



## OLDERPRENEURS

I wish I had invented this word – but unfortunately, I have to give that credit to Luke Johnson: see the Financial Times Magazine, of 27 February 2010. But the word, and the idea behind it, is simply great.

The idea is this. As the baby boomer generation retires (from now on):

- many don't have enough to retire on, because of the pounding their pensions have taken;
- but they have the money (since they don't have children in education or mortgages) and the experience (from their working lives) to run other businesses;
- and, they may well have plenty of customers – in those other retiring baby boomers (as well as everyone else);
- although, if they lack a bit of energy, there are plenty of younger people ready to help.

So – don't assume that when you retire from your current job, it will be time for the pipe and slippers. You, too, might be an olderpreneur. Why not? Think of the experience you have that would otherwise go to waste!

To quote Luke Johnson:

*"I predict that many great companies will be started in the next few years. The 50-plus generation could well kick-start the recovery."*

So – what's holding you back?!

John Clarke

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