Participant 5 Interview Transcript

**Ivan:** To start with, can you tell me your age and a little bit about your personal and professional life.

**Participant 5:** Yeah, sure. So I’m 31, if I remember that right, just birthdays disappeared in lockdown. And I am a Lecturer at Bournemouth University on a temporary/full-time contract, as it is in academia. I recently got a dog. It’s a rescue dog. I’m just staring at him on the floor. He is behaving for once. Recently I moved to Poole. Did a lot of life things in a short space of time. But yeah, professionally I like to be challenged which is why I decided to do a PhD, why I decided to end up lecturing because I feel like it’s always a different day and yeah, I think that’s a little summary about me.

**Ivan:** Have you had any experience with entrepreneurship in the past? Any sort of?

**Participant 5:** Not directly, my sister has started a… this is the second company, the first one bummed. I wasn’t really talking to her during the first one, so I don’t know anything about how that went. But with the second one, It’s… I don’t really know, it’s weird to think of her as an entrepreneur, but to me she has started her own business off whatever business model that it is, and it looks like hard work, it looks challenging. She just seems busy all the time. Typically, that’s as much as I could say I know about it.

**Ivan:** OK. So you haven’t had any modules during your degrees?

**Participant 5:** No, I did Advertising and Marketing Communications, so we didn’t cover… like if I carried on doing business studies, I think people narrow it down to that, but I switched course, so focused on the ads and the marketing side of things and no I haven’t.

**Ivan:** Cool, great stuff. So can you describe what or who crosses your mind when you think about someone extremely successful in entrepreneurship?

**Participant 5:** Hmm…So weird, I’m trying to think of how I define entrepreneur and it’s like it is someone who started up a business from the ground up or do I just think of a businessperson.

**Ivan:** Someone who starts from ground up, I think we can have a working definition of this sort.

**Participant 5:** Who…I think of people like…Instantly I think of like the guy… I don’t even know his name but… who created Dyson. I think of Bill Gates, I think of Steve Jobs, like, you know, the big names that you hear all the time. Yeah.

**Ivan:** What kind of characteristics do you think they exhibit to make them such successful individuals?

**Participant 5:** That’s interesting, because I see them as big names and I’m trying to think whether or not… not necessarily, I don’t necessarily like them as individuals, I mean I know very little about them, but I guess being innovative is a big thing, with all three of them. They did something that was a game changer to the way we, people as consumers behave. The way I use the internet is different… and It sounds stupid, but it changed the way we think about Hoovers and not necessarily the way we use them and hand dryers. Yeah, I’d definitely think that change of behaviours. In terms of the characteristics of them, it’s interesting because I think they juxtapose like Steve Jobs was really meant to be like charismatic and carried this like confidence about him on the stage when he presented, whereas Bill Gates is… from what I’ve seen in documentaries, he’s very awkward and insular and I even think the person on Dyson adverts is actually him, is it? Someone said once that he was. Was It even him? So, he’s quite quiet, but I think they have to be really smart, because… and they have to be very driven and they have to be somebody who, you know, can put up with failures because I’m sure there’s many along the way to be able to do what they do. What else could I say about them… Why am I talking about men as well? That’s what really bugged me. Trying to think of female people… the woman who wrote that ‘Lean on me’….’Lean on…’ book that I can’t remember the name of, which is awkward.

**Ivan:** Sheryl Sandberg?

**Participant 5:** Yes. Yeah, I don’t think, I don’t know… Maybe I don’t think of her as an entrepreneur, I just think of her as like… someone who’s like a leader, and a champion of something and you know, their opinion, when they say things, people would step back and say, ‘Oh yeah’, really… really listen. Yeah, a persuader. That’s it, let’s stop there.

**Ivan:** So you mentioned that you’ve seen documentaries about some successful entrepreneurs. Can you give an example who you watched the documentary about?

**Participant 5:** Yeah, I mean there was a sort of glamorization, dramatization even of Steve Jobs’ life, can’t remember the name of that one… was it just called Steve Jobs? I think it was. And the Bill Gates’ one was really interesting, it told you more about like his history and there was lots of different accounts of other people and how he… he just read so much, I think that’s where I get that whole…. ‘They-have-to-be-smart’ thing. And, you know how he’s working towards trying to like.. to have cleaner water and sanitary toilets and it just told me more about them as a character than they did about… hey he created Windows, woo. And who was the other person I said? Dyson… I haven’t seen a documentary… I would love to see a documentary about Dyson, I don’t know why, because it’s hoovers at the end of the day, but you know… it’s really making me… because I can’t think of… why… how different they are… I can’t pull that together about it because Steve Jobs is very, you know, he talks the talk, whereas the rest do the work I feel. I don’t feel like he did as much work as he could have, compared to the other two. I think more in my head if I knew a few entrepreneurs. All these people in Dragons’ Den, they make me think of people entrepreneurs, because they’re people who have, you know, set up their own business and they are fighting to keep it going by fighting for investment. Some are terrible; those that have been amazing have been doing the rounds recently with the slickest presentation ever and he was calm, he was confident, he knew what he wanted to say, he knew he had answers for what he needed to say, yeah, so that made me thing, yeah, he’s a good entrepreneur. That’s a good guy. Again, male, yeah, trying to think of, not I can’t think of anything else.

**Ivan:** Do you think there’s a particular reason why you mention only these big names, what kind of information does come to your attention, let’s put it that way, you say documentaries, you say dragon’s den, those kinds of sources of information.

**Participant 5:** I think it’s like yeah, anything where it is easy to remember because it’s been in the media a lot more and they’ve been spoken about more, and probably my age, the time of me growing up, they’ve been a big deal, like I remember kind of when Dyson’s came on the scene. I remember people getting very excited about it, me not understanding it and now I understand. But I mean I grew up with… we had a computer in the house, a very old one, so I remember using windows, I don’t remember when we got windows, but I remember having it and you’re learning about it at school like therefore I remember people would say… I remember trivia quiz, that’s the kind of thing that these people are, they’re that famous, and that well-known, it’d be trivia about them in pub quizzes and such. And I think it’s just that constant repetitive hearing about them, the fact that, like you said, they had documentaries, and media created about them. That they’re names first come to mind. I think if I went away, and thought about it a bit more, I’ll be searching and researching, and I came to you, I might come up with different names, I might come up with family friends, I might said my sister instead of somebody who’s an entrepreneur, to me she’s just a crazy business lady who doesn’t have time but that’s because she’s in a different stage I guess to her entrepreneurship, maybe I’m talking about people who are at the end more so than someone who’s still building up, yeah.

**Ivan:** What do you think is the factor or factors that make such extreme success possible? Like with the big names that you mentioned.

**Participant 5:** Hm… factors for success…

**Ivan:** Or it doesn’t need to be factors, just whatever you can think of…

**Participant 5:** Having something like a really clear succinct message, so it’s very easy to understand it’s short, sounds awful to compare to this but they say the reason that Trump won was because it was a really simple understandable message of ‘Make America Great Again’. That was like, what he stood for. And people got it, and, you know, the patriotism and fall out, that’s another conversation but having that one thing, being, like I said, being driven, being prepared for failure, being prepared for rejection, so not necessarily failure but being like ‘this isn’t ready yet, you need to work on this, this and this, and maybe then we could talk’, kind of conversations that might happen. Hm… successful things… I guess If we’re looking at the high end of this cycle, of whether or not I’m saying the successful, how well known they are, I wouldn’t say, you know, how rich they are, but I don’t know whether that’s because I don’t care about that. You see some people are successful and they don’t take home like a huge amount of pay, like people always talk about that guy who created Costco, and how he has like a really minimal salary because his main thing is to drive the profits back into the business and Costco is huge, that’s a really successful company, and another thing that he creates is like a, what is it called… a loss lead or whatever with the hot dogs and he tells people that they can’t change the price of it, when he handed over the business, he doesn’t care that they’ll be losing money, he cares about the other thing, that’s still a very famous person, maybe it is the fame, how many businesses they have. I think it might… does it depend on the industry? No, I’m not going to go into this granular, but I think there’s, I think there can be different reasons why different people are successful, but why I’m thinking of why they’re successful straight to mind is usually just because they’re the most well-known person, because that’s the first thing that came to my head.

**Ivan:** So does your explanation apply to all extremely financially successful entrepreneurs, like those big names, or do you think maybe there’s a difference between extremely successful entrepreneurs?

**Participant 5:** This would help If I’d knew more entrepreneurs. I think the factors I listed; I was listing because I was thinking of the people that I mentioned. Then do I link success to entrepreneurship is a different idea because Bill Gates.. when I was growing up there was a joke that he wouldn’t pick up a £50 because by the time he bent down to pick it up, he would have made about a tenfold, or something stupid. People would joke about that. I don’t know why that was a joke that I learned as a kid, but I’ve been hearing that a lot. And so therefore the impression is, he is rich and when you grow up younger the idea is to be comfortable like having disposable income being rich is a status of success so I guess because he made a business based on getting very rich therefore we could say he is successful. I think that’s probably where my line of thinking is when it comes to the finance side of things. Then there’s the other side of being famous is another way that people say being successful, so, yes, again, the three I mentioned I think are famous people not fame I guess in the celebrity A-list side of things but fame as in Forbes 100 kind of people, that’s another reason people I’d say probably are entrepreneurs and also very successful, so yeah, I think fame is a big part of it, so definitely both of those factors, because it’s not about them dressing cool it’s not about them being confident because we kind of see some of them are a bit meek. But it is about having a good idea, but who, it’s subjective what a good idea is but I guess then you could say because the masses have joined on and it’s become a mainstream product or service that we use or consume, then again that would be a successful thing. The fact that I could talk to somebody about it in a different part of the world, who speaks a different language, you could say their name, without saying the product, and they would know who I’m talking about I think again that is wow, that’s success. Yeah, OK, that’s how I’d rate them as successful entrepreneurs.

**Ivan:** What in your opinion distinguishes those that you mentioned, the big names, and those less successful and those that fail?

**Participant 5:** I can’t tell you who failed. It’s the starters. Failure in the sense of not just a one hurdle thing, because I’m sure they’ve all failed at one point or another but fully failed as in to me their business is no more because they couldn’t constantly keep it going, they’ve run out of money, for instance, or people lost interest, giving up as well, I think is a big thing, I think if they give up, to me that’s them failing, because they’re not trying anymore, they’ve decided it’s enough, without other people even trying or telling them that it is, so that’s… yeah I think that’s how I’d summarise in terms of like the failures of them.

**Ivan:** So it’s about not being persistent?

**Participant 5:** Yeah, for sure. Like, not even necessarily persistent, because I don’t know how I’d maybe define persistent or… for giving it that one last try constantly. Passionate as well, that’s another one I missed out because, you know, you have to be passionate about something a lot to be able to hit, like get that many kickbacks, that many pushbacks, or that many no’s from people so you really have to have that drive and ambition and passion and believe that your, whatever it is you’re trying to create, as an entrepreneur and share with other people, if that’s what you’re doing, I guess you all are, is that you will keep going until you know that it’s been heard enough, because maybe sometimes it’s that people just don’t know about us and that’s all there is and then they will and then it will all be fine and everyone would love it. There’s just so many aspects, isn’t there, to think about? Like it’s just so overwhelming. Yeah, I think it’s definitely not having that… yeah… I’m still going back to giving up in terms of like them being as a failure.

**Ivan:** What in your opinion, or your view, is the contribution of these extremely successful entrepreneurs to our society?

**Participant 5:** A bit like what I’m saying earlier, like I’m so ingrained into my lifestyle now and my behaviours. One, the ones I mentioned, so Steve Jobs has changed maybe, I don’t think he personally has but the company he works for and represents or worked for, sorry, has changed the way we used mobile phones, from being instead of like a consumer-led idea, it was just like, no you get a product or design-led and, you know, they came up with this new design of like IPod and smartphones and what not. And now most people can’t imagine not having a phone in that way, not having apps to use. And then in terms of Dyson, it pisses me off if I have to use a hoover as in Dyson, and honestly, me and my friends joke about this, this is so sad, that we judge pubs and judge places and restaurants we go to by the hand dryers. It’s the first thing I like to do usually when I go to a fancy restaurant and I go check on the toilets, because they’ll have fancy cremes and salts they’ll have hot hand towels for you maybe, and then they’ll have a good Dyson hand dryer. It’s a good place. That’s how you know you’re in a nice place and also now we got to a point where the hand dryers either have the one that you dip your hands in or the one with the V-blade, they’ve got different versions of the V-blade. I fancy that my skin to be moving, like being on a rollercoaster to know that I’m getting my hands dried efficiently like a Dyson. Even my sister, her company, a different sister, her company when lockdown happened closed, they didn’t use their office anymore, they thought there was no point in renting a new space, they just shut it down, so there was lots of extra furniture pieces, two bits being massive Dyson heaters and fans. So she’s just taken those, they’re in her house now and she’s says, ‘Oh it’s so nice, they’re so quiet’, and it’s just like, it’s changed the way I think of fans now, fans shouldn’t be loud, if we can have a quiet one, why would I want a loud one? So if I have this insane suction with all these cyclots and God know what else, I want that! When it comes to Bill Gates, It’s interesting actually I remembered Bill Gates and Steve Jobs are like opposing in terms of like technology, I don’t know why I haven’t thought about that. But with Bill Gates, the way these computers, I can’t imagine actually not being in education now because I have to pay for my Microsoft license, and I’d hate to have to do that. But yeah, I’d expect that to always be part of my PC, it should be… and it makes me laugh almost that Google have basically copied the same version of words and sheets and slides and popped them onto a shared collaborative software that we can use but that is just how I do all my work, I love an excel sheet, I can work out any sort of financial thing, to make lists that use word with all my documents. I do slides, it’s how I record my lectures, sometimes I just put stuff in my power point, because it’s better. It’s again coming back to that changed my behaviours and I cannot imagine my life without any of their products or services at all.

**Ivan:** You’ve been talking a lot about successful entrepreneurs in the tech sector. Is there a particular reason why you can think of them from the top of your head? Is it the brands that you recognise or something else?

**Participant 5:** I’m trying to now think when you first asked me the first question, did I think brand and then think of the people or did I think the names. I think I thought their names. But their names and their brand are so integrated into each other because of how successful they have been with their brand. If Steve Jobs moved to another company, maybe I’d, sorry not now, obviously he’s dead but if he had maybe I would have thought of him because he was at Pixar before, but he wasn’t there long enough for me to say he made that much of a huge impact there, so when I think of him, I think of Apple. So, if he was somebody who is the kind of person, one of those entrepreneurs who moved from business to business, but then I’m like are you an entrepreneur? Is he even an entrepreneur? He created the concept of what we think of is Apple now, he didn’t create the original product, he helped with the design of some stuff. I think of tech because I’m interested in that area. Tech is my filed of interest in terms of study, I’ve always had a passion for it. But also again tech is so ingrained in our behaviours I think that is why I think of tech stuff straight away when I come to think of the first thing. I probably thought of Dyson because I’m looking around the house and the dog is definitely stepped on the sofa where he shouldn’t have and If I see her first I’m thinking I need to give this a good hoover. That’s probably why I just thought of Dyson. I’ve been trying to think of another entrepreneur that just pops into my head, I guess It would be a what’s his name, Alan Sugar, could also be one, the dude from the Apprentice. I knew about him before the Apprentice, not to be like ‘oh I knew him first’ kind of thing, it was just because when I went to school, his building was on the way. One of his building in Essex on the walk up the hill to the school called Amstrad. And my dad told me about him when I was younger and he used to push premium bond, is it called premium bonds? On TV when we were younger in an advert and I remember my dad, I can’t believe I’m even thinking of my dad. My dad’s set up his own business I guess, he’s an electrician but he ran his own TV shop, so I guess in a way he’s an entrepreneur? But then to me an entrepreneur is not like a sole trader, like dad who just runs a business, but someone who has several businesses, who has a chain and has become super successful like who we were talking about. Yeah, Alan Sugar I think would definitely be also another person and… Oh… he did computers too! That’s also tech. How can’t I think of anyone that’s not tech. No I can’t. I’m trying to think of products that I use and if they’ve got a cool history, now at the top of my head…

**Ivan:** You can think of services as well…

**Participant 5:** I have said before and I’ve got like a little book somewhere, I don’t ever know who invented things. And to me like creation is part of entrepreneurship and that’s part of the qualities. I’m annoyed that I don’t know like who invented this [measuring tape]. And so, like even Uber, I don’t know who the person who created that was. That’s a service. Or Deliveroo. And I feel like I should because those are things that I use and interact with and someone has created this or remember like partially the lightbulb but even in that story’s confused me, that a tech thing I guess as well. For God’s sake. The reason why I’m thinking of tech is because tech is so innovative, the way people can do things now, there’s loads of crap that goes on that we don’t hear about I guess those stupid apps that no one cares about, but when you get tech right, in an innovative way, it’s such a change, it changes so much about how we use, how we interact with things, how we interact with each other, that’s why I think first it’s the first thing that comes to mind. Because it’s just… it’s just whoosh, like a life changer.

**Ivan:** Do you think extreme wealth, for example someone being really wealthy is a good measure for that person’s contribution to society?

**Participant 5:** No, because contribution to society to me is like giving back, it’s what I think of when I think contribution to society. Whether that is donating your money, or you are giving your time. It’s one of those two at the end of the day, isn’t it? Because, even if you are an entrepreneur and you’ve done and you’ve created something that helps society, you’ve given your time and your hours of the day, towards helping that product be successful in a way that people then use it, just because… you know there’s people out there who make money overnight with stocks or win the lottery and they’ve done nothing, so I don’t think that at all. I think it’s… yeah, I can see how some entrepreneurs definitely have also contributed to society and the community as well as be successful and be rich. But I don’t think they have to, I don’t think they’re mutually exclusive.

**Ivan:** Can you think of an extremely successful entrepreneur’s contribution to society?

**Participant 5:** Bill Gates and his work on AIDS and his work on the sanitary things of toilets; He’s just non-stop. Like I would love to meet him, but It’ll be a waste of his time and energy, I need him to be doing the things he is doing and to continue doing it, I think he did a lot of work as well when the Ebola breakout happened, I think this is kind of what stemmed a lot of it. But yeah, I hate that he’s got that white savior complex to it but he’s such a smart man and if he can solve something, I believe he can, anything even, it’d be him.

**Ivan:** What are your thoughts on the following statement: Billionaires should not be entitled to keep all their money.

**Participant 5:** No, it’s interesting to be like: what are you a socialist or a capitalist? So, I disagree with that statement, as in I think that they can keep all their money, if they want to, I just think that with wealth comes great responsibility, and so certain people like Jeff Bezos, for instance, and Warren Buffet is that the other person who’s just really rich? Again, I don’t know if I classify them as entrepreneurs, but I just think they have a lot of money, don’t they? When it comes to somebody saying we’ve worked out that this amount of money will help this, like we just need an… you know there’s people out there making to raise money and it could just take a donation from them, sometimes I’m just like they could just pay it, can’t they? But at the same time, I’m like, well we would lose that community spirit that we gain from working towards a common goal and also at the end of the day, like some people earn their money one way and they should spend it how they want to. And then there is that stupid thing where a lot of their money isn’t actually tangible money. It’s, you know, tied up in assets, somewhat or not. And really what it is for them is perhaps when they die and they sell everything off, yeah, it’d be great, if they could give all to a cause. I think there’s just an expectation in this day and age and always has been that people with lots of money or fame do good; use their time to do good, because for some reason it tends to be that you’ve got lots of money you tend to have some extra time on your hands, because you’ve made all this wealthy money, so you don’t need to… the higher you get in your career, the less time you need to spend really grafting, so that extra time that you get, you should give back. They always say about celebrities as well like and then people love it, especially when they don’t really hear celebrities talk about it. People just find out little side stories like really great corporate social responsibility, that secret social responsibility, like Leonardo DiCaprio people were obsessed with just how much he gives back to like wildlife and environmentally friendly charities, so I think. I disagree with the statement. I can understand why people say it, I totally get why people are like: No, they should give away all their money, you don’t need billions of pounds to live. There’s that story, isn’t there from a university lecturer, who, many years ago, because obviously this money would have been massively inflated by now, that he had… he worked out that you don’t need more than £25,000 a year to be happy. So he cut his salary to make a point and prove this and the whole idea then was, yeah, so this is the base line for a human to get their basic needs and still maybe have a bit of disposal income and still be happy which they were kind of like saying inherently is the main goal that we’re after. So that’s another way, and this is going back to the Costco person I said as well, like they won’t take like millions of pounds home, whatever they were taking, I think like 500,000 which is still a hell of a lot of money, I’m not denying that at all, I love it but it’s very much like they could have been taking so much more but they decided no, I want this business to work so I’m going to need to take this cut and the rest is going back into my employees and is going back into the business, when you see and when you hear that you’re like oh, that’s so much better, isn’t it, that billionaires just sitting on their little cash fund that’s what they do. There’s always those images that Jeff Bezos is a Gollum from Lord of the Rings, isn’t it? He’s just sitting on a pile of treasure, so…Not that image, the good image.

**Ivan:** So, do you consider Jeff Bezos as a bad image of successful entrepreneur?

**Participant 5:** Yes, because all the way people talk about him. I don’t really care, honestly about what he does with his money and, you know, I think the issue that people have is that making so much money and there’s very disgruntle employees and there’s probably a way around that, you know, Amazon, as a company, I really admire, they’re always innovating in terms of, you know, I think they were the first people to try and roll out that or deliver with, you know, next day delivery stuff and he’s recommended stuff that other people have bought, his stuff that you might be interested in because you bought this and that to me, I love the way their brand works, but the way that you hear they treat their employees puts a negative stance on the company as a whole and then when you hear, and therefore he’s just got picked up as the person that everyone hates for that…having loads of money. There’s loads of other people that have butt loads of money and do effol and they’re not getting picked on because it’s a brand that everyone interacts with loads, they’re expecting so much more and I’m certain, I know what it is, but I’m certain Amazon, behind the scenes, give loads of money to charity, do loads of... is involved in loads of extra charitable kind of causes or community causes in like the areas like probably the buildings are in. I bet you they do all that stuff but because he’s got such, he’s like a villain people love to hate. And so for some weird reason, he doesn’t get all the lovely love that people like Bill Gates get, and Bill Gates doesn’t get like still the best rep for some people, people link him to anti-vaccine, 5G, whatever the crap conspiracy theory is now, I can’t keep up. He gets brought into that instead and it’s always the backlash to being that famous. So if you’re rich and quietly rich, those are the people that are living the dream then, because then no one knows that they’re sitting on those piles of money and no one’s expects anything of them, yeah, whereas, Bezos, bad times for him. I’m trying to think of a way he could turn it around, if there’s a way, but I think it’s got to a point now where everyone would have to expect him to like step down and give away all his money for charity for people to go ‘oh yeah he’s a nice guy’. And that will be all he gets, and they would move on, the world would just move on and forget about him, sorry that’s such a rant.

**Ivan:** That’s good. So, I’m thinking about Bill Gates and Jeff Bezos, because these were the people you just commented on, so to what extent do you think they’re in control of their success, or their extreme success?

**Participant 5:** I think Bill Gates, because he created, did Jeff Bezos create Amazon, or is he just the CEO, COO, whatever it is? Because I to me Bill Gates, I don’t think Bill Gates is even really in charge of windows software anymore but that’s how he made his money, and he created it, to me it’s like he can never leave that. Like he’s he was the creator of it and therefore it’s his baby. Whereas Jeff Bezos could leave that and go run Apple and go run somewhere else. Was it... sorry did you say in terms of like how much they’re in control of their success or their money?

**Ivan:** Success. But again if we think of success, as in monetary success.

**Participant 5:** Yeah, sometimes it just gets away with people without them... do you remember like the flappy guy, the guy who created Flappy Bird (Game), that was an entrepreneur, they created something, it became too big for them, but they cancelled it, they were just like no I’m not having that they just didn’t want that fame. They wanted to create something that they loved that people enjoyed and then people enjoyed it too much and they were like I’m out that’s it. I don’t want to do this. You have a choice. There’s always a choice to step away from it and step away from fame and fortune. But like I said, sometimes some people are born to be driven. My sister is someone who can’t work for someone else. Like has done, she’s been to great places but she’s terrible at being an employee. She’s great at maybe being her own boss because she’d just disagree with everyone as she wants to do certain things her way on her schedule. So I think they could have stepped away, both Bill Gates and Jeff Bezos but in my head, it feels like it’s less off for Bill Gates because he had to create this thing and he had to change with the time, where there could be another Jeff Bezos coming to his role where at the end of the day he’s just delegating and making decisions and orders. Bill Gates was creating and shaping and innovating, which you could argue Jeff Bezos does that too but, in my head, someone just comes to him with an idea, and he says okay, that’s great, let’s go with that, that’s what I think he does, and he gets paid a butt load to do it. And deal with PR nightmares and what not. That’s how I think they’re the same but different.

**Ivan:** What do you think about another statement: Billionaires should not be taxed much more than others.

**Participant 5:** No, that’s I... should not be taxed... yeah I disagree with that statement because we have a system already in place, in the UK, I don’t know if you’re interviewing people globally, which is very much of the more money you raise, the more tax that you pay, which gives back to the rest of the community, which I guess disagrees with the earlier thing of me saying billionaires should give their money when I went on no, they can do whatever they like with their money but I guess this is an enforced tax to try and put everyone on an equal playing field, because are they consuming their road tax or their council tax more, in terms of like the money, where it goes, those are separate payments actually, it doesn’t go towards it, just because they’re rich it doesn’t mean they’re going to use the NHS more. The problem is I’m, you know, in terms of like politically standing, I’m very much like a liberal/labour, labour has been... my hometown has been labour since it’s been over 20 years, so everyone in there has a view of like a very community feel. Even though it’s like a city type of place. And so for me, it’s always about helping each other out and I’ve got such a big family, you are just there when someone needs help. You have to step up and put yourself aside, and be selfless a lot of the time, so for me, especially if you’re like a billionaire [emphasis added], it’s just... give a bit back... to them is to just give more back, because they have more to spare, because we don’t need that much money to be functional, to be surviving, and that is the main cause in what governments are trying to do, to help you survive, help you live a decent life, not the best life, but a decent life, and so, you know, all know they can afford however many houses and whatever holiday and the 12th car that they’re going to purchase that month because they have to tax a bit more, then yeah, it sucks to be them. But that money would go to the needs of somebody else who needs it and especially in a country where we’ve got the NHS, and I have family at the NHS who work there, and I just believe in that kind of cause so much. That money could be reinvested into better things. But then it’s unfair, what if they contribute already loads and they do that because they never had so much money but then they’ll be giving to the causes they want to not the causes they’re forced to.

**Ivan:** Well I guess your answers could be based on what you know, as in information, you don’t need to know everything.

**Participant 5:** No, I know, I’m just trying to make fake scenarios in my head don’t I. I still disagree with the statement as in I think they should be taxed more.

**Ivan:** OK. Some people say that those extremely wealthy entrepreneurs like Bill Gates, Bezos, and the other ones you mentioned are just lucky and they don’t deserve their success. What do you think about that? How would you respond to those people?

**Participant 5:** I wouldn’t entirely disagree with them. I did smirk, I know. I wouldn’t entirely disagree with them, because a lot of the times some things are based on luck. It’s based on the luck of timing, that they happen to speak to the right person at the right time, that they had their idea at the right time, they were born in the right decade, and then had the right idea but that to happen I mean who knows, if the Dyson dude could have been born a century before maybe he would have invented something else that was useful. The first shithoot that we had instead of the amazing cycling one, or vacuum cleaner, because hoover is the brand name, isn’t it. So part luck, I wouldn’t say it’s full luck, people would still have to even networking is hard work and probably not for some people but that is an effort, they still have to turn up to an offer, they still have to present, they still have to do a day job and to me that is working at the end of the day, and so it’s not like everyday they’ve walked in and someone has just gone You’re the COO of Amazon or Hey you’ve just invented the latest... he didn’t accidentally drop some cyclones into a.. I don’t know a bit of plastic and create a hoover, did he? So no, I don’t... I disagree with these people.

**Ivan:** OK, so what role do you think luck plays in the way they achieve their success, the way they reach that stage of extreme success?

**Participant 5:** A tiny...tiny role, for all the ones I’m thinking of, I can’t think of anything. Yeah, I don’t think it’s a huge role at all, I really think it’s a small percentage where for instance they pitched in front of the right people, who happened to have been in a good mood that day and was like yeah, I want to invest in this and I want to believe in you today. That person could have woken up and had a terrible day not had the money, yeah, but it sounds like I believe in faith and I really don’t. And so, I just believe that some things work out a bit, without it being too mystical and faithful. So it’s just a little bit. I believe in a little bit of luck.

**Ivan:** Is there anything else about entrepreneurial success that you’d like to share with me? Anything that you can think of?

**Participant 5:** I admire them. I admire those people. I love direction, I love having a list of things to do, I love being told what to do, which sounds so strange. So I really admire those people that you put everything aside, don’t you to become an entrepreneur and you have to... that is number one, that your friends and family, your finance, people re-mortgage their house and stuff like this, so to believe in something so much a bit like people who are really religious like I admire that so much I just can’t myself. So that’s all I wanted to say on this. And also, I’m annoyed at myself for not thinking of any female entrepreneurs off the top of my head and that says a lot. Maybe if I’d grown up with some, that would have made more of an impact but off the top of my head, I can’t think of any. And why do I not know anyone outside of tech? I’m probably going to spend the rest of this afternoon and evening thinking about that.

**Ivan:** Well great, that is all of my questions.

**Participant 5:** OK, fab.