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ENTREPRENEURS: THE NEXT GENERATION

No one under 21 allowed? Not so, says **Jennifer Kushell**, a 24-year-old entrepreneur who has been on a four-year crusade. Her goal: Educate teens and twentysomethings about starting their own companies. In her just-released primer, *No Experience Necessary*, Kushell helps explain the business world to would-be moguls, while feeding them basic startup tips.

The advice touches on a broad range of topics, from establishing a corporation to finding financing to looking the part ("Deodorant is *not* an option," she reminds). Business Week Online's **Dennis Berman** recently spoke to Kushell about the ins and outs of young entrepreneurial life -- deodorant and all. An edited transcript of their conversation appears below.

Q: Entrepreneurship has always been a part of America. What makes today's young people, whom you describe as Generation E (for entrepreneur), so different?

A: To start, environmental factors. We've been raised by technology, one of the key factors that's enabled us to start our companies. There are more academic institutions -- 600 to 1,000 -- with entrepreneurial programs on the college level. And there are more organizations starting than ever before that support younger business owners. We also can look up to more role models. It's much easier to read about younger people who are successfully starting companies, and that's contributed to the public at large, who is starting to support us.

Q: What's your personal entrepreneurial story?

A: I have been in entrepreneurial ventures since the age of 13. When I hit college, I started getting very involved. I realized that there were other people who had my same interest in entrepreneurship, and there wasn't a way for them to really meet others like them. So I started an international directory of young entrepreneurs, mainly because