td>Muscat</td>
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<td>Oman Average</td>
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Entrepreneurial Motivational Measure (EMM)

% of participants above EMM Threshold by Governates

- Al Batinah North: 52%
- Al Dhahirah: 23%
- Ad Dakhiliya: 53%
- Ash Sharqiyah North: 46%
- Ash Sharqiyah South: 35%
- Dhofar: 16%
- Musandam: 38%
- Muscat: 40%
- Overall - all governates: 40%

% OF participants above EMM Threshold in the region
Entrepreneurial Motivational Measure (EMM)

EMM SCORE BY GOVERNATES

- Al Batinah North: 90%, 5%, 15%
- Al Dhahirah: 100%, 60%, 20%
- Ad Dakhiliya: 100%, 70%, 10%
- Ash Sharqiyah North: 90%, 55%, 10%
- Ash Sharqiyah South: 100%, 65%, 5%
- Dhofar: 95%, 60%, 10%
- Musandam: 90%, 50%, 20%
- Muscat: 100%, 65%, 10%

Min | Median Score | Max
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