

THE BLANK CENTER  
 .....  
**GLOBAL ENTREPRENEURSHIP  
 MONITOR (GEM)**



Launched in 1999 by Babson College and London Business School, and now a global consortium of over 500 researchers, the Global Entrepreneurship Monitor (GEM) is the largest research study on entrepreneurship in the world, providing unique global, regional, and national perspectives on entrepreneurial attitudes, activities, and aspirations.

**IN EACH COUNTRY'S ECONOMY, GEM LOOKS AT TWO ELEMENTS:**

- |  |   |
|--|---|
| 1. The entrepreneurial behavior, attitudes, and aspirations of individuals | 2. The national context and how that impacts entrepreneurship |
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**GEM BY THE NUMBERS**

-  20 years of data
-  200,000+ interviews a year
-  100+ countries
-  500+ specialists in entrepreneurship research
-  300+ academic and research institutions
-  200+ funding institutions
-  34 special topic reports
-  20 global reports

**GEM'S IMPACT**

**In the last five years, GEM has been mentioned in nearly 30,000 media stories reaching an estimated 127 billion people across 100+ countries.**



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GEM was used to inform the development of the U.S. State Department's Global Entrepreneurship Program, which was commissioned by then-Secretary of State Hillary Clinton to foster entrepreneurship through programs initiated with the cooperation of the U.S. government and the private sector.

**GEM'S FINDINGS HAVE BEEN FEATURED IN LEADING PUBLICATIONS, INCLUDING:**

- |                               |                                |
|-------------------------------|--------------------------------|
| <b>BBC News</b>               | <i>The Wall Street Journal</i> |
| <b>Bloomberg Businessweek</b> | <i>The Economist</i>           |
| <b>The Boston Globe</b>       | <i>Financial Times</i>         |
| <b>Forbes.com</b>             | <b>CNBC</b>                    |
| <b>Fortune</b>                | <i>Entrepreneur Inc.</i>       |
| <b>CNN Money</b>              |                                |

# GLOBAL ENTREPRENEURSHIP MONITOR (GEM)



## KEY FINDINGS FROM 2017 GEM U.S. REPORT:

**64%** of Americans believe there are good opportunities for starting a business near where they live, the highest level reported by GEM

Early-stage entrepreneurial activity (TEA) rate in the U.S. is **50% higher** than the average for 23 of the U.S.'s innovation-driven economy peers

The rate of perception of opportunity for women is **59%**, the highest rate reported by GEM and a 15% increase for women since 2015

## BABSON'S GEM TEAM

### DONNA KELLEY

GEM Global Board Representative  
Frederic C. Hamilton Professor of Free Enterprise

✉ [dkelley@babson.edu](mailto:dkelley@babson.edu)

### JULIAN LANGE

Leader of the U.S. GEM Team  
Governor Craig R. Benson Professor of Entrepreneurship and Public Policy

✉ [langej@babson.edu](mailto:langej@babson.edu)

### MAHDI MAJBOURI

GEM Technical Director for the U.S.  
Associate Professor of Economics

✉ [mmajbouri@babson.edu](mailto:mmajbouri@babson.edu)

## GEM IN ACTION WITH POLICY INFLUENCERS

The GEM team disseminated the findings of our research by presenting and participating in the following panels and conferences:

- » **“The Profile and Impact of Entrepreneurship in the United States: Insights from the Global Entrepreneurship Monitor (GEM),”** United States Census Bureau, Washington, D.C., September 20, 2018
- » **“The Future of Work and Economic Growth”** Session at the ‘Working Sessions on Creating Entrepreneurship Ecosystems to Support SMEs and UN Sustainable Development Goals,’ United Nations, New York, May 10, 2018
- » **“Role of High-Growth Firms in Job Creation and Equitable Growth,”** World Bank Headquarters, Washington, D.C., October 13, 2016
- » **“Assumptions About Entrepreneurship in the Developing and Developed World: Truth or Myth?”** United Nations, New York, New York, June 16, 2016
- » **“Women-Owned Businesses: What Works Promoting Women’s Economic Empowerment?”** Urban Institute, Washington, D.C., May 17, 2016
- » **“From Start-Ups to Scale-Ups: the Realities of Growth Entrepreneurship,”** World Bank, Washington, D.C., November 12, 2015
- » **“Entrepreneurship and the United States Economy,”** American Institute of Economic Research (AIER). Great Barrington, MA, July 28, 2015
- » **“Promoting Entrepreneurship for Development”** for the Seventh Session of the Investment, Enterprise and Development Commission at the United Nations Conference on Trade and Development, Geneva, Switzerland, April 22, 2015
- » **“The Power of Entrepreneurship,”** hosted by U.N. ambassadors from Israel and Rwanda, United Nations headquarters, New York, New York, November 3, 2014.

**LEARN MORE** DOWNLOAD GEM DATA OR SEE GEM GLOBAL AND NATIONAL REPORTS AT [WWW.BABSON.EDU/GEM](http://WWW.BABSON.EDU/GEM)