**Table 1**: Entrepreneurial Potential Characteristics for each Attribute

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| **Attribute** | **Characteristics** |
| Opportunity | Individual must show that he/she has sense of opportunity, i.e., is aware of what happens around him and then, when identify the needs of people or of the market, be able to take advantage of unusual situations to start new activities or business. |
| Persistence | Individual’s capacity to remain steadfast in the pursuit of success, demonstrating persistence to achieve its objectives and goals, overcoming obstacles along the way. Capacity to distinguish persistence from stubbornness, admit mistakes and know how to redefine goals and strategies. |
| Efficiency | Individual’s capacity to do things on the right way and, if necessary, quickly make changes to adapt itself to changes occurred in the environment. Capacity to find and achieve to operationalize ways of doing things better, faster and cheaper. Capacity to develop or use procedures to ensure that the work is completed on time. |
| Goals | Individual’s capacity to show determination, sense of direction and set objectives and goals, defining clearly where he/she plans to arrive. Capacity to set directions and measurable objectives. |
| Information | Individual’s availability to learn and demonstrate thirst for knowledge. Interest in finding new information in his area or beyond. Attention with all the internal and external factors related to his organization/company/business. Interest in how manufacture products or provide services. Availability to seek expert help on technical or commercial matters. |
| Planning | Individual’s availability to plan his activities by setting objectives. Capacity to detail the tasks and being able to work with planning, execution and control. |
| Control | Individual’s capacity to monitor the implementation of the elaborated plans, keep records and use them in the decision making process, check the reach of the results obtained. |
| Persuasion | Individual’s ability to influence people for the execution of tasks or actions that enable the achievement of his goal. Capacity to convince and motivate people, lead teams and encourage them using the words and actions appropriated to influence and persuade. |
| Network | Individual’s capacity to establish a good network of relationships with acquaintances, friends and people who may be helpful to him, making possible the achievement of his objectives. |
| Entrepreneurial Intention | Foreshadows the individual’s intention to have, either by acquiring or from scratch, his own business. |

Source: Adapted from Santos (2008, pp. 197-198).