

My name is Adam Steinhilber, and I drafted a Qualtrics survey comprised of 30 questions targeted on university involvement with start-ups. I then distributed it to over 700 people across the nation through online groups and forums, mostly college students coming from a variety of majors.

Many of these scholars have strong interest or support for local business, on average believing that minor companies should make up half of all market sales, and yet they only buy 25% of their goods from new enterprises. Additionally, the words most associated with entrepreneurs were driven, passionate, and creative, so it's safe to say that people believe in the importance of small sellers.

Most questionnaire participants have a personal stake as well, with 2 in 3 stating that they'd prefer running their own venture as opposed to working under someone else. If every one of these individuals was given proper resources, that would be a lot of start-ups. A third of this group said they were seeking independence and control, and a fifth wanted to be innovative and have an impact.

The shared obstacle is financing. Two out of three hopefuls cited funding as the primary blockade for their dreams, and it's the second most utilized resource for college business programs.

75% of respondents thought university accelerators would be influential on a start-ups success. Such organizations are accessible to 60% of answerers, and members use them around once a week. The problem lies not in presence, but action.

The most common assets at university programs include curriculum, mentorship and networking events, with money and team connections following close behind. The only resource provided at less than half the institutions in question was equipment or assistance with prototyping and production. Unfortunately, this is what students used the most, even with the rare access.

The infrastructure for change is already in place, but it's being drastically misused. If higher education spent time working with their enrolled to analyze what they need, there could be a massive increase in entrepreneurial development with the motivation that's already there.