

# Discussion of *Beauty and the Business: The Role of Looks in Entrepreneurship*

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Interesting paper exploring role of beauty as a determinant of entrepreneurship

- Higher beauty score increases probability of being an entrepreneur
- Mediated via cognitive skills, noncognitive skills and mental health
- Heterogeneity by human capital level, but not by gender

- Use it more actively in the estimation
- Allow entrepreneurial ability to influence the draw of productivity
- More discussion about low-skill becoming entrepreneurs and  $W_{ss}(\cdot) \geq 0$

Potentially interesting: explore investor/consumer bias as mediators

- Heterogeneity by type of entrepreneurial activity: size, industry, family vs own
- Disentangle choices between employment and self-employment
- Add measure of success of self-employment activity as outcome
- Additional instruments with siblings', children's or parents' beauty scores
- Household fixed effects (for example, HH wealth affecting beauty perception)?