

The Global Entrepreneurship Monitor (GEM) is the world's largest research study of entrepreneurship, providing insights on entrepreneurial activities and perspectives on a regional, national and global scale. Since its inception in 1999, GEM has grown into a highly-networked international consortium of more than 500 researchers, becoming the richest source of information on the state of entrepreneurship and entrepreneurial ecosystems across the globe.

THE STUDY OF ENTREPRENEURSHIP

Entrepreneurship is an essential driver of societal health and wealth, with the power to spur economic growth. Through entrepreneurial innovation, communities can promote job creation, increase productivity and address societal challenges. Entrepreneurs are the catalyst for a cycle of social and economic value creation.

To stimulate sustainable entrepreneurship and cultivate strong entrepreneurial ecosystems, governments and stakeholders need robust, credible data to inform decisions on policymaking and investment. GEM's key purpose is to provide that data.

In each region or country, GEM studies two key elements:

- Entrepreneurial behavior, attitudes and aspirations of individuals
- National or regional context and its impact on entrepreneurial activity

Unlike other data collection efforts by individual countries or business registers, each GEM research team follows a strict central protocol, overseen by a global technical team, ensuring that results are comparable across different economies. GEM also monitors informal activity—which can comprise the majority of entrepreneurship in many economies, especially developing ones—ensuring that its data captures a complete representation of entrepreneurship.

Additionally, GEM is the only global research source that collects data on entrepreneurship directly from individual entrepreneurs, providing unique insights to inform change. GEM has shared its research findings at panels and conferences from Washington D.C. to Geneva, Switzerland.

GEM RESEARCH BY THE NUMBERS

- 22 years of data, allowing longitudinal analysis in and across geographies on multiple levels
- 200,000+ interviews annually with experts and entrepreneurs of all ages
- Data from 115 economies across the world
- Collaboration with 500+ entrepreneurship research specialists
- Involvement of 300+ academic and research institutions
- Support from 200+ funding institutions



GEM'S IMPACT

Stakeholders from around the world use GEM data to make key decisions. This data is used to inform government policies and programs, help entrepreneurs determine where to invest, and advance the global understanding and study of entrepreneurship, impacting entrepreneurial ecosystems everywhere.

EDUCATION

GEM has helped enhance entrepreneurship education by providing access to important data that advances our understanding of entrepreneurship and how to foster it. GEM creates accessible annual and regional reports, which are used in classrooms around the world by educators and students who are studying entrepreneurship. Many entrepreneurship textbooks also include GEM results, and GEM is the most frequently used data source in peer-reviewed academic journals, advancing knowledge about entrepreneurship based on research by highly qualified researchers around the world.

INTERNATIONAL ORGANIZATIONS

Many international organizations benefit from GEM data, which has been cited in reports and studies globally. GEM has also collaborated with a number of organizations on developing reports, presenting at events and providing expert advice.

- World Bank Data Catalog – [Datasets](#) (Ongoing)
- International Labor Organization – [Overcoming Gender Segregation](#) (2020)
- United Nations – [World Youth Report](#) (2020)
- World Economic Forum – [Unleashing the Power of Europe’s Women Entrepreneurs: Six Ideas to Drive Big Change](#) (2020)
- OECD – [SME and Entrepreneurship Policy in Ireland](#) (2019)
- United Nations Economic and Social Commission for Western Asia (ESCWA) – [The National Report of the State of Qatar](#) (2019)
- World Trade Organization – [Empowering Youth for Sustainable Trade](#) (2019)
- International Labor Organization – [The Importance of Perceptions in Promoting Women’s Entrepreneurship in Thailand](#) (2018)
- OECD – [SME and Entrepreneurship Policy in Kazakhstan](#) (2018)
- The World Bank – [GEM Data on Female Entrepreneurship](#) (2018)
- World Economic Forum – [The Arab World Competitiveness Report](#) (2018)

GOVERNMENT POLICY

Governments all over the world have used GEM data to inform policy changes and program creation to improve the state of entrepreneurship in their countries, as evidenced by the following examples:



Brazil: GEM is a leading study used by the SEBRAE (Serviço Brasileiro de Apoio às Micro e Pequenas Empresas), the main Brazilian institution to support and foster entrepreneurs and small businesses, to stimulate the policy debate on entrepreneurship and on the creation of employment and income distribution in society.



China: GEM reports are used and cited by many different government agencies in China, including the National Development and Reform Commission.



Croatia: the GEM team works closely with Croatia’s Ministry of Economy, Labor and Entrepreneurship, and has assisted in an annual review highlighting Croatia’s progress in fulfilling the EU Charter on Small Businesses and Enterprises’ requirements.



Ireland: GEM data led to the establishment of the “Going for Growth” program in Ireland, which helped more than 500 female entrepreneurs develop and grow their business.



USA: GEM data was used to inform the development of the U.S. State Department’s Global Entrepreneurship Program, created to foster entrepreneurship through the cooperation of the government and the private sector. Additionally, the GEM research team has provided testimony to the United States House of Representatives Committee on Small Business.

ENTREPRENEURS

Individual entrepreneurs use GEM data to inform their investment choices and venture creation. For example, entrepreneurs Iskren and Mira Krusteff assembled their own GEM team to gain an entrepreneurial picture of opportunities and challenges in Bulgaria, resulting in the creation of three venture funds and the introduction of new initiatives to support entrepreneurial growth across the country.

SUPPORTING GEM

With support from partners and donors, GEM is able to conduct and enhance its global entrepreneurship research, enabling GEM teams around the world to study, advise and deeply impact entrepreneurial ecosystems at all levels. Through GEM, we can drive social and economic value creation everywhere, strengthening the future of entrepreneurship.

