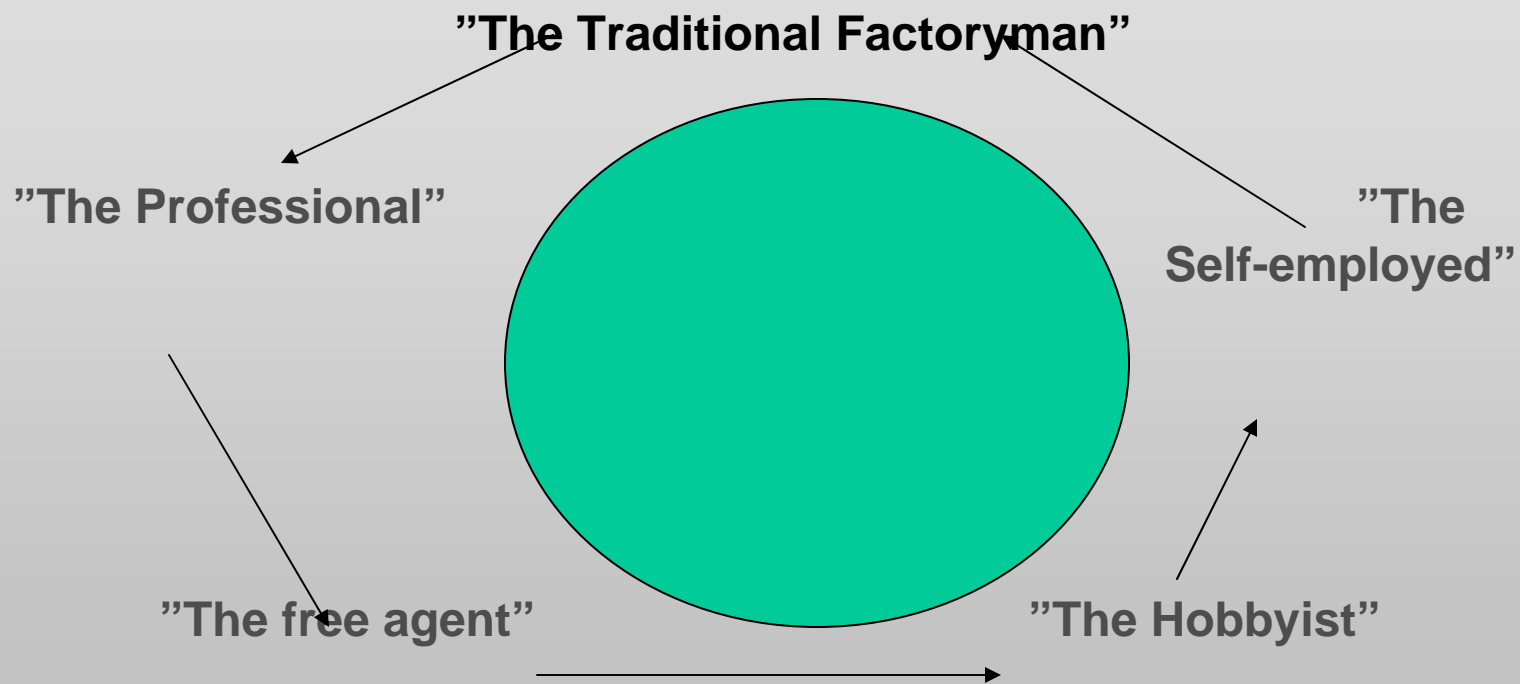


# Entrepreneurship as a diverse conception - a modern typology.



# Types of entrepreneurs – which genre pictures?

**” The Factory Man”**  
**“The Self-employed”**  
**“The Professional”**  
**“The Free Agent”**  
**“ The Hobbyist”**

- ✓ The expansive classic type of entrepreneurs who always aims at growth - concerning turnovers, economy and the employees, etc.
- ✓ The classic middle-class citizen in “city-occupations” which includes craftsmen and shopworkers etc.
- ✓ The classic liberal occupations in the field of advanced service, for example lawyers, accountants, etc.
- ✓ The new “self-employed” (man or woman) who establish him- or herself as a freelance and depends on (equal opportunity) networking instead of conditions of employment.
- ✓ The classic spare-time occupation/leisure-time activity which typically operates as subsupplier for stores, etc.

# Is growth identical with advanced technology?

## Quotation:

*“The effort put in to entrepreneurship is very much pointed at traditional crafts- and service trades, but pizzerias, hairdressers and carpenters do not create sufficient growth... Last, but not least, we have to decide what we want to live of in the future, especially when we keep in mind the expansion of EU. And it will not be/it is not mass production. Therefore it is very important that the efforts/measures also have something to offer (to) the technological entrepreneurs. We believe that this can be improved in various areas... The many “knowledge companies/enterprises” that sprouts up these days, are necessary because it is among these technological entrepreneurs one finds the potential “growth comet” in the Danish business community... At the same time a well functioned environment for the entrepreneurs would be the best commercial when you want to attract foreign investments within IT and biotech...”*

*(Finn R. Larsen, chairman for the Danish Association for Engineers en a major danish newspaper, January 2003)*

# Free agents at the labour market – “cambium” and growth area in line with time?

## Quotation:

*“The surrounding world has overlooked that there with these free agents, comes (fast) growth. The free agents - the independent soloist - has the ability to create work for other free agents... For example I have a bookkeeper for keeping my accounts, and when I have too much work, I create work for others by passing on some of my tasks. A third way to create growth, when yo,u like me, don't wish to employ others, is to grow by forming virtual companies/enterprises with others and in that way get bigger assignments. So we actually have a big growth in free agents, but it seems like the business community neglect the potential you can find in free agents. Not everyone has what it takes. You need a special kind of strength in you. To many will break their neck trying... As a freelance or a free agent you have to posses a certain entrepreneurship, and you have to posses a competence, that there is a need for (out there). - And have the ability to tell, to explain, to sell yourself... And the free agent has to know how to network... All in all it means to create and particularly maintain contacts... To create a two-way(s) connection and to give...”*

*(Abelone Glahn, writer of the book “Free Agents”, January 2003)*

# **Free agents at the labour market**

## **- from the sale of work capacity to sale of competence**

### **Facts**

- ✓ About 13 pct. of the workforce, corresponding to approximately 160.000 active persons in the business community, have established themselves as free agents.
- ✓ 1 pct. hereof, corresponding to 23.000 free agents, nourish themselves strictly by selling their own service.
- ✓ The residual group today supplies their earnings with transfer income.
- ✓ The life of the agent can be seen as a choice not to have an alienated job, and a choice to have a flexible working life.
- ✓ The life of the agent can also be seen as an additional choice and a development of a project-oriented and often team-organised form of work, where the individual's unique competence and the complementarity of unique competencies, forms the ground of the ability to compete and for the economic success.
- ✓ The free agents also settles the accounts with the classic genre pictures of "the owner of the factory".