

**THE “TOOLS FOR SUCCESS” NEEDED TO BE A SUCCESSFUL ENTREPRENEUR
ON CHINCOTEAGUE ISLAND by Emma Faith**

Chincoteague Island is one of the most unique places to start a business as an entrepreneur. While becoming an employee can only get you so far in life, becoming an entrepreneur can teach someone the skills necessary to own and operate a business. In order to start a life as a business owner on Chincoteague Island, entrepreneurs will need certain tools in order to operate a successful business, such as a demand for the product or skill, education and experience, and financial funding to get started.

In a world that is constantly pushing towards the fastest and most efficient technology, I believe that one of the smartest entrepreneurial opportunities to pursue would be within the field of **Cybersecurity**. While there are not many businesses that are focused solely on cybersecurity, it is a field of understanding that is the need is continuously on the rise. Jobs that may need some help with cybersecurity include health care, government facilities (such as the nearby NASA/Wallops Flight Facility), and financial services. These fields, as well as others, are where it is critical for private information to be protected from hackers and “internet pirates”. In a world that is constantly evolving, this is a service that will be needed by many consumers and businesses for years to come.

In order to provide a service, such as cybersecurity, to the public, one must receive an education first, in order to gain knowledge on that particular topic. In order to become well-versed in cybersecurity, one must receive a four-year degree majoring in cybersecurity. Currently, there are colleges within the Eastern Shore that teach education within cybersecurity, such as the University of Maryland Eastern Shore and Salisbury University. The knowledge needed to work within the cybersecurity field can be difficult to learn, so creating a business on Chincoteague Island for this particular job can be rather useful.

After identifying the demand for a needed business, and acquiring the education needed to operate the business, entrepreneurs must receive funding in order to get their business off of the ground. There are many resources that growing entrepreneurs can use in order to gain funding for their future businesses, including the Virginia Economic Development Partnership (VEDP) and the U.S Small Business Administration (SBA). While these are not local sources of funding, they are both organizations that work to help a growing entrepreneur gain the finances they need to start a business, whether it is for cybersecurity, food service, or aeromechanic.

For those who are eager to become an entrepreneur on Chincoteague Island, they must obtain other resources in order to operate a successful business. Identifying your future clients and customers is a great start. Next, they must advertise and educate the potential clients and customers on the need and value of a cybersecurity firm. Finally, future entrepreneurs must

receive funding from a partner, investor, or organization in order to get their business off the ground. Some other tools that may be needed in order to run a successful business on Chincoteague Island include other additional advertising, hiring an experienced staff, networking with other local businesses, and ultimately staying optimistic on a successful entrepreneurship.

I believe that no matter how large or how small a business is, as the next several years progress, there is will more and more need for cybersecurity, even in the smallest “mom and pop” business. In due time, starting a business within cybersecurity on Chincoteague Island will be able to help a lot of other businesses and individuals protect their privacy from the unknowns that await us in the near future. This is why I feel a business in cybersecurity would be a good choice.