

AI opens the floodgates of entrepreneurship

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Empowered by AI tools, many Gen Z professionals progress to 'founder' status in no time, according to LinkedIn data

Opportunities Desk

India is emerging as a leading indicator of how entrepreneurship is evolving globally. According to LinkedIn data, there's a 104% year-on-year increase in members adding 'Founder' to their profile in India, the highest across markets, alongside a surge in entrepreneurial activity and ambition.

This new generation of entrepreneurs is emerging as AI lowers barriers to entry, career priorities shift, and definitions of success evolve. Gen Z is leading a move towards more flexible ways of working, with three

in four (75%) Gen Z entrepreneurs reporting multiple income streams, compared to 62% of Gen X. This highlights a shift to portfolio careers designed to build resilience and create greater control over work and income.

Lowering barriers

As per the report, AI and digital tools are making entrepreneurship more accessible, lowering traditional barriers such as cost, connections and expertise.

In India, four out of five (80%) founders say entrepreneurship is accessible regardless of background and 81% say it is more achievable today than ever before. Younger entrepreneurs are driving this change, with 85% of Gen Z entrepreneurs saying AI and digital tools are important to their business, and many crediting it with a part of the confidence they feel about starting a business. Gen Z in India define success in terms of freedom and flexibility (64%), personal growth



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(56%) and financial wealth (55%), and are more willing to take risks to achieve it.

They are also more experimental, with younger founders more likely to test and explore entrepreneurial paths compared to previous generations.

Networks and visibility

Building strong networks and personal brands is also critical to growth.

In India, four out of five (80%) entrepreneurs say their professional network has been important to starting or growing their business. More than six in ten (67%) entrepreneurs also identify as content creators, highlighting the importance

of personal branding and audience-building in today's business landscape.

In a communication, Kumaresh Pattabiraman, LinkedIn India Country Manager, said: "India has always had a strong entrepreneurial spirit, but what is changing now is how quickly people can act on it. AI is lowering barriers that once made starting a business feel out of reach, enabling a new generation of founders to experiment, adapt and build with greater confidence. We are also seeing the rise of the 'portfolio era', with more professionals creating multiple income streams and redefining what a career can look like."