



FURNALD/GRAY


# the new entrepreneur

as the year nears its end, it seems only appropriate to take a quick look back. (I'm taking some solace in the fact that this year we don't have to reflect upon an entire millennium.) As I see it, one of the most striking changes over the past year has been the changing climate of the business world for entrepreneurs. Some would say start-up fever has turned to start-up phobia, as both entrepreneurs and investors have become more cautious. Of course, start-ups are still starting up—and succeeding—but as we developed our cover story “Five for the Future” (page 33), about five of today's most promising new fields, it became clear that many young professionals are finding creative ways to satisfy their entrepreneurial drive.

For me, the initial appeal of entrepreneurship was the opportunity to build something from scratch in a way that I thought would make a difference. It's been captivating to feel like a risk taker, to juggle responsibilities, to play a small part in shaping people's futures. As you read “Five for the Future,” you'll see that the fields highlighted (from wireless communications to venture philanthropy) offer adventurous job seekers many of these same opportunities.

The real theme here is that you don't have to be an entrepreneur to feel like one. You can be an

entrepreneur on the job, even if you are working for someone else. All I have to do to confirm the theory is look around at the 100 employees at experience—most of whom haven't been here from the beginning, but all of whom still get a chance to shape and build our company each day.

In building our company, our goal has always been to help you find the right job and career. We hope our magazine inspires you with stories from the inside about people and organizations that are playing by their own rules. When you go online to our web site, [experience.com](http://experience.com), we hope to take your education to the next level with our collection of tools, articles, and other resources. When you're ready, we'll be there for your internship or job search with an online database of opportunities that are perfect for ambitious—and entrepreneurial—young professionals like you. 

Warmest regards,

Jennifer Floren  
Founder and Publisher