To pursue an interest/hobby
To have a source of income
To have a work-life balance
To be more independent
To make more money
To be more creative
I saw a market niche
Discontented with previous job
No other employment
Family tradition

WHAT SOURCES OF FINANCING DID YOU USE TO START YOUR BUSINESS?

- Self-funding: 64% (Women) 67% (Men)
- Bank loan: 16% (Women) 26% (Men)
- Other family: 9% (Women) 8% (Men)
- Spousal funding: 7% (Women) 6% (Men)

WHY DID YOU START YOUR BUSINESS?

- Passion/hobby
- To be more independent

HOW DO YOU KEEP LEARNING ABOUT BUSINESS MANAGEMENT?

- From other businesses: 49% (Women) 53% (Men)
- Online sources: 47% (Women) 43% (Men)
- Offline training: 38% (Women) 29% (Men)
- Family or friends: 37% (Women) 34% (Men)