



Students' Perception of Career Opportunities at Startups and Small Businesses

Best Practices for Hiring Students at Startup Companies
EnterpriseWorks
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Background

- Anecdotal evidence suggested that students view opportunities at startups with significant trepidation
- Our Interest:
 - Strategic: Our competitive advantage in the future is going to be in innovation and creativity (more career opportunities at smaller companies)
 - Recruiting: To recruit and retain the best, we have to be aware of the concerns that potential employees might have about career opportunities at startups and small businesses

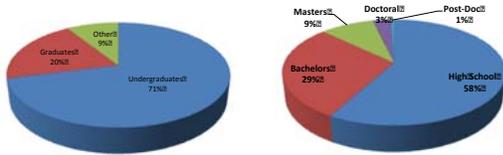


Basic Concerns

- Scarce resources:
 - You're expected to do more with less (personnel and financial)
- Longer hours:
 - Most established companies have cultures that maintain strict 9 – 5 hours
- Compensation:
 - Perceived to be less than at bigger, more established companies
- Less clearly defined career path:
 - Marketability of skills and experience
- Less job security
 - Typical exit time frames and scenarios



Demographics

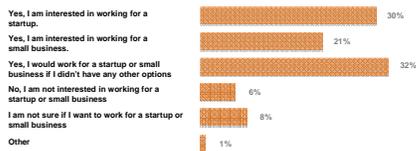


- Total no. of respondents = 243



Preliminary survey results

Are you interested in working for a startup or small business?

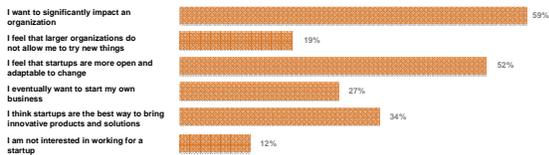


- Perceived difference between a startup and small business
- Majority see startups and small businesses as second option



Preliminary survey results

If you are interested in working for a startup company or small company, for what reasons are you interested?

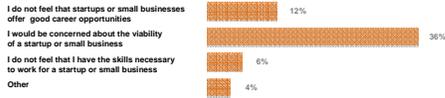


- Opportunities for aligning company goals with candidate goals
- Applies for both candidates for internships and full-time positions



Preliminary survey results

If you are not interested in working for a startup company or small company, please indicate why not?

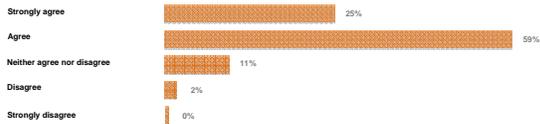


- Opportunities for education about entrepreneurship: separate fact from fiction



Preliminary survey results

People who work for startups and small businesses are risk takers



- Opportunity for education about entrepreneurship: separate fact from fiction



Addressing the concerns

- **Scarce Resources**
 - An opportunity for more responsibility much earlier in your career
 - An opportunity to make a significant and noticeable impact in your company and industry
- **Longer hours**
 - You will work longer hours due to culture and resources: look for candidates that embrace the culture
- **Compensation**
 - Different for every company: typically less cash, more equity (what differentiates your company)
 - Compensation can't be too far from industry average: you do want to attract the very best you can and so you'll have to pay them (think labor costs vs. labor rates)
- **Less clearly defined career path**
 - Create some structure: define a career path within your company, explain how the candidate fits into your growth plans
 - Assign relevant titles and show career growth: this is much more relevant outside your company
- **Less job security**
 - Becoming more myth than fact: startups only hire the people they absolutely need
 - Ease concerns by explaining what could happen in various scenarios: good and bad





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