

Young Europeans stand up to their career related fears: "FACE Dublin: What about my future?"

The FACE Entrepreneurship (Failure Aversion Change in Europe) project celebrated its third offline event under the title 'FACE Dublin: What about my future' in its European tour which aims to promote ICT entrepreneurship among the most well equipped generation in the history of Europe, Thursday, February 4th.

Fear is one of the main reasons why lots of great business ideas have not been developed in Europe yet. Moreover, future career uncertainty has been identified at FACE Entrepreneurship's [Delphi study](#) as one of the most common fears young entrepreneurs must confront when they decide to start up a business.

To help young entrepreneurs deal and overcome this fear, the [FACE entrepreneurship project](#) held a panel and networking session: 'FACE Dublin. What about my future?', Thursday, February 4th, at the Guinness Enterprise Centre in Dublin (GEC), which was recently ranked the top university-linked business incubator in the world. The event took place within the framework of the Startup Europe Week, and it counted with the collaboration of the South Summit and Startup Ireland. Four well-known entrepreneurs shared the doubts they faced when they decided to leave their stable jobs and embark on the entrepreneurial path: Jesse Van Doren, Ken Banks, Cristina Luminea and Eoin Costello.

Will I ever get another corporate job if I try and fail?

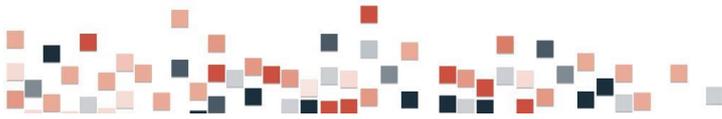
Eamonn Sayers, Director of the Guinness Enterprise Center (GEC), moderated the panel, addressing the European entrepreneurship ecosystem and the barriers fears pose. Very specific fears that FACE Entrepreneurship identified in a DELPHI study were tackled, like financial fear or career related fears.

Precisely this last fear is the one we were addressing at the event in Dublin, because many potential entrepreneurs are afraid of losing their professional value if they startup and fail. "Will I ever get another corporate job if I try and fail?" was one permanent question in the room. And our experts were all on the same page when it was said that yes, being an entrepreneur is worth it by itself but also it will improve your résumé, even if you fail. Experience, leadership, courage, imagination... there are many skills that you could put on your CV, or you could just say that you were an entrepreneur.

If you want to learn, start doing something.

A common consensus at the panel was that you need to start doing things and facing your fears if you want to learn; failure turns out to be a huge barrier for entrepreneur and Europeans need to work hard to change the perception of failure and understand it is an almost essential part of the learning process.

"Taking risks is a cultural thing", said Ken Banks, "jobs for life are gone, we are in the perfect place now where people don't need to worry about missing the financial services gravy job train because it is already gone. And, if they don't go out when they are young and take the risks, then they never will. (...) Get out there before you have kids that you can show off in instagram and before you get that mortgage."



Jesse Van Doren, founder of Mappedinholland.com and the youngest entrepreneur at the panel, supported similar ideas. “Start small but start” was his main advice. And he was the perfect example, starting up at the age of 11. With a smile on his face, Van Doren described how he had to wait until he was 13 in order to get more serious with his entrepreneurship adventure because the law was very strict about child labour. That personal anecdote was one of many that speakers shared throughout the event, as perfect examples and lessons of entrepreneurship.

Lessons like these were also offered by Cristina Luminea, CEO of ThoughtBox, who made emphasis on the importance of listening to the feedback from potential customers and she encouraged those young entrepreneurs that want to startup to do it with someone else. “Get a co-founder. Find the people that are passionate about the same things that you are”. And then, join them on the path of entrepreneurship that is hard enough to go alone.

Because after a while, you may lose your perspective, miss the big picture. “Why am I doing this?” The question was posed by Ken Banks, founder of various projects such as kiwanja.net or FrontlineSMS, “Never forget how you felt the first time you knew the thing you wanted to do”.

During the event it became clear that being an entrepreneur is something vocational, that has to come from the heart but also, that has to be rational and well planned. This is something that was referred to by Eoin Costello, CEO and founder of many startups like Omniserve or Costello Jewellers, who highlighted the sacrifices and hard work that being an entrepreneur implies, especially in the first years. “Start with the end in mind” was just some of the sage advice he offered the audience.

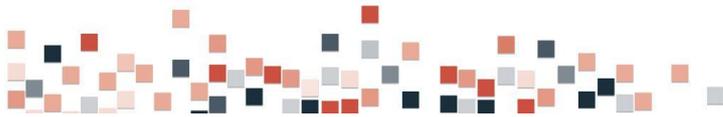
The event ended with the raffle of two tickets for the next South Summit event and a networking session where participants could talk one to one with the speakers while enjoying tapas.

What is FACE Entrepreneurship?

FACE Entrepreneurship is a European campaign led by Grupo Secuoya and funded by the H2020 European Commission Programme. It’s main goal is to promote ICT entrepreneurship among young Europeans and to challenge the perception of failure through the understanding of concepts such as resilience and risk aversion, and through the confrontation of the most common fears entrepreneurs FACE.

Participants at the FACE Entrepreneurship’s platform can enjoy several benefits: inspiring interviews with top of the line entrepreneurs, direct tips and resources for starting up a business, several prize-winning contests and much more.

Do you want to enjoy all these advantages? Join our community [here](#).



Images from “FACE Dublin: What about my future?”

*For more pictures, videos or information please, contact amartinez@gruposecuoya.es



From left to right: Cristina Luminea, Jesse Van Doren, Ken Banks, Eoin Costello and Eamonn Sayers at “FACE Dublin: What about my future?”



Assistant to “FACE Dublin: What about my future?” posing a question to the speakers.