

## 3.4: Current Entrepreneurship Trends

Entrepreneurship is evolving rapidly, influenced by technological, business, and cultural changes. Whether you are an experienced entrepreneur or new to the field, these are some significant trends to watch.

### 3.4.1 Increasing Use of No-Code Platforms

The rise of no-code and low-code platforms has revolutionized the way entrepreneurs build digital products, democratizing access to web and mobile app development. With searches for "low-code" increasing by 122% over the past five years, it's clear that these tools are empowering non-technical individuals to launch businesses without the steep learning curve traditionally required for coding. Platforms such as Bubble and Webflow enable users to create complex applications using intuitive drag-and-drop interfaces. This trend is rapidly expanding the startup ecosystem, allowing more people to innovate without relying on expensive technical teams. The market for these platforms is projected to reach \$45.5 billion by 2025, underscoring their growing impact on entrepreneurship.

### 3.4.2 Resurgence of Email Marketing

Email marketing is making a strong comeback, with platforms like ConvertKit experiencing a 153% surge in searches over the past five years. Unlike social media, where algorithms control audience reach, entrepreneurs fully own their email lists, giving them direct access to their subscribers. Email marketing also offers one of the highest returns on investment, with ROI reaching up to 42 times the initial investment. This makes it an essential strategy for businesses looking to build trust, deliver value, and maintain consistent engagement with their audience. As a result, many entrepreneurs are leveraging email marketing to grow and nurture their customer base effectively.

### 3.4.3 Expansion into IoT

The Internet of Things (IoT) is becoming increasingly accessible to small businesses, thanks to platforms like Blynk, which allow users to develop smart devices without requiring advanced technical skills. This democratization of IoT technology enables entrepreneurs to innovate and create connected devices for diverse applications, ranging from home automation to commercial solutions. The IoT industry is poised for significant growth, with projections estimating its value to reach \$1.86 trillion by 2028. This trend is opening up new opportunities for businesses to leverage IoT for efficiency, convenience, and improved customer experiences.

### 3.4.4 Growth of Micro-Influencers

Micro-influencers, those with 1,000 to 20,000 followers on platforms like Instagram, YouTube, or TikTok, are becoming a crucial component of modern marketing strategies. Searches for "micro influencers" have increased by 77% over the past decade, highlighting their growing relevance. For small businesses, micro-influencers provide a cost-effective way to connect with highly engaged and niche audiences, making it easier to build brand loyalty and trust. Their ability to create authentic connections with their followers makes them a valuable asset in fostering deeper customer relationships and driving targeted marketing campaigns.

### 3.4.5 Omnichannel Content Strategies

Entrepreneurs are increasingly adopting omnichannel content strategies, repurposing content across multiple platforms and formats to reach wider audiences. With the rise of platforms like TikTok and the resurgence of podcasts, consumers now engage with content in diverse ways. Tools like Designer are empowering entrepreneurs to transform content into different formats, helping them maximize both reach and engagement. This approach allows businesses to meet audiences where they are, fostering stronger connections and enhancing brand visibility across various digital spaces.

### 3.4.6 Investment in Climate Tech Startups

Venture capital investment in climate tech is expanding at a rate five times faster than other sectors, fueled by the growing urgency to combat climate change. Major corporations such as Amazon, Microsoft, and Google are leading the charge, heavily investing in startups that offer sustainable and eco-friendly solutions. This surge in funding presents significant opportunities for entrepreneurs focused on climate innovation, as demand for technologies that address environmental challenges continues to rise, driving growth in the sector.

### 3.4.7 Demand for Specialized Skills

Entrepreneurship is increasingly demanding specialized skills to remain competitive. To focus on core competencies, many entrepreneurs are turning to virtual assistants and outsourcing essential tasks like product fulfillment. Services like ShipBob manage logistics, freeing up time for businesses to concentrate on product development and marketing. This approach allows entrepreneurs to streamline operations, improve efficiency, and dedicate more resources to growing their business in a competitive landscape.

### 3.4.8 Flourishing Entrepreneur Communities

Online communities for entrepreneurs, like Indie Hackers and Starter Story, are thriving and becoming essential resources for business growth. These platforms offer valuable support, networking opportunities, and access to a wealth of knowledge from fellow entrepreneurs. By fostering collaboration and knowledge sharing, these communities help entrepreneurs learn from one another's experiences, overcome challenges, and accelerate their business growth. This sense of community is key for entrepreneurs seeking advice and inspiration on their journey.

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#### Attributions

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