

GLOBAL ENTREPRENEURSHIP MONITOR

THE WORLD'S FOREMOST STUDY OF ENTREPRENEURSHIP

The only research source that collects data globally directly from entrepreneurs



25 years of data
170,000+ interviews per year
120+ economies
370+ specialists in entrepreneurship research
150+ academic and research institutions
150+ funding institutions



Entrepreneurship is a formidable engine of economic growth. It promotes the essential innovation required to exploit new opportunities, promote productivity, create employment, and address some of society's greatest challenges, such as the United Nations Sustainable Development Goals (SDGs) or shocks from different global events.

Governments and other stakeholders increasingly need hard, robust and credible data to make key decisions that stimulate sustainable forms of entrepreneurship and promote healthy entrepreneurial ecosystems worldwide. To capture a complete picture of an entrepreneurial ecosystem, it is important to go beyond official statistics, like the number of registered businesses. Stakeholders need to understand on the ground perceptions about entrepreneurship. GEM fills this void as the only global research source that collects data directly from the source – entrepreneurs.

THE GEM RESEARCH PROCESS

GEM is a networked consortium of national country teams that carries out survey-based research on entrepreneurship and entrepreneurship ecosystems around the world. Each GEM National Team is led by a local university, academic institution or other organization with vested interest/appropriate expertise in entrepreneurship. A central team – GEM Global – coordinates the research cycle for the National Teams. Data is collected through two annual surveys with distinct yet complementary purposes:

- **Adult Population Survey (APS):** Explores the role of the individual in the lifecycle of the entrepreneurial process; administered to a minimum of 2,000 adults in each economy, with careful monitoring that the sample in each case is nationally representative.
- **National Expert Survey (NES):** Assesses the Entrepreneurial Framework Conditions – 12 essential factors that have a significant impact on entrepreneurship.

Survey findings, analysis and insights are featured in the iconic GEM Global Report, National Team Reports and Special Topic Reports.



SILVER ANNIVERSARY

GEM is considered the most reputable source for entrepreneurship research. During its 25 years of existence, the consortium has repeatedly provided policymakers with valuable insights on how to best foster entrepreneurship to propel growth and prosperity.

GEM was co-created by Professor Bill Bygrave of Babson College and Professor Michael Hay of London Business School. Keeping such a long-term research activity going is rarely accomplished by even the most prestigious of individual universities.

A rapid succession of short-lived projects dictated by the longevity of PhD theses is a more common currency in universities nowadays. GEM is a multi-stakeholder effort that has been able to succeed thanks to the passion and drive of its people.

IMPACT

GEM tools and data are unique and benefit numerous stakeholder groups.

Business schools, research centers and universities are the one-stop shop for entrepreneurship research in their country! By being part of GEM, such academic institutions attract future entrepreneurs as students, help inform policy in their country and leverage unique datasets that provide a state of the art on entrepreneurship opportunities.



"It is truly amazing to coordinate 60+ teams from around the world, gathering data from 170,000+ respondents and create impactful global, country, women's and special topic reports. I've developed an incredible appreciation for the work that makes GEM research possible each year." - Jeff Shay, Professor at Babson College

Corporations, foundations and philanthropists sponsor GEM research to advance their mission and glean insights to support areas of strategic interest related to entrepreneurship.

"GEM research insights are incredibly valuable especially as it pertains to a global perspective. As a global program ourselves, we find that there are many reflections that can be shared and cross-fertilized from one region to another. How might we build an inclusive entrepreneurship ecosystem globally? Which elements are best guided by local infrastructure, and which elements are needed on a global basis? GEM research informs and guides our own collaboration efforts, as well as provides some direction on how to expand and grow our program." - Wingee Sampaio, Global Program Director of Cartier Women's Initiative

Government bodies and international organizations use GEM's data sets to make more informed decisions that foster entrepreneurship. 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.

"Since 2006, we have had continuous information from Colombia that has been reported and has been extracted from the Global Entrepreneurship Monitor. This is an important database that can be very helpful in order to address the main challenges of entrepreneurship in our country." - Daniel Oviedo, Chief Statistician of Colombia at the National Statistics Office of Colombia

"It is a privilege to be a part of the GEM family and contribute to the cross-national entrepreneurship ecosystem. Entrepreneurship comes in many shapes and forms. Our country embraces the overall benefit of entrepreneurial behaviour and its value to society." - Ausrine Armonaite, Minister of Lithuania's Ministry of Economy and Innovation

CONTACT GEM TO EXPLORE COLLABORATION POSSIBILITIES

INFO@GEMCONSORTIUM.ORG