

《大学生该不该校内创业？》

导读:马克扎克伯格的创业神话激励着很多年轻人，然而是否应该效仿呢?大学生校内创业该不该鼓励呢？一起来看前辈们的经验传授。



It's little more than a decade since Mark Zuckerberg dropped out of Harvard at the age of 19 to launch Facebook.

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The social network has made him the fourth-richest man in America and a hero to any aspiring college entrepreneur.

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Of course Zuckerberg was already something of a prodigy when he started his global empire. But for those with more modest abilities, there are now thousands of schools across the country offering courses in entrepreneurship.

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The days seem long gone when students sought skills that would secure them a job for life working for somebody

else.

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"There's been a massive shift," says Derrick Maggard, director of the Apex Systems Center for Innovation and Entrepreneurship at Virginia Tech.

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"Most of these students grew up during the great recession and saw their parents, maybe their grandparents or an aunt or uncle struggle and get laid off by large companies.

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"They're almost fearful to go into the corporate world," Maggard said. "They say, I don't want that to happen to me - I want to do my own thing and control my destiny."

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He says the most important characteristics for a successful entrepreneur are the ability to handle ambiguity and the skills to bring an idea to fruition.

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"Ideas are a dime a dozen and there is nothing in the world that somebody hasn't already thought of. It really comes down to the ability to execute an idea and that is a really difficult process," he says.

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Mark Zuckerberg is now worth more than \$52bn (?39bn), adding \$18bn to his fortune in the last year alone according to Forbes.

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And while he represents a tiny percentage of entrepreneurs, many other successful companies have been started in a college dorm room.

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29-year-old Mehr Pastakia already had a degree in horticulture but started her rooftop garden company while studying at Johns Hopkins Carey Business School, Baltimore.

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"I just wanted to learn what everybody else seemed to know about business," she says. "I had a few really great classes and really great classmates that made it totally worth it for me."

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One of the most important lessons was how to manage conflict and develop self-knowledge as a leader, she says. She was also able to meet a potential investor who focuses on backing women-owned companies.

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"Female entrepreneurs are on the rise," says Maggard. "But one challenge they do face is equal access to capital. Venture capitalists are known to invest less in female led start-ups."

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"Research shows that women are more risk averse than men, and this can be paraded around as unfavourable," says Kathy Korman Frey, entrepreneur in residence at George Washington University and founder of Hot Mommas Project, the world's largest online library of female entrepreneur case studies.

"We just have to surround them with the right mentors, the right tools and the resources so they can be successful."

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