

## **Experiences of city development agencies in stimulating entrepreneurship in distressed areas**

Marilou Keller  
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The Netherlands

Entrepreneurship and Economic  
Development in Distressed Urban  
Areas - Marilou Keller/STEW - Rome

## **Introduction**

- Facts and figures entrepreneurs  
Holland/Amsterdam
- Failure and Success factors (starting)  
entrepreneurs
- Model and best practices

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## Facts and figures entrepreneurs Holland/Amsterdam

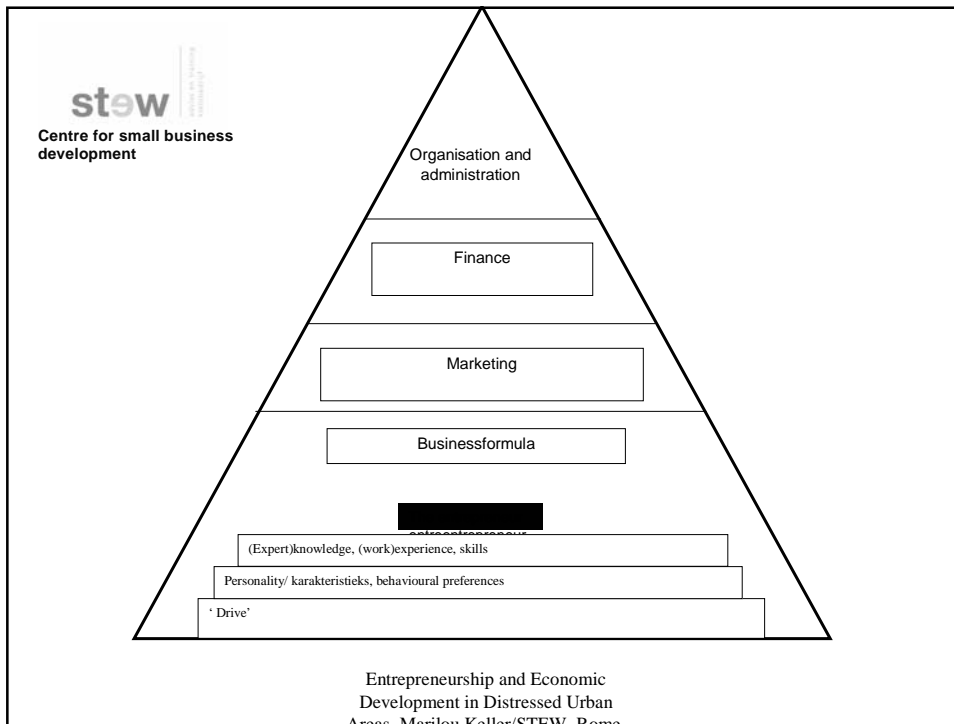
- SME (< 10): 94 % of total enterprises
- Starting enterprises: 6 % of total
- women in business 27,5 % of total
- after 2 years: 25 % starters stop their business
- after 5 years: 50 % entrepreneurs stop

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## Failure and success factors

- failing insight in own strength and weaknesses
- lack of business skills
- insufficient access to finance
- Dependency on few customs
- focus on day to day instead of acquisition/future

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## Model for entrepreneurs STEW Amsterdam

	<b>Facilitating entrepreneurship</b>	<b>Realising entrepreneurship</b>
<b>Generally</b>	<b>Startersdesk</b>	<b>Central department for entrepreneurs; Personal guidance/ training reintegration</b>
<b>Specific</b>	<b>Projects in local areas, startersdesk for specific groups in society (like unemployed people)</b>	<b>Tailor-made projects aimed on specific groups, branches or city-areas</b>

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## New businesses



- existing entrepreneurs
- targeted action to improve business performance
- retail formula/ character neighbourhood

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## Reintegration (social security)



- (Pre) Starting entrepreneurs
- easy accessible service
- Focus on entrepreneurial skills
- tailor-made guidance / training/advise
- micro-lending (pre start and start)

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# The End

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advies & training  
kleinbedrijf

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